

2008 CHILD CARE
PITCH GUIDE

GAME ON!

CHANGE, CONTROVERSY & TRENDS:
Navigating the new rules of the child care industry.



sitⁱercity.com

SITTERCITY:

EXPLORING A WHOLE NEW WORLD OF CHILD CARE

Remember back when the only thing you had to worry about with a babysitter was if you left her enough money to pay for the pizza? Sittercity has seen the child care world change drastically not just since then, but in the last year alone. From text messaging to schedule child care to the challenges single dads now face when hiring a female sitter, Sittercity can help your audience navigate this new world of child care with ease, fluidity & confidence.

EVERGREEN

stories

FOR SINGLE DADS: 3 ½ WAYS TO MAKE POTENTIAL SITTERS COMFORTABLE

It looks like the perfect babysitting job posting: great pay, nice hours, flexible house rules - what more could a sitter ask for? As a sitter scrolls down to see who posted the job, she stops cold... hesitates...re-reads the post...and moves on. As unfair as it is, hiring a sitter is especially tricky for single dads, who must be sensitive to how they come across in the job posting and interview. We can reveal 3 ½ ways for single dads to make potential sitters more comfortable so the hiring process goes smoothly and safely.

TREND ALERT: CAN U B HERE 2 WATCH KDS TOMM @ 6? THX

Still making phone calls to set up child care? That's so 2007. The emerging trend is the use of text messaging to coordinate with your babysitter. We'll explore the ins and outs of this trend through interviews and surveys we conduct with our extensive parent and sitter communities - locally or nationwide - to reveal the appeal (and pitfalls!) of texting as well as the rules of texting etiquette.

FOR SINGLE MOMS: SITTING & THE SINGLE LIFE

For all the effort she spends asking friends for style advice, reading make-up tips and searching for the best quick (yet nutritional) recipe for the kids' dinner, the single mom still isn't utilizing one of her greatest assets: her babysitter. From coif consultations to curious kids' questions, babysitters are the hidden gems of preventing first-date disasters...IF you know how to use them. We'll explain how sitters can help single moms live their lives to the fullest.

NANNY PLUS ONE: PROS & CONS OF NANNY BRINGING HER CHILD TO WORK

In your rush to get out of the house, you fling open the door and nearly topple over the pint-sized person standing next to your nanny. What the -? She brought her child to work? Seems innocent, but it's one of the hottest topics on message boards today, with passionate parents on each side of the debate. We'll give the pros ("My child has a built-in playmate!") and cons ("Now she'll be too distracted to care for MY children.") on this topic and discuss how this arrangement affects nanny pay, complete with nanny and parent interviews on both ends of the spectrum.

SLEEPING SITTERS: IS FALLING ASLEEP ON THE JOB CONSIDERED NEGLECT?

A long day packed with a morning jog, tons of afternoon paperwork and a chaotic dinner resulting in more spaghetti on the wall than in the kids' mouths is bound to cause heavy eyelids at the end of the evening, And, no, we're not talking about you... we're talking about your babysitter, who may doze off on the job. Surprising? No. Neglectful? Depends. We can offer interviews with parents and sitters who feel strongly about both sides of this child care issue.

KEEPING IT IN THE FAMILY: PROS & CONS OF USING RELATIVES AS BABYSITTERS

Granny bakes cookies without burning them, gives hugs without squeezing too tight and watches the kids without charging a penny. But she also does something else: She ignores your vegan-friendly dinner instructions and buys the kids a big ol' bag of grease instead. (*Hey, it never hurt you.*) Using a family member as a babysitter has multiple perks, but there can be significant drawbacks. We'll discuss the pros and cons of this situation and provide valuable communication tips to make it work.

SEASONAL

stories

summer

SITTER SHUFFLE

It's the time of year when your beloved babysitter packs up her dorm room and heads home...a thousand miles away from you. But at the same time, a flood of new, unfamiliar sitters are leaving their colleges and migrating back home to your town. Will one be as good a match as the school-year sitter? Can they make outdoor activities as fun as (but safer than) fireworks? We've got tips and suggestions for finding the perfect summertime sitter without so much as a misstep.

REJECTING RATE RULES: EXCEPTIONS TO STANDARD SITTER PAY

You have one precious day off work that you plan to spend at the new B&B with your spouse to kick off a long, child-free weekend. The room is booked, the bags are packed and the sitter is set. There's only one question: What do you pay her? An hourly rate would cost a fortune, and you have no idea what's appropriate for a flat fee. We'll tell parents exactly what to pay sitters in unusual circumstances, such as the weekend away, an overnight job and a special event like a wedding.

HOT WEATHER, COOL ACTIVITIES

When camp's out of session, summer sitters and nannies are often faced with hot, bored children who would rather sit in front of the TV than get out and moving in the sun. But that's about to change when they hear about our fun summer activities! From washing the car with water balloons to an outdoor scavenger hunt with a cool twist, we can provide original ideas from our sitters on how to keep the kids occupied outside without getting overheated.

fall

HOW TO HIRE A SITTER IN 4 SIMPLE STEPS

You've been using the same sitter through her four years of college, but now she's about to head off to graduate school. More studying and work means less time to watch your kids. With fall's academic shifting, parents everywhere are left begging their friends, family and neighbors for "one more child care favor." Instead, we'll go through our four-step screening process to help make hiring a new sitter as fast, safe and simple as possible.

ELIMINATE ELECTION DAY EXCUSES: HELPING PARENTS GET OUT AND VOTE

I just can't miss work that day...Those lines are waaay too long... I can't find anyone to