



About this document: *The following toolkit contains communication assets the NAFCC community can use to help amplify NAFCC's Accreditation Program.*

NAFCC Community,

I'm excited to share our new NAFCC Accreditation Toolkit with you! This comprehensive resource is designed to equip our partners, educators, and advocates with helpful tools to spread the word about new developments in NAFCC Accreditation, the gold standard in family child care. Inside, you'll find messaging for social media, ready-to-use email announcements, a newsletter blurb, and much more that highlights the unique value of our accreditation program. Consider this version 1.0, as we will be updating the Toolkit with more resources in the future. With these tools, we aim to make it easier than ever to showcase the impact and importance of quality family child care.

Let's amplify NAFCC's message of quality, inclusivity, and leadership across the field. Thank you for your continued support in helping us reach and inspire more family child care educators and stakeholders nationwide.

Warm regards,
 Erica Phillips
 Executive Director, NAFCC

Communication	How to Use	Link
Advocacy and Outreach Guide	Use this guide to help raise awareness about NAFCC's Accreditation program and engage with your community.	Advocacy and outreach link
Talking Points for Partners	Use these talking points to help guide your conversations regarding NAFCC's accreditation program.	Talking points link
Social Media Posts	Use the social media posts to amplify via your personal and/or professional social media channels, as appropriate.	Social media link
Email Outreach	Distribute the email to your listserv.	Email link

FAQ	Use the FAQ to help answer any frequently asked questions.	FAQ link
Graphic	Use the graphics to accompany your communications about NAFCC's Accreditation program.	Graphics Link
Newsletter Blurb	Include the newsletter blurb in your upcoming organization newsletter.	Newsletter link

Advocacy and Outreach Guide

As an ambassador of the National Association for Family Child Care (NAFCC), you play a vital role in advocating for the NAFCC Accreditation program and promoting its value within the family child care (FCC) community. NAFCC Accreditation is designed to be an essential component of any quality family child care system. It not only elevates the quality of FCC programs but also provides financial and programmatic support to help educators achieve accreditation. Additionally, it ensures that accreditation leads to tangible benefits, including increased compensation for FCC educators, reinforcing their commitment to professional excellence.

Strategic partnerships are at the heart of this mission, creating a unified approach among resource and referral agencies and family child care organizations to expand access to high-quality programs in communities nationwide. For example, in October 2024, NAFCC partnered with the U.S. Air Force to train more than 60 FCC Coordinators as NAFCC Quality Ambassadors, reinforcing the commitment to delivering excellence in family child care on a national scale. Additionally, the Florida Family Child Care Home Association collaborated with NAFCC to conduct two Observation Training sessions and multiple Quality Ambassador Trainings over the last two years, strengthening the Observer pool in the state of Florida and equipping educators with the tools to elevate their practices. These collaborations demonstrate a steadfast commitment to embedding accreditation into quality systems and equipping local leaders with the tools to support FCC educators on their journey to excellence.

By sharing key information, amplifying success stories, and promoting the benefits of NAFCC Accreditation, you can help ensure that family child care educators receive the recognition, resources, and support they deserve to thrive while strengthening the broader early childhood education ecosystem. Let's continue to elevate NAFCC Accreditation as the cornerstone of high-quality family child care.

Suggested Actions:

- **Share NAFCC's accreditation posts and stories on social media.** Use your platforms to share/repost NAFCC's accreditation posts and stories.
- **Include NAFCC Accreditation information in newsletters and communications.** Keep your community informed by incorporating details about the NAFCC Accreditation process and its benefits into your regular communications.
- **Host informational sessions or webinars.** Organize virtual or in-person events to educate local FCC networks on the accreditation process and answer questions.
- **Distribute partner press release.** Share milestones and key achievements of NAFCC's Accreditation program, such as successful collaborations or new initiatives, to showcase its impact and importance.
- Highlight Family Childcare Educators who have made the intentional choice to begin their accreditation journey with NAFCC.

- **Share testimonies from accredited educators.** Amplify the voices of FCC educators who have achieved accreditation by sharing their stories of growth, professional success, and the benefits they've experienced.

Talking Points

- Talking points and key messages can be accessed in this [document](#).

Social Media Posts

Don't forget to tag NAFCC in your social media posts and link to <https://nafcc.org/> for more information.

Option 1

At [Partner Organization Name], we believe in the power of quality family child care. That's why we're proud to support NAFCC Accreditation, the gold standard for family child care. With a thorough process that includes self-study, observation, and peer support, NAFCC helps educators provide the very best care & early learning. <https://nafcc.org/accreditation/>

#FamilyChildCare #NAFCCAccreditation #QualityCare

Option 2

Exciting news for family child care educators! Starting in January 2025, NAFCC is launching updated Quality Standards that will make the accreditation process even more effective in supporting educators. We're excited to see the positive impact this will have on the FCC community. Stay tuned for more!

