



First Children's Finance

FCF OREGON CCR&R AND INTERMEDIARY WEBINARS



Over the summer a topic will be presented along with time for discussion and questions. Topics may include Budgets, Financial Statements, Marketing, and Child Care Program Planning. We would love to hear what your biggest needs for child care business supports are; your feedback is valuable! Please **email us** if you have suggestions for webinar topics.

Trainings are Tuesdays, 3–4:30 pm (PST)

Staffing – Hiring & Onboarding Staff

Tuesday, July 22 | 3–4:30 pm (PST)

This session introduces best practices for hiring and onboarding staff in child care settings. Participants will explore key steps in recruitment—from writing job descriptions to conducting interviews—and learn onboarding strategies that foster a welcoming and supportive start for new team members.

Designed for CCR&R and intermediary staff, the session also highlights ways to help providers strengthen staffing systems and address workforce challenges.

Set Level: Set 1

Core Knowledge Category: Program Management

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Trainings are Tuesdays, 3–4:30 pm (PST)

Finances for a Child Care Business

Tuesday, August 19 | 3–4:30 pm (PST)

This foundational session introduces key financial concepts essential to running a successful child care business, highlighting how financial decision-making supports daily operations and long-term sustainability. Through specific examples and guided discussion, CCR&Rs and intermediary staff will explore how financial health is shaped by factors like service capacity, staffing, and fee structures

Set Level: Set 1

Core Knowledge Category: Program Management

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Marketing for a Child Care Business

Tuesday, September 16 | 3–4:30 pm (PST)

This session introduces effective marketing strategies tailored to child care businesses, focusing on how to reach and retain families while building program visibility. Participants will learn how to identify their unique program strengths, clarify messaging, and use simple tools—like flyers, websites, and social media—to promote their services.

Designed for CCR&Rs and intermediary staff, the session also explores how marketing ties into enrollment and business sustainability, offering practical ways to support providers in showcasing the value of their care.

Set Level: Set 1

Core Knowledge Category: Program Management

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