

CHECKLIST: PREPARING FOR CONTACTLESS REGISTRATION

As parents begin to re-evaluate care options, a contactless registration process will be critical for the success of an organization's enrollment recovery plan. Contactless registration provides not only the safety of limited face-to-face contact, but also the convenience parents will need as they quickly make decisions on care.

Below is a checklist of items for an organization to consider as they prepare a contactless registration process.

- ☐ Website is updated with information about current safety procedures
- ☐ Curriculum is readily available from the home page on your website
- ☐ Contact information for your center is listed on your website
- ☐ Inquiry submission forms are present, easy to locate, and include a call-to-action
- ☐ Create a virtual tour of your facility that can be used on your website and sent to families through text and email
- ☐ Create follow up procedures to track families and ensure proper contact points throughout the inquiry process
- ☐ Have an online registration process to collect necessary enrollment information without the exchange of paper.
- ☐ Create a template to send a welcome email detailing current check-in/out procedures and include any additional information needed prior to the first day of care.

ChildcareCRM powers childcare through technology. Our portfolio of solutions allow childcare centers to engage more effectively, convert more inquiries, and register children seemlessly, dramatically improving the center's overall enrollment and growing their business.

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