



## Marketing Your Child Care Program to Attract Contributors

Every dollar counts when you're a child care provider. **The Child Care Tax Credit for Employers and Other Contributors** encourages Nebraska's private sector to get involved in building our state's early childhood infrastructure, making it easier for you to deliver the services families, businesses and communities depend on.

Here are some easy ways to make your program more visible to potential contributors in your community.

1

### Identify potential contributors

Ask the following questions to get started.

- ▶ Who are the families my program serves?
- ▶ What businesses or industries employ working parents?
- ▶ What foundations or nonprofits support early childhood education?

2

### Build strong relationships

Actively participate in community and professional networks.

- ▶ Send information about tax credits to your local Chamber of Commerce and ask them to share it with their members.
- ▶ Connect with other child care providers to network and share resources.
- ▶ Increase visibility by participating in local events and organizations.

3

### Get the word out

Grow your visibility with easy marketing strategies.

- ▶ Prepare a handout or brochure. Include information about your program, your experience as a provider and how many families you serve.
- ▶ What social media sites do local parents and employers use? Create a profile and commit to posting at least twice a week.
- ▶ Post testimonials from families on your social media channels or in a newsletter. Ask if you can mention or tag parents or their employers on social media.
- ▶ Reach out to local newspapers, TV stations, radio or local podcasts to share significant milestones or events.
- ▶ Ask parents to share information about tax credits with their family, friends and colleagues who have children in child care.

## 4

### Host open houses and events

Events are a powerful way to cultivate potential contributors.

- ▶ No matter your size or budget, an open house is a great way to introduce potential contributors to your program.
- ▶ Invite employers, public officials and other local leaders to learn more about how your work benefits working families and the community.
- ▶ Consider other family-friendly events and celebrations.

## 5

### Say thank you to contributors

Nurturing contributor relationships builds long-term support.

- ▶ Express gratitude and keep contributors up to date on how their contributions are making a difference.
- ▶ Share stories of significant contributions on social media or in your newsletter.

## Steps to take if you receive a contribution

- ▶ As a contribution recipient, it's your responsibility to ensure it's used for a qualifying purpose. Download the Child Care Tax Credit Contribution Receipt Form and familiarize yourself with the allowable uses that make a contributor eligible for the nonrefundable tax credit.  
[revenue.nebraska.gov/sites/default/files/doc/tax-forms/2024/f\\_CCTC-R.pdf](https://revenue.nebraska.gov/sites/default/files/doc/tax-forms/2024/f_CCTC-R.pdf)
- ▶ Identify whether your program falls in a federal Opportunity Zone.  
[opportunity.nebraska.gov/programs/business/opportunity-zones](https://opportunity.nebraska.gov/programs/business/opportunity-zones)
- ▶ Return the completed form to the contributor and remind them to submit it to the Nebraska Department of Revenue with the completed Tax Credit Contribution Application Form.  
[revenue.nebraska.gov/sites/default/files/doc/tax-forms/2024/f\\_CCTC-A.pdf](https://revenue.nebraska.gov/sites/default/files/doc/tax-forms/2024/f_CCTC-A.pdf)

## Resources

### ▶ Nebraska Department of Revenue

Child Care Tax Credit Website  
[revenue.nebraska.gov/businesses/child-care-tax-credit-act](https://revenue.nebraska.gov/businesses/child-care-tax-credit-act)

- Child Care Tax Credit Contribution Receipt form
- Child Care Tax Credit Contribution Application form
- Upload links for completed forms

### ▶ Child Care Tax Credit Contributor Authorization Table

[revenue.nebraska.gov/businesses/child-care-tax-credit-contributor-authorization-table](https://revenue.nebraska.gov/businesses/child-care-tax-credit-contributor-authorization-table)

- Shows the total amount of the nonrefundable Child Care Tax Credit authorized to date for the current tax year



nebraska early childhood  
COLLABORATIVE

## Nebraska Early Childhood Exchange

A one-stop location for ECE policies, forms, regulations, guidance and more for NECC's Child Care Network.

- ▶ **Back Office & Administrative Support** | Forms, templates and other resources to help you manage your program.
- ▶ **Discounted Educational Materials** | Exclusive access to discounts on ECE products and services.
- ▶ **Marketing Resources** | A comprehensive marketing toolbox to help you create communications materials.

Learn more at [nebraskaeearly.org/nebraska-exchange](https://nebraskaeearly.org/nebraska-exchange).



NebraskaChildCareTaxCredit.org