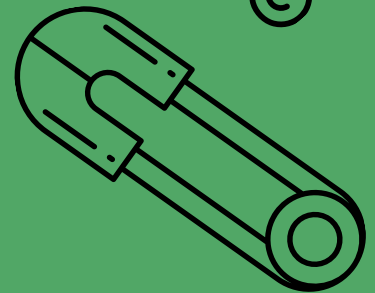
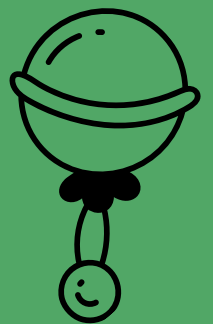
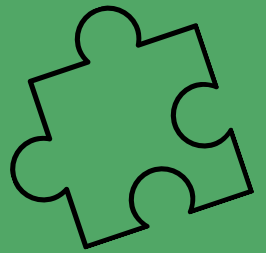


MOMS FIRST

MOMS FIRST COMMUNITY ENGAGEMENT TOOLKIT:

MAKING CHILD CARE
AN ECONOMIC
PRIORITY



ASK ELECTED OFFICIALS: HOW WILL YOU MAKE CHILD CARE AN ECONOMIC PRIORITY?

TOOLKIT FOR ATTENDING TOWN HALLS & COMMUNITY EVENTS

Recess weeks are periods [throughout the year](#) when Members of Congress (MoCs) return home to meet with their constituents. They are supposed to be times when MoCs hear from their constituents to inform their priorities back in Washington, D.C. This upcoming recess period runs **Saturday, March 15 through Sunday, March 23, 2025**. It's a chance for us to tell Congress they need to prioritize child care affordability and to demand the relief families need.

Child care is one of the biggest financial challenges facing working families today. Yet, instead of providing relief, elected officials are considering cuts to the Child and Dependent Care Tax Credit (CDCTC) — the only tax credit for child care — alongside reductions in vital programs like food assistance and healthcare. These cuts would hurt working families, pushing more parents into debt and making child care even more unaffordable.

We know that the majority of American voters — across party lines — support increasing tax credits for child care. It's time for lawmakers to listen.

By attending town halls, community meetings, and candidate forums, you can ask your elected officials directly about how they plan to support working families (and get it on the record!).

Moms First created this resource guide to help you prepare, show up with confidence, and hold leaders accountable for taking action on child care affordability.

Once you're ready to attend an event, email us to let us know: hello@momsfirst.us

1: IDENTIFY YOUR REPRESENTATIVES

Before attending an event, figure out who represents you in Congress

How to Find Your Representatives:

Visit [congress.gov](https://www.congress.gov) to find your U.S. Senators and Representatives.

Once you've identified your officials, follow them on social media and sign up for their newsletters to track upcoming events where you can engage with them.



2: FIND EVENTS & TOWN HALLS

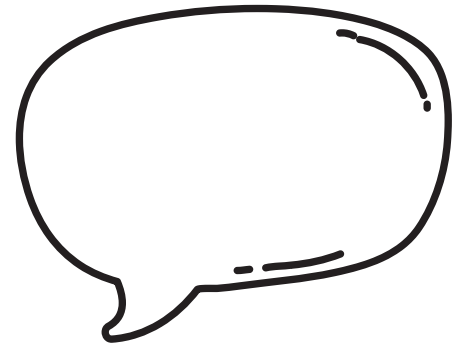
Starting Saturday, March 15 through Sunday, March 23, 2025, your MoC should be holding a public town hall. If no events are scheduled, ask your representative's office to host one!

Where to Look for Events:

- ✓ **Elected officials' newsletters and social media:** Sign up for your MoC's newsletter and follow them on social media. They often post upcoming events.
- ✓ **Call their office:** You can ask when their next public meeting will be held. If no events are scheduled, ask your representative's office to host one!
- ✓ **Advocacy groups:** Organizations like Indivisible are [tracking public town halls](#).

3: PREPARE YOUR MESSAGE

Showing up is half the battle — but being prepared is what makes an impact. Before attending an event, research your representative’s record on child care and prepare your key talking points.



Craft Your Personal Story:

One of the most effective ways to advocate is by sharing your personal experience. Consider:

- How has the high cost of child care impacted your family?
- Have you had to go into debt or leave a job due to child care costs?
- What would affordable, quality child care mean for your family’s future?

Sample Talking Points:



“Child care costs more than rent for many families. What are you doing to address this affordability crisis?”



