

Benefits and Features in Family Child Care

Parents want to know, “Why should I enroll my child in your program?”

In answering this question, family child care providers should talk about the “benefits” rather than the “features” of their program. Parents will make a decision to enroll their children into program based on “benefits,” not “features.”

Benefits: Tell customers how the program will help them and their children

Features: Merely describe what the program offers

Feature

Benefit

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| 1. Open 7:00 a.m. - 5:00 p.m. | Convenient hours for a parent’s busy schedule |
| 2. Substitute on call | Parents need not worry about finding back up care |
| 3. Large backyard | Plenty of room for children to play |
| 4. On the Food Program | Serves nutritious meals |
| 5. Licensed | Meets all health and safety standards |

Why should a parent enroll their child in your program?
