



# Macomb County Child Care Coalition

## Marketing and Promotions





## Macomb County Child Care Coalition

### *Goals*

- To create awareness of the Macomb County Child Care Coalition.
- To increase participation of parents, caregivers, employers and providers as part of the Coalition.
- To garner survey responses.



# Plan

- Branding
- Website
- Social Media
- Paid Advertising
- Printed Collateral
- Earned Media
- Email Marketing
- Community Engagement
- Coalition Support
  - Toolkit



**Branding**

*Logo Creation*



**Macomb County**  
**Child Care Coalition**

# Website

[ped.macombgov.org](http://ped.macombgov.org)



The screenshot shows the Macomb County website interface. At the top, there is a blue header with the Macomb County logo on the left and navigation links for 'GOVERNMENT', 'MAKE MACOMB YOUR HOME', 'MACOMB BUSINESS', and 'ONEMACOMB'. A search bar is located on the right side of the header. Below the header is a light blue navigation menu with links for 'Departments', 'County Wide Elected Officials', 'Events', 'Career Opportunities', 'Newsroom', 'Services', and 'About'. The main content area features a large image of a modern building. Below the image, the text reads 'PLANNING AND ECONOMIC DEVELOPMENT' and 'MACOMB COUNTY CHILD CARE COALITION'. To the right of the text is the address '1 S Main, 7th Floor, Mount Clemens, MI 48043' and the phone number '(586) 469-5285'. The article text states: 'Macomb County Planning and Economic Development (MCPED) has formed a coalition to examine the child care ecosystem across Macomb County. The coalition will use available data and recent survey information to create a report on the current landscape and a set of recommendations that will increase quality programming.' To the right of the text is the logo for the 'Macomb County Child Care Coalition', which consists of two hands (one blue, one white) holding a red heart. Below the article text, there is a section titled 'Take the survey' with a link to 'Survey for employers'.

**PLANNING AND ECONOMIC DEVELOPMENT**

1 S Main, 7th Floor, Mount Clemens, MI 48043  
(586) 469-5285

## MACOMB COUNTY CHILD CARE COALITION

Macomb County Planning and Economic Development (MCPED) has formed a coalition to examine the child care ecosystem across Macomb County.

The coalition will use available data and recent survey information to create a report on the current landscape and a set of recommendations that will increase quality programming.



**Macomb County**  
**Child Care Coalition**

### Take the survey

MCPED asks that Macomb County employers, parents and child care providers please take a few minutes to complete a survey and provide your input regarding the child care landscape and the effects it has had on your life.

[Survey for employers](#)

# Social Media



Macomb County Planning & Economic Development

2d · 🌐

Has the current child care landscape affected you in some way? Your input is needed! The Macomb County Child Care Coalition is asking child care providers, employers and parents/caregivers to complete a brief survey. Using this and other data, the coalition will create a report on the current child care ecosystem in Macomb County, as well as a set of recommendations that will increase access to quality programming.

Access the survey and learn more: [ped.macombgov.org/ped-Maco...](https://ped.macombgov.org/ped-Maco...) See more

...



Macomb County Department of Planning & Economic Development...

1,882 followers

2d · 🌐

Has the current child care landscape affected you in some way? Your input is needed! The Macomb County Child Care Coalition is asking child care providers, employers and parents/caregivers to complete a brief survey. Using this and other data, the coalition will create a report on the current child care ecosystem in Macomb County, as well as a set of recommendations that will increase access to quality programming.

Access the survey and learn more: <https://lnkd.in/g2WUGwdm>

**HELP IMPROVE  
CHILD CARE ACCESS  
IN MACOMB COUNTY!**

*Has child care impacted you as a  
parent, caregiver or employer?*

**YOUR INPUT IS NEEDED!**



**Macomb County  
Child Care Coalition**

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# *Paid* Advertising

- Metromode
- MetroParent Magazine
- Meta (Facebook and Instagram)
- LinkedIn

**Metro Parent**



**Meta**



**HELP IMPROVE  
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# Printed Collateral

Postcards//Posters

Front

Back

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**YOUR INPUT IS NEEDED!**



**Macomb County  
Child Care Coalition**



**YOUR INPUT IS NEEDED!**

The Macomb County Child Care Coalition is seeking survey responses to build a report on the current child care ecosystem in Macomb County, as well as a set of recommendations that will increase access to quality programming.

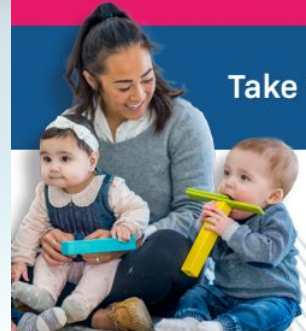
Take the survey: [ped.macombgov.org](https://ped.macombgov.org)



**Macomb County  
Child Care Coalition**

The coalition study is funded through the Regional Child Care Planning project and is supported by funding provided from the Michigan Department of Education utilizing American Rescue Plan Act (ARPA) funding, from the Office of Child Care, Administration for Children and Families, U.S. Department of Health and Human Services.

*Want to join the coalition? Visit [ped.macombgov.org](https://ped.macombgov.org)*





# Earned Media

Press Release//Media Pickup



## MACOMB DAILY Local News

[Local](#) [Crime](#) [Business](#) [Health](#) [Coronavirus](#) [Fact Check](#) [Datworks](#) [Michigan](#) [Nation](#)

### LOCAL NEWS

**Macomb County receives \$150,000 grant to address pressing need for high-quality, affordable child care**



# Email Marketing



## Has the current child care landscape affected you in some way? Your input is needed!

Macomb County Planning and Economic Development (MCPED) is seeking input and additional membership from child care providers, employers and parents/caregivers for the recently formed Macomb County Child Care Coalition.

Using available data and the results of audience specific surveys, the coalition will create a report on the current child care ecosystem in Macomb County, as well as a set of recommendations that will increase access to quality programming.

**MCPED asks that Macomb County employers, parents and child care providers please take a few minutes to complete a survey and provide your input regarding current child care conditions and the effects it has had on your life.**

[Survey for employers](#)

[Survey for parents/caregivers](#)

[Survey for child care providers](#)



## Input needed from Macomb County employers, parents and child care providers

Has child care impacted you as an employer, family or as a provider of these vital services? Read on, your input is needed!

Macomb County Planning and Economic Development (MCPED) has formed a coalition to examine the current child care ecosystem across Macomb County. Using available data and the results of audience specific surveys, the coalition will create a report on the current landscape as well as a set of recommendations that mitigate access to quality programming.

[Click to read more](#)



# Community Engagement

## Events and Meetings



# *Coalition* Support

## *Toolkit*

Includes:

- Social media images
- Suggested social media post copy
- Postcards
- Flyers