*“Recent polling shows that **79% of voters — across party lines — support increasing child care tax credits.** Will you commit to saving and expanding the Child and Dependent Care Tax Credit?”*



“55% of parents are going into debt just to afford child care. How are you making child care an economic priority?”

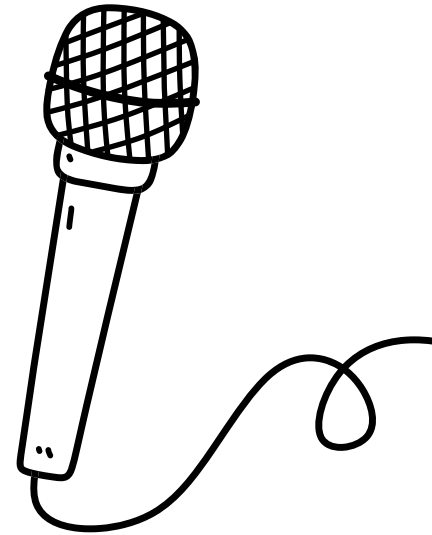
If your official dodges the question, press them for specifics: *“That’s helpful to know, but can you clarify: Will you commit to making child care more affordable by expanding tax credits?”*

4: ENGAGE AT THE EVENT

Once you're at the event, be strategic about when and how you engage.

Best Practices for Asking Questions:

- ✓ **Arrive early:** Sit near the front where you're more likely to be called on. If you're in a group, try to spread out a bit. This way, you'll all have a better chance of getting called on — it also opens the door for you to follow up on each other's questions.
- ✓ **Blend In:** Elected officials are less likely to call on someone wearing a protest or advocacy-themed shirt. Your priority is getting your question answered and capturing their response — so dress neutrally to maximize your chances of being heard.
- ✓ **Be respectful but direct:** Ask clear, fact-based questions.
- ✓ **Bring others:** Numbers matter. If multiple people ask about child care, officials are more likely to respond.
- ✓ **Record a Video (if allowed):** Get organized ahead of time! Decide who in your group will capture the moment on video and post on social media. Remember pics or it didn't happen — and make sure to tag @MomsFirstUS and the candidate! If you're flying solo, ask someone nearby to help record.
- ✓ **Take Notes:** Write down the candidate's responses so you have an accurate record you can refer back to later. Voice recording apps are great for this!
- ✓ **Look for the Media:** Journalists often seek out individuals who have asked candidates questions at community events. If you're comfortable, share your experience with the press! Just remember to stay on topic and share how the issue personally affects you. This is all about the issues, regardless of party lines.



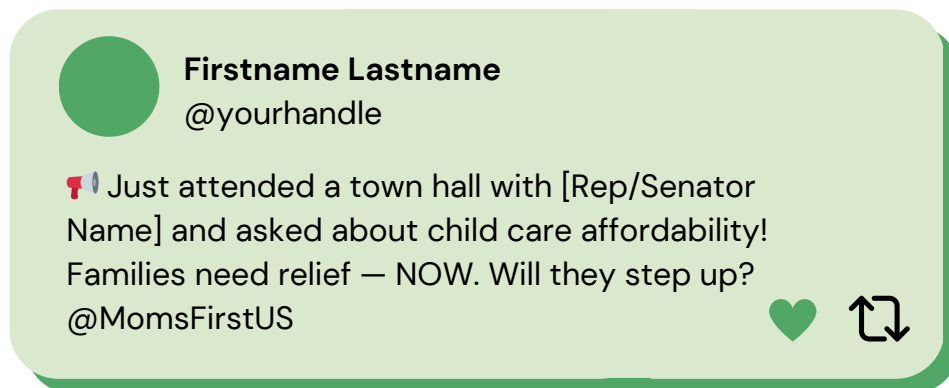
5: FOLLOW UP & HOLD THEM ACCOUNTABLE

Your advocacy doesn't stop after the event. Following up keeps the pressure on and helps build momentum.

How to Follow Up:

- ✓ **Email or call the official's office:** Thank them for their time and restate your concerns.
- ✓ **Share what happened:** Post on social media and remember to tag Moms First (@MomsFirstUS)
- ✓ **Connect with other advocates:** Encourage friends, family, and community members to keep up the pressure!

SAMPLE SOCIAL MEDIA POST:



REMEMBER: YOUR VOICE MATTERS!

Elected officials work for you — but they need to hear from you to make child care a priority. By attending events, asking direct questions, and following up, you are helping push child care reform to the forefront of the national agenda.

Ready to take action? Find an event near you and make your voice heard! Visit [Moms First Action Center](#) for more resources and advocacy tools.