

# THE CHILD CARE TOUR FOLLOW-UP CHECKLIST

Turn more tours into enrollments—with follow-up that feels personal, helpful & human.

## ■ GREAT TOURS DESERVE GREAT FOLLOW-UP ■

**How to use this:** Don't let a great tour end when the family walks out the door. Use this checklist to create a simple, repeatable follow-up rhythm that keeps your center top of mind and helps families confidently take the next step.

## BEFORE YOU FOLLOW UP

### ■ Set Yourself Up for a Personal Follow-Up

- Review the family's information before reaching out.
- Remember something specific about their child.
- Identify what the family seemed most excited about.
- Review questions or concerns from the tour.
- Confirm availability and the next enrollment step.

### ■ WITHIN 24 HOURS

- Send a personalized thank-you email.
- Mention something specific about their child or conversation.
- Reinforce the benefit they loved most.
- Answer common next-step questions.
- Include enrollment information and a clear next step.

### ■ WITHIN 3 DAYS

- Call or text to check in.
- Ask whether any new questions have come up.
- Offer another visit if appropriate.
- Make it easy for the family to get help.

# KEEP THE CONVERSATION GOING

■ WITHIN ONE WEEK

■ Share a parent testimonial or success story.

■ Remind the family of availability if applicable.

■ Reconnect them with what they valued most.

■ Invite them to complete enrollment.

■ ONGOING

■ Track every communication in your CRM or enrollment system.

■ Record parent questions and concerns.

■ Set reminders for future follow-ups.

■ Continue nurturing until the family makes a decision.

■ Keep every interaction helpful—not pushy.

## QUICK FAMILY FOLLOW-UP TRACKER

| FAMILY | TOUR DATE | NEXT FOLLOW-UP | STATUS |
|--------|-----------|----------------|--------|
|        |           |                |        |
|        |           |                |        |
|        |           |                |        |
|        |           |                |        |
|        |           |                |        |

■ MY NOTES

Family: \_\_\_\_\_

What mattered most to them: \_\_\_\_\_

Questions / concerns: \_\_\_\_\_

Next action: \_\_\_\_\_

**“Parents may forget the details of your tour—but they remember how your center made them feel.”**

**■ Follow up. Build trust. Make enrollment easy. ■**

**My Follow-Up Commitment:** The one thing I will improve in my tour follow-up system is:

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