Initiative Foundation and the North Central Small Business Development Center Present

Revive and Thrive Childcare Webinar Series

SEE THE LINEUP

9/15
5:30 p.m. - 7:30 p.m.

Starting a Childcare Business 101
Thinking about opening a family child care program or child care center but not sure where to begin? This workshop walks participants through the key steps of starting a child care business, including licensing considerations, business planning, financing, and understanding local market demand. Participants will leave with a clearer roadmap for turning their passion for caring for children into a sustainable business.

10/13
5:30 p.m. - 7:30 p.m.

Bookkeeping for Childcare Providers
Strong financial management is essential for a successful child care business. This workshop covers the basics of bookkeeping, including tracking income and expenses, managing tuition payments, budgeting for supplies and staffing, and preparing financial records for tax season. Participants will gain practical tools to better understand their numbers and make informed business decisions.

11/16
6:00 p.m. - 8:00 p.m.

Marketing Your Childcare Business
Families have more choices than ever when it comes to child care, making effective marketing critical to long-term success. This workshop explores strategies for attracting and retaining families through strong branding, social media, online listings, referrals, and community partnerships. Participants will learn how to communicate their unique value and build trust with prospective parents.

12/5
9:00 a.m. - 11: 00 a.m.

Planning for the Future: Legacy Planning & Buying a Childcare Business
Whether you hope to sell your child care business someday or are interested in purchasing an existing program, planning ahead is essential. This workshop covers business transitions from both the buyer's and seller's perspective, including valuation, financing, succession planning, and due diligence. Participants will learn how to protect the legacy they have built while creating opportunities for the next generation of child care providers.

MEET THE SPEAKERS



Katie Heppner
Regional Director
North Central SBDC



Pam Thomsen
Professional Business Consultant
North Central SBDC



Mike Paulus
Professional Business Consultant
North Central SBDC

RESERVE YOUR SPOT

Register for any or all of these no-cost workshops at:

www.northcentralsbdc.com/workshops-and-events

Questions?
Contact Katie Heppner
katherine.heppner@clcmn.edu
218-855-8145

AMERICA'S SBDC MINNESOTA

Initiative FOUNDATION