



Sample Email Copy

Directions: The below sample copy can be used as it is or you can modify the copy to better reflect your organization's brand or your own personal style.

Suggested subject line: Quality First is now enrolling new programs

Dear, **[recipient's name]**

Thanks to an historic \$1 billion federal investment to provide support to early child care providers, Quality First is **now enrolling more** early care and education programs. This means there is no longer a lengthy wait for your program to join Quality First.

Quality First — a signature program of First Things First — currently partners with more than 1,000 child care and preschool providers across Arizona to improve the quality of early learning for kids from birth to 5. Now, you can partner with Quality First to get supports that include:

- **A coach** to help you identify and prioritize what your program needs, including recruitment and training, resources and other support.
- **Financial support** to improve the quality of your outdoor and indoor learning environments.
- **A mental health consultant** who can help you and your staff cope with additional stressors and promote the emotional health and well-being of children. *This service is only offered to programs that serve children involved with the Department of Child Safety.
- **A health consultant** to answer your questions and help support and train your staff on health and safety practices, including the most up-to-date COVID-19 guidance.
- **Other supports** like professional development opportunities, college scholarships and more.

You can take a first step by filling out the Quality First application today. It takes less than 10 minutes. You can also call 602-771-5000 and one of the Quality First team members can fill out the application for you. Then you're on your way to getting more support for your program.

Learn More & Apply Today [link to: <https://qualityfirstaz.com/apply-to-quality-first/>]

Have questions? Please contact Quality First team at 602-771-5000 or qualityfirst@firstthingsfirst.org.