

Hosting a Tour of Your Program



SCHEDULE THE TOUR

Pick a time when you can focus on the tour and the family, such as nap times or after hours. Schedule at least 45 minutes for the tour and practice presenting beforehand.



PREPARE YOUR SPACE & MATERIALS

Create a great first impression! Make sure your space is clean, organized, and welcoming. Have your brochure, contract, parent handbook, and other handouts prepared in case a family wants more information or decides to enroll.



TALK ABOUT YOUR PROGRAM

Be ready to share about your curriculum, the activities you focus on, or your approach to care. How will your program support their child's growth and development?



TALK ABOUT YOURSELF

Families want to know who is caring for their child. What skills, experience, education, or passions do you want to highlight about yourself? Practice talking about three ways you are exceptional and unique. If you are not sure what to say about yourself, ask a friend or client for suggestions.



GET TO KNOW THE CHILD

What do you want to know about this child and family? Ask about the family's logistical needs and what they want for their child and what they are looking for from a program. Have a questionnaire or intake form ready to help you learn more about the family.

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WALK THEM THROUGH THE SPACE

Highlight what makes your environment unique and how it will support their child's development. Show your program's safety features. Talk about how the space will be used during a typical day. Your environment is more than just a safe place for children! Show families how your environment supports your educational approach. Talk about the daily learning opportunities that your environment offers children.



PROMOTE WHAT MAKES YOUR PROGRAM SPECIAL

Be ready to talk about how your program has benefited current and former children and their specific needs. Have a few concrete examples ready to show from your space, your daily routine, pictures, or the way you interact with children.



ASK ABOUT THEIR CONCERNS

Give families time to ask questions. Respond to their questions or concerns using real examples. For example, if a family wants to know more about the meals you serve, show them your weekly menu, describe mealtimes in your program, and reference policies around food or meals you may have. Also, review tuition and requirements for enrollment.



RECAP

End the tour on a high note. Let families know that you're looking forward to working with them soon and getting to know more about the child. Ask if the family has any final questions. Be sure to collect their contact information and let them know you will contact them soon.



STAY IN TOUCH

Not all families will enroll right away, but don't forget about them! Email them a survey asking what they liked and disliked and offer to address any lingering concerns they may have. Send them a newsletter about special promotions, program changes, and events.