



First Children's Finance

FREE Web Based Fall 2021 Training Opportunities

Web Based - "Start-Up Boot Camp" Starting & Running a Successful Child Care Business (4 Hours)

This class is two sessions of 2 hours each. Must attend both sessions to get credit.

Learn the skills needed to refine your child care business idea, manage finances, develop a budget, create a marketing plan, and identify business polices that contribute to sustainability and growth of the child care business.

September 15 & 22
6:30 - 8:30pm

Event ID: 363800



Web Based - Separating your Family Child Care Finances from your Personal Finances

Learn basic tools to separate business and personal finances. Learn to utilize computer and file systems to organize financial documents. Develop a business budget.

September 14
6:30 - 8:30pm

Event ID: 363804



Web Based - Developing a Marketing Plan for your Child Care Center

Learn basic marketing principles and concepts. Complete an environmental scan. Identify features and benefits of a child care program. Analyze child care competitors. Identify strategies to build an effective message. Define target market to secure future enrollment. Learn how to use marketing principles to secure community partnerships.

October 7
11:00am - 2:00pm

Event ID: 363806



Web Based - Managing Enrollment in your Child Care Center

Learn how to understand enrollment in a child care center and develop your skills to create realistic enrollment projections and how to track current enrollment and future openings. Create action steps to maintain and grow enrollment.

October 13
10:00am - Noon

Event ID: 363808

Additional Trainings & Registration information on the next page

These trainings were made possible by generous funding from:





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Web Based – Policies & Practices Management for your Child Care Center

Learn how to effectively implement policies, procedures, and systems for your child care center that support stable program operations. Identify and examine how to organize and create standard policies and procedures manual for their program.

October 20
10:00am – Noon
Event ID: 363814



Web Based – Developing a Marketing Plan for your Family Child Care Business

Learn basic marketing principles and concepts. Complete an environmental scan. Identify features and benefits of a child care program. Analyze child care competitors. Identify strategies to build an effective message. Define target market to secure future enrollment. Learn how to use marketing principles to secure community partnerships.

October 27
6:30 – 8:30pm
Event ID: 363807



Web Based – Precision Pricing for your Family Child Care

Explore the current state of child care and the factors that contribute to child care business challenges. Complete a SOAR analysis. Understand the process for pricing your business services. Identify strategies to increase your business acumen. This training is geared towards family child care.

November 8
6:30 – 8:30pm
Event ID: 363809



Web Based – Precision Pricing for your Child Care Center

Explore the current state of child care and the factors that contribute to child care business challenges. Complete a SOAR analysis. Understand the process for pricing your business services. Identify strategies to increase your business acumen. This training is geared towards child care centers.

November 16
1:00 – 3:00pm
Event ID: 363810

Please use the Event ID number to register for any of the trainings here: <https://app.developoptoolmn.org/v7/trainings/search>

Contact Teri Steckelberg at teris@firstchildrensfinance.org with questions