



Quality Early Childhood Education  
For All Nebraska Families

## Outreach Email Template

### CONTEXT/PURPOSE:

Community members, parents, families, educators, and others can use this copy, tailored for your own community needs, to tell people in your network about the campaign and urge them to join. It talks about the problem and opportunity and can also be customized with a story or unique call to action.

### COPY:

Dear [Community/Email list/Network],

Quality early childhood education is a big part of how our community thrives. Skilled early childhood educators prepare children for school. Families can work knowing their children are in the safe, loving, and supportive care of a quality early childhood educator. And that provides Nebraska's employers with the talent they need to succeed now and in the future.

But two-thirds of licensed center-based providers [recently surveyed](#) said they were experiencing turnover, and of those providers, nearly 70% reported that staff had found jobs outside of early childhood; 9 out of 10 providers employing staff have had difficulty hiring for open positions. This is a huge loss for children, families, and Nebraska's economy—but we can make a difference by ensuring our children and families have the quality early educators they need for success.

As a [parent, grandparent, business leader, early childhood educator, community leader] I see [briefly relate personal story in a sentence or two]. [USE TALKING POINTS TO TAILOR FURTHER BY AUDIENCE]

I invite you to join me in supporting We Care for Kids—a campaign that's helping communities across Nebraska solve the problem. Together, we can ensure that our children, families, and state thrive.

You can reach me directly to learn more. The campaign website, [NebraskaCaresForKids.org](http://NebraskaCaresForKids.org), also has great information for families, parents, advocates, and communities like ours.

[Show your care to support quality early childhood education in our community.](#)