



First Children's Finance

The Busy Director's Quick Marketing Checklist

- Your mission and vision are relevant and known by all staff.
- You visit other centers to compare how you are doing and to get new ideas at least twice a year.
- You review your center's benefits once a year to make sure they are still relevant.
- You complete an annual SWOT (strengths, weaknesses, opportunities, threats) analysis.
- You train all staff regularly on how to answer the phone and greet prospective parents.
- You keep your key benefits near the phone and make sure staff knows what they are.
- You register with your local CCR&R agency or the Quality Rating and Improvement System (QRIS) in your state for a quality rating.
- You review your printed materials, social media, website, and other materials at least once a year to make sure they are consistent with your image, updated, and in good condition.
- You inspect your center regularly to make sure it is well maintained.

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