

SAMPLE NEWSLETTER

Amplify our voice and engage your network in advocacy



SAMPLE NEWSLETTER TEXT

Missouri's fragile child care industry is at risk and we need YOU to advocate for additional funds to support this critical industry that serves children and families.

Kids Win Missouri released a report detailing the challenges and concerns of child care providers as they operate through the crisis and work to sustain their programs into the future. Child care is an essential part of infrastructure that's necessary to support our economy as it reopens. Our children need safe places to learn and grow each day, and working parents need support to do their jobs and fuel the economy.

Take action NOW to ensure that Congress acts quickly to make a \$50 billion investment in child care. This would mean almost \$1 billion in stabilization funds for Missouri providers and would help ensure programs can continue to operate or reopen to serve the children and families in their communities.

[Click here to complete the Action Alert.](#)

It takes less than 5 minutes, and advocates can use the pre-populated message or can customize the message based on their own experiences as providers or parents.

If you want to read Kids Win Missouri's full report and find out more ways you can participate in advocacy to ensure federal relief for child care programs, [visit their Action Center here.](#)

SOCIAL MEDIA POSTS

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US SENATOR TWITTER HANDLES

Senator Roy Blunt

@RoyBlunt

Senator Josh Hawley

@HawleyMO

HASHTAGS

#FundChildCare

#ChildCareIsEssential

SAMPLE POSTS

- Missouri parents need child care to get back to work, but our child care industry is at great risk of folding. Congress must act swiftly and #FundChildCare to support children, families, and providers. Take Action NOW --> <https://bit.ly/2BoYO67>. #ChildCareIsEssential
- For child care providers, costs are drastically increasing while income and enrollment decline. The numbers don't add up and it's not sustainable! Act now to support \$1 Billion for child care in Missouri --> <https://bit.ly/2BoYO67>. #FundChildCare
- Prior to COVID: 63 of 114 MO counties were child care deserts.

NOW: 95 of 114 MO counties are child care deserts.

Children & families can't wait. Act NOW - tell Congress we need to support Missouri's recovery and #FundChildCare--> <https://bit.ly/2BoYO67>.

GRAPHICS

[Visit our Child Care Relief page here](#) to download social media graphics.