<https://nafcc.org/accreditation/>

#FamilyChildCare #NAFCCAccreditation #QualityCare

Option 3

Being part of the NAFCC Accreditation program has been an incredible journey. It's all about elevating the quality of care and showing support for family-centered educators. I'm honored to be part of this movement. Let's keep raising the bar for early childhood education! — [Name, Affiliation] <https://nafcc.org/accreditation/>

#FamilyChildCare #NAFCCAccreditation #QualityCare

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Publicaciones para las Redes Sociales

No se olvide de etiquetar a la NAFCC en sus publicaciones en las redes sociales e incluir el enlace <https://nafcc.org/> para más información.

Opción 1

En [Nombre de Organización Aliada], creemos en el poder del cuidado infantil familiar de calidad. Es por esta razón que nos sentimos orgullosos de apoyar la Acreditación de la NAFCC, el patrón de referencia del cuidado infantil familiar. Con un proceso riguroso que incluye el autoestudio, la observación y el apoyo de colegas, la NAFCC ayuda a los educadores a proveer el mejor cuidado y aprendizaje temprano.

<https://nafcc.org/accreditation/>

#FamilyChildCare #NAFCCAccreditation #QualityCare

Opción 2

¡Una noticia emocionante para los educadores de cuidado infantil familiar! A partir de enero de 2025, la NAFCC lanzará Estándares de Calidad actualizados que harán que el proceso de acreditación sea más efectivo al momento de apoyar a los educadores. Nos emociona ver el impacto positivo que esto tendrá en la comunidad de cuidado infantil familiar. ¡Manténgase en sintonía para más información!

<https://nafcc.org/accreditation/>

#FamilyChildCare #NAFCCAccreditation #QualityCare

Opción 3

Participar en el programa de Acreditación de la NAFCC ha sido una trayectoria increíble. Se trata de elevar la calidad del cuidado y apoyar a los educadores centrados en la familia. Me siento honrada de ser parte de este movimiento. ¡Sigamos elevando los estándares de la educación de la primera infancia! — [Nombre, Afiliación] <https://nafcc.org/accreditation/>

#FamilyChildCare #NAFCCAccreditation #QualityCare

Email Outreach

Subject: Why NAFCC Accreditation is the Gold Standard in Family Child Care

Dear community,

As a trusted partner of the [National Association for Family Child Care](#) (NAFCC), we are excited to share more about the [NAFCC Accreditation program](#), the gold standard for family child care (FCC) professionals across the country. This program is designed to be a foundational component of any quality FCC system, providing both financial and programmatic support to educators striving for excellence.

NAFCC Accreditation is unique in that it was built by family child care professionals, for family child care professionals. It addresses the specific needs of FCC educators by offering a comprehensive process that includes rigorous self-study, observation by trained and qualified NAFCC Observers, and continuous community support through Communities of Practice meetings, webinars, and the Accreditation Office Hours. As the only FCC accreditation tailored exclusively to home-based educators, it provides the resources needed to achieve and maintain high standards, while ensuring that accreditation leads to increased compensation and professional recognition.

For over 30 years, NAFCC has been a leader in setting the highest standards for quality in early childhood care. Their updated standards, launching in January 2025, reflect the organization's commitment to continuous improvement and innovation in the field, ensuring that family child care educators are always equipped with the most current best practices. By choosing NAFCC Accreditation, educators join a distinguished network of professionals dedicated to providing high-quality, nurturing care and creating developmentally appropriate environments for young children. Find out more about the impact of accreditation [here](#).

The voices of Family Child Care (FCC) educators are prioritized at every stage of the NAFCC Accreditation System. For example, the Accreditation Council oversees the integrity of the accreditation system, including its processes

and the revision of quality standards. According to the bylaws, one-third of the members of the Accreditation Council must be FCC educators.

As a champion of high-quality family child care, we encourage you, whether you're an FCC educator, an organization, or a stakeholder, to consider NAFCC Accreditation as a valuable step in advancing the field. This program offers a tangible pathway to leadership and a commitment to excellence for all involved. It strengthens the entire FCC community, ensuring that all educators have access to the support they need to succeed and continue delivering the best care possible for young children.

We are proud to stand alongside NAFCC in supporting the growth and success of family child care educators nationwide. By embracing NAFCC Accreditation, you're not only affirming your commitment to excellence, but you're also helping to raise the standards and recognition of family child care. Let's ensure that quality family child care remains a vital and valued component of early childhood education. If you have any questions, please contact Accreditation@nafcc.org.

Kind regards,

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Subject: Por Qué la Acreditación de la NAFCC es el Patrón de Referencia en el Cuidado Infantil Familiar

Estimada comunidad:

Como colaboradores de confianza de la [Asociación Nacional para el Cuidado Infantil Familiar](#) (NAFCC, por sus siglas en inglés), nos entusiasma compartir más información sobre el [programa de Acreditación de la NAFCC](#), el patrón de referencia de los profesionales de cuidado infantil familiar de todo el país. Este programa está diseñado para ser un componente básico de cualquier sistema de cuidado infantil familiar de calidad que provee soporte financiero y programático a los educadores que se esfuerzan en lograr la excelencia.

La Acreditación de la NAFCC es única en virtud de que fue creada por profesionales del cuidado infantil familiar para profesionales del cuidado infantil familiar. La misma aborda las necesidades específicas de los educadores de cuidado infantil familiar al ofrecer un proceso integral que incluye un riguroso autoestudio, la observación por parte de observadores capacitados y cualificados de la NAFCC y un soporte comunitario continuo a través de las reuniones de las Comunidades Profesionales, los seminarios en línea y las horas de oficina de Acreditación. En su calidad de acreditación única del cuidado infantil familiar diseñada exclusivamente para los educadores con base en el hogar, esta provee los recursos necesarios para alcanzar y mantener estándares elevados al mismo tiempo que asegura que la acreditación conduzca a una mayor compensación y reconocimiento profesional.

Durante más de 30 años, la NAFCC ha sido líder en establecer los estándares de calidad más elevados para el cuidado de la primera infancia. Sus estándares actualizados, que entrarán en vigencia en enero de 2025, reflejan el compromiso de la organización con el mejoramiento y la innovación continuos en el campo, lo que asegura que los educadores de cuidado infantil familiar estén equipados siempre con las prácticas más adecuadas y recientes. Al escoger la Acreditación de la NAFCC, los educadores se integran a una distinguida red de educadores dedicada a proveer un cuidado de alta calidad y enriquecedor y a crear entornos adecuados al desarrollo para los niños pequeños. Obtenga más información sobre el impacto de la acreditación [aquí](#).

Las voces de los educadores de cuidado infantil familiar son priorizadas en cada etapa del Sistema de Acreditación de la NAFCC. Por ejemplo, el Consejo de Acreditación supervisa la integridad del sistema de acreditación, incluyendo sus procesos y la revisión de los estándares de calidad. De conformidad con los estatutos, un tercio de los miembros del Consejo de Acreditación debe ser educadores de cuidado infantil familiar.

Como defensora del cuidado infantil familiar de alta calidad, la animamos, ya sea usted una educadora de cuidado infantil familiar, una organización o una parte interesada, a que considere la Acreditación de la NAFCC como un paso de avance valioso en el campo. Este programa ofrece un camino tangible hacia el liderazgo y un compromiso con la excelencia para todos los involucrados. Fortalece a toda la comunidad de cuidado infantil familiar asegurando que todos los educadores tengan acceso al soporte que necesitan para tener éxito y sigan ofreciendo el mejor cuidado posible a los niños pequeños.

Nos enorgullece colaborar con la NAFCC para apoyar el crecimiento y el éxito de los educadores de cuidado infantil familiar a nivel nacional. Al adoptar la Acreditación de la NAFCC, usted no sólo confirma su compromiso con la excelencia sino que también ayuda a elevar los estándares y el reconocimiento del cuidado infantil familiar. Asegurémonos de que el cuidado infantil familiar de calidad siga siendo un componente vital y valorado de la educación de la primera infancia. Si usted tiene alguna pregunta, por favor escriba a Accreditation@nafcc.org.

Saludos cordiales,

FAQs

What sets NAFCC Accreditation apart from other accreditation programs?

NAFCC Accreditation is uniquely designed by family child care (FCC) professionals, specifically for home-based care environments. Unlike other programs, it is comprehensive, offering a supportive process that includes self-study, observation, community guidance and continuing pathways for leadership. With over 30 years of leadership in the field, NAFCC has built a reputation for setting the highest standards in FCC, making it the gold standard for accreditation in family child care. The voices of Family Child Care (FCC) educators are prioritized at every stage of the NAFCC Accreditation System. For example, the Accreditation Council oversees the integrity of the accreditation system, including its processes and the revision of quality standards. According to the bylaws, one-third of the members of the Accreditation Council **must** be FCC educators.

How does NAFCC support diversity and inclusivity in accreditation?

NAFCC is deeply committed to supporting family child care (FCC) educators from diverse backgrounds. Our accreditation program not only upholds high standards of care but also honors diversity and reflects cultural competency in its practices. NAFCC's standards are shaped with input from FCC professionals across the country, ensuring that they meet the unique needs of educators and families from a variety of communities. We help parents recognize and choose high-quality family child care by providing a symbol of quality that reflects the cultural values and backgrounds of the families served. This approach ensures that all FCC educators, regardless of their background or the communities they serve, have access to the resources, support, and recognition they need to deliver exceptional care to young children.

How does the NAFCC process work?

The NAFCC Accreditation process is a comprehensive, cyclical journey divided into five structured phases: self-study enrollment, accreditation application, observation, decision, and maintenance. Educators begin

with self-study enrollment, where they sign up and reflect on their current practices, identifying areas for growth. During the accreditation application phase, they gather and submit evidence demonstrating compliance with NAFCC's standards. In the observation phase, a trained NAFCC Accreditation Observer evaluates their business policies, teaching practices, and interactions with children. Once these phases are complete, educators receive an accreditation decision, along with feedback highlighting their strengths and areas for growth.

Accreditation is valid for three years. During this time, educators demonstrate their ongoing commitment to quality by submitting an 18-month update to confirm adherence to NAFCC standards. Six months before their accreditation expires, educators begin preparing for reaccreditation, effectively restarting the cycle to maintain their standing in a network of distinguished family child care professionals. The entire process typically spans 9-24 months and is most effective when supported by an accreditation facilitation cohort.

What are the benefits of NAFCC Accreditation for FCC educators?

NAFCC Accreditation provides family child care educators with a pathway to professional growth and financial opportunity. By setting the highest standards of quality tailored specifically to home-based providers, it positions educators as leaders in the field and opens doors to increased credibility and recognition.

Accreditation offers a comprehensive, research-based process that includes self-study, observations by trained and qualified FCC professionals, and ongoing support to help educators enhance their care and learning environments. This often leads to higher reimbursements, access to grants, and increased enrollment as families seek out accredited providers who demonstrate exceptional quality and commitment.

Additionally, accredited educators join a network of professionals dedicated to continuous improvement and leadership, strengthening the entire family child care community and ensuring its long-term sustainability. By achieving NAFCC Accreditation, educators are not just investing in their programs—they are investing in the future of family child care.

Is NAFCC Accreditation recognized nationwide?

Yes, NAFCC Accreditation is widely recognized across the United States as the leading standard for family child care. It is respected by policymakers, parents, and peers alike, and it signifies that an educator is committed to the highest standards of care, education, and professionalism in family child care. It is officially recognized in approximately 70% of state quality rating systems and NAFCC Accreditation serves as a cornerstone in state professional development systems and informs policy makers. Additionally, it is recognized globally through military contracts, further establishing its credibility and value in the field of family child care.

How much does NAFCC Accreditation cost?

We have set prices for both members and non-members, including options for self-study enrollment kit, the accreditation application, and the 18-month update. We also offer bundle packages that combine all of these offerings at a discounted rate, providing additional value. For more detailed pricing information, please visit nafcc.org/accreditation

How long does it take to complete the NAFCC Accreditation process?

The time it takes to complete NAFCC Accreditation depends on your individual progress through the steps. On average, it may take anywhere from nine months to 2 years to complete the full process. However, NAFCC provides resources and support to help guide you through each phase at your own pace.

How can I get started with NAFCC Accreditation?

Getting started is easy! Simply visit the NAFCC website (NAFCC.org) to learn more about the accreditation process and begin your enrollment. You will find helpful resources to guide you through every step of the process.

Newsletter Blurb

NAFCC Accreditation is the gold standard for family child care, designed specifically by FCC professionals to address the unique needs of home-based educators. With over 30 years of experience, NAFCC offers a comprehensive, research-based accreditation process that helps educators achieve the highest quality standards in early childhood care. By becoming NAFCC accredited, family child care educators gain valuable recognition and join a distinguished network of professionals committed to continuous improvement and excellence. Learn more about how [NAFCC Accreditation](#) can support your professional growth and elevate the quality of care across the field.

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La Acreditación de la NAFCC constituye el patrón de referencia para el cuidado infantil familiar, diseñada específicamente por profesionales del cuidado infantil familiar para abordar las necesidades únicas de los educadores con base en el hogar. Con más de 30 años de experiencia, la NAFCC ofrece un proceso de acreditación integral y con base en la investigación que ayuda a los educadores a alcanzar los estándares de calidad más elevados en el cuidado de la primera infancia. Al lograr la acreditación de la NAFCC, los educadores de cuidado infantil familiar adquieren un reconocimiento valioso y se integran a una distinguida red de profesionales comprometidos con la mejora continua y la excelencia. Obtenga más información sobre cómo la [Acreditación de la NAFCC](#) puede apoyar su crecimiento profesional y elevar la calidad del cuidado en todo el campo.