



**Raising
Wisconsin**

**Advocacy
Toolkit:
Employers &
Economic
Leaders**





Putting Advocacy into Action

As employers and economic leaders, you experience the effects of child care challenges as barriers to profitable businesses, reliable employees, and the health of your communities.

Elected officials need to hear that the lack of accessible, affordable child care impacts your business.

Getting Ready to Advocate

Know Who Represents Your Business

It's essential to know who represents your business, particularly at the state level. Visit Wisconsin's [MyVote online resource](#) to identify your state representative and senator, find your polling place, and receive general voting information, including absentee deadlines.

Be Informed

Review the [child care landscape resources](#) on Raising Wisconsin's website to help tailor your advocacy messages with data, background, and other key facts about the challenges early educators, families, employers, and communities face. These facts and data will help you craft your story.

Tips for Effective Communication

- **Be concise:** State your reason for having the conversation.
- **Be specific:** State the issue and clearly share your opinion and the reasons for it. When possible, share information like how child care challenges affect your workforce and business productivity and the local and regional economy.
- **Be direct:** Include an ask – and call on the legislator to support or oppose.
- **Be passionate:** Include personal stories and experiences that directly relate to the legislation.
- **Be knowledgeable:** Share relevant information, like research, data, and/or news articles that support the ask.

Prepare and Practice Your 'Elevator Speech'

You never know when you might have the opportunity to share your story with state legislators. This is especially true when they are not in session in Madison and are back in their home districts when they attend local events – parades, county fairs, dairy breakfasts – and could even be someone you run into while you're shopping. During campaign seasons, you could get a knock on your door from candidates running for office.

That's why always having your "elevator speech" ready is so important. You never know when you might have the opportunity to share it face to face.

Engagement Strategies and Opportunities

Make Phone Calls

Give your legislators a call. In 2-3 minutes, you can share with a staffer or the elected official themselves the challenges you face and why investing in child care is so necessary. If you don't speak to a person, leaving a message with the encouragement to call back is a great way to show you're invested in the issue.

Visit Your Legislators

Making a personal visit to the Capitol is a fantastic way to signal the importance of an investment in child care. Contact the legislative office, speak with a staffer, and set up a time to visit to discuss experiences you are having in your home community, which they represent. Legislators have full calendars, so it's important to make the visit brief and be prepared with your elevator speech.

Organize Local Events

Our engagement team can help you with resources to organize and facilitate local events that highlight the importance of state investment into child care. Contact us for more information.

Economic Development Convenings

You can bring together business leaders, human resources professionals, and economic development officials for conversations with child care providers and parents about the impact of child care challenges on your community and region and the need for state support.

Celebrate Days of Action

Helping organize local events that celebrate state and national days of action is a great way to put a spotlight on child care. Raise awareness in your community during these important child care-focused events like Week of the Young Child (April), Worthy Wage Day (May), or A Day Without Child Care (May).

Events and Conversations

Maybe organizing an event isn't quite for you – and that's OK! You can facilitate conversations and attend local and state events to show your support for child care.

Community Forums and Days of Action

If a child care program where your employees work or another local program is hosting state and local officials or celebrating days of action, attend them if they have an open invitation. Your perspective and participation is valuable!

State Capitol Advocacy Day

Raising Wisconsin, WECA, and organizational partners host a biannual advocacy day at the state Capitol where the goal is to meet with as many state legislators as possible to advocate during a critical time in the state budget development process. The more people who attend, the more we can show the importance of investing in child care. The event typically also includes a training so you will feel prepared to participate in site visits and share your story.

Talk with Local Families

As employers and economic leaders, it's critical to gauge the impact of child care challenges on your business/region through conversations with working families and their child care providers. The more you can gather and share with state officials through advocacy is especially important.



Send Letters

Digital Portal

The easiest way to send a letter to your state representative and senator is through [Raising Wisconsin's automated portal](#)! Put in your name and contact information and the system makes sure your officials receive the letter. You can use the pre-populated text and and/or add some of your experiences and perspective to personalize it if you choose.

Craft Your Own Message

Sometimes sending a direct, more personalized letter – either via email or hard-copy mail – is helpful. Find your legislators' contact information on the [Legislature's website](#) and send it with the encouragement for them to contact you for a follow-up conversation.

Submit a Letter to the Editor

Letters you write to elected officials can be easily adapted for a broader public audience and sent to local, regional, or state news outlets as letters to the editor.

Stay Informed

Sign up for our [Advocacy Digest and Alerts e-newsletter](#), a great source of calls to action, events, research, news stories, and more!

Bookmark [WECA's Upcoming Events](#) page for the latest opportunities to attend in-person and virtual engagement events.

Follow [Raising Wisconsin](#) and [WECA](#) on social media! Check us out on Facebook, Instagram, LinkedIn, and YouTube.



For more information on Raising Wisconsin, current advocacy efforts, and policy priorities, visit: www.raisingwisconsin.org.

✉ contact@raisingwisconsin.org ☎ 608.230.8026

Raising Wisconsin is powered by a multi-sector coalition led by Wisconsin Early Childhood Association.