

Empowering Child Care With **FREE** Professional Development Training



Web-Based Trainings

September 2026

First Children's Finance has great business planning and professional development opportunities available. These training sessions and Business Leadership Cohorts can help provide you with the tools and knowledge to make your business more successful!

Learn more by emailing us at infomi@firstchildrensfinance.org.

SOUTHEAST MICHIGAN-BASED OFFERINGS *(Wayne, Oakland and Macomb counties)*



Developing a Marketing Plan for Your Home-Based Child Care Business

September 8 | Noon-2 pm

(2 MiRegistry training hours; MiRegistry Event ID: 199271)

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



Developing a Marketing Plan for Your Child Care Center

September 17 | 12:30-2:30 pm

(2 MiRegistry training hours; MiRegistry Event ID: 199272)

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.



Business Leadership Cohort Series for Home-Based Child Care Programs

6:30-8:30 pm *(8 MiRegistry training hours; MiRegistry Event ID: 199274)*

(Session 1) Sept. 30 (Session 2) Oct. 21 (Session 3) Nov. 18 (Session 4) Nov. 25

The Business Leadership Cohort from First Children's Finance provides family child care program leaders with the opportunity to learn about the basics of business related to their child care program. The program includes four group cohort sessions and two individual consultation meetings. Providers must attend ALL training sessions and both Relationship Based Professional Development (RBPDP) individual consultations to receive the Business Leadership Credential and the Business Leadership training hours and RBPDP hours.

Enrollment Management and Marketing | Financial Management | Financial Analysis Individual Consult #1
Policy Business Round Table | Develop a Plan of Action | Goal Setting Individual Consult #2

To register for a training, scan the QR Code or log into your MiRegistry account and search using the Event ID.

If you have any questions, please contact us at infoMI@firstchildrensfinance.org.



First Children's Finance
firstchildrensfinance.org/michigan

