



# First Children's Finance

## FREE Web-Based Spring 2022 Develop Approved Training Opportunities

**MAR**  
**8 & 15**

### Web-Based - Re-Opening Your Child Care Center After a Crisis

This class is two sessions of 2 hours each  
Participants are encouraged to attend both sessions.

Identify state regulatory guidelines for keeping children, families, and staff safe as you prepare for the re-opening of a child care program. Analyze your child care center business to identify strategies to manage cash flow. Learn the basic marketing principles and concepts during a crisis. Define your target market and ways to secure families for future.

**1:00pm -3:00pm**

**Mar 8 Event ID: 376790 • Mar 15 Event ID: 376791**

**MAR**

### Web-Based - Policies & Practices Management for your Family Child Care

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

**6:30pm -8:30pm**

**Event ID: 376807**

**MAR**

### Web-Based - Developing A Marketing Plan for Child Care Centers

**10** Learn basic marketing principles and concepts. Complete an environmental scan. Identify features and benefits of 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.

**9:30am - 12:30pm**

**Event ID: 376805**

**MAR**

### Web-Based - Developing A Marketing Plan for Family Child Care

**24** Learn basic marketing principles and concepts. Complete an environmental scan. Identify features and benefits of 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.

**6:30-8:30pm**

**Event ID: 376804**

**APR**

### Web-Based - Reducing your Risk: Legal & Insurance Issues with Tom Copeland

**4** Focus on how child care programs (home or center) can protect themselves from the risks associated with caring for children. Cover: custody disputes, transportation issues, protection against lawsuits, and more.

**6:30-8:30pm**

**Event ID: 376966**



# First Children's Finance

## **APR** Web-Based - Annual Budget & Cashflow for your Family Child Care

**5** Learn basic budgeting concepts. Explore income and expense sections of a budget. Discuss purpose of budgeting and the different types of budgets. Understand the purpose of projecting cash flow. Break down the sections of a cash flow statement. Analyze a child care business case study to identify strategies to manage cash flow. Identify strategies to manage cash flow using First Children's Finance business management resources.

**6:30pm - 8:30pm**  
**Event ID: 376861**

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## **APR** Web-Based - Precision Pricing for your Child Care Center

**6** 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.

**1:00pm-3:00pm**  
**Event ID: 376863**

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## **APR** Web-Based - Separating your Family Child Care Finances from your Personal Finances

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

**6:30pm - 8:30pm**  
**Event ID: 376814**

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## Web-Based - When Tuition is Not Enough: Fundraising for your Child Care Center

**APR** Center Directors know that the income generated by tuition isn't always enough to make ends meet. **14** Participants in this session will increase their understanding of the six basic principles of fundraising for child care programs, and identify initial strategies for a child care center fund development plan.

**1:00pm -3:00 pm**  
**Event ID: 376813**

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## Web-Based - "Start Up Boot Camp" Starting & Running a Successful Child Care Business

This class is two sessions of 2 hours each.

**Participants must attend both sessions to receive Develop credit.**

**APR**  
**21 & 28**

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

**6:30pm - 8:30pm**  
**Event ID: 376792**

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# First Children's Finance

**MAY**

## Web-Based – Injecting Quality into your Family Child Care Business

**10** Explore new opportunities for quality in your individual professional development, program offerings, and business operations. Using the case study of Angie's Daycare – walk through Angie's own evaluation of where she is at and how she can improve her outcomes with quality.

**6:30pm – 8:30pm**  
**Event ID: 376878**

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**MAY**

## Web-Based – Developing Scholarship & Tuition Assistance Programs

**11** Identify practical strategies for establishing a tuition assistance program. Explore how to establish an internal scholarship model for low-income families. Understand how to balance quality child care and level of financial risk to the child care business model.

**1:00pm–4:00pm**  
**Event ID: 376874**

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**MAY**

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

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

**9:00am – 11:00am**  
**Event ID: 376880**

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**MAY**

## Web-Based – Precision Pricing For your Family Child Care

**17** 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.

**6:30pm – 8:30pm**  
**Event ID: 376877**

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Please use the Event ID number to register for any of the trainings here:

<https://app.developertoolmn.org/v7/trainings/search>

Contact [infoMN@firstchildrensfinance.org](mailto:infoMN@firstchildrensfinance.org) with questions.