



#WITHINREACH CANDIDATE ENGAGEMENT GUIDE

The best way to amplify the need to put high-quality child care and pre-k within reach for working families and determine where presidential candidates stand on the issue is to engage them directly. Ask them questions—in person or via social media—host a house party, coordinate your actions with friends, or tweet at them directly about the need and solutions for putting child care and pre-k within reach.

SAMPLE ACCOUNTABILITY QUESTIONS FOR CANDIDATES

In order for you to determine which presidential candidate best represents your values and shares your views on how to put high-quality child care and pre-k within reach, we need to ask them where they stand. Here are questions you can ask candidates to determine if they support a national solution to put child care and pre-k within reach for working families:

1. Do you think high-quality child care and pre-k are out of reach for working families? What is your plan for putting high-quality early childhood education within reach?
2. Is high-quality child care and pre-k out of reach for just low-income families or is the cost so high that seemingly comfortable middle class families are struggling to make ends meet?
3. Do you think we need a public solution to put high-quality child care and pre-k within reach for working families or is it up to families to figure it out once they've decided to have children?
4. Do you think high-quality child care and pre-k have a long term impact on children's lives? What are some of the reasons you think children need quality early education?
5. Are child care and pre-k merely issues affecting kids or do you think they affect everyone?
6. What's the economic impact of child care and pre-k being out of reach for working families?
7. How will families and the economy as a whole benefit from putting high-quality child care and pre-k within reach?
8. Do you think increasing wages for child care workers is a crucial component to increasing the quality of child care and pre-k?

HOST A HOUSE PARTY

A house party is the perfect way to gather your friends, colleagues, or neighbors to discuss issues that matter to you the most. Whether there's an upcoming debate, candidate forum, or interview, or you feel that more people need to be talking about the need to put high-quality child care and pre-k within reach for working families, a house party is a great way to raise awareness around the issue, get your friends on board, and coordinate your action steps during and after to ensure candidates are talking about #WithinReach. Here's how:

STEP 1: GETTING STARTED

- Who should come? Think about who you know that would be interested, try to think of all of your networks and friend groups including:
 - Community leaders
 - Neighbors and friends
 - Family members
- Pick a venue for the night. It could be your house, a friend's house, a bar, coffee shop, restaurant, etc
- Consider the date: Decide if your house party will be centered around an event or not, such as a candidate debate, interview, or forum. It doesn't have to be but that should be considered when choosing a date.
- Create a "Save the Date" and start inviting people!

STEP 2: GETTING PEOPLE THERE

- Start calling and emailing the people you want to invite
 - Keep track of who you've contacted and how.
 - Always call if you have a phone number. Email should be supplemental.
 - Be persistent: Follow up each phone contact with an email.
- Make sure you have enough food and beverages for guests!

STEP 3: ENGAGING GUESTS DURING

- Organize a discussion: While watching the debate or if there isn't a central hook, help facilitate a conversation about the policies discussed by the candidates.
 - Ask your guests to share stories: There is nothing stronger and more effective than hearing from people who would be directly impacted by harmful policies that ignore the challenges they're facing.
- Play games: Get creative and play a game. Bingo with buzzwords or policies is always fun!
- Join the conversation online: Tweet, post on Facebook and use other social media platforms to raise your voice during the party. See our sample tweets below!

SAMPLE SOCIAL MEDIA

TWEETS

.[Insert candidate handle] What is your plan for putting quality child care and pre-k #WithinReach for working families?

.[Insert candidate handle] Do you think we need a national solution to put child care and pre-k #WithinReach for working families?

High-quality child care & pre-k have long term impacts on kids' lives: [Insert candidate handle] kids need quality ECE. #WithinReach

.[Insert candidate handle] Increasing wages for child care workers is crucial to increasing the quality of child care & pre-k: #WithinReach

High-quality child care & pre-k are everyone issues: [Insert candidate handle] what will you do to put them #WithinReach?

GRAPHICS

Download these graphics and more at WithinReachCampaign.org/act



90% brain development happens **before age 5**

We need to put universal pre-k #withinreach

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65 percent of American children under age 6 have both parents in the workforce

Working families need high-quality child care and pre-k to be #withinreach

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Every \$1 dollar invested in early childhood education delivers \$7 in public benefits

We need to put universal pre-k #withinreach

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In all 50 states, child care costs **more than median rent**

We need to put high-quality child care #withinreach

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WITHIN REACH



In 28 states and DC, child care **costs more than college**

We need to put high-quality child care #withinreach

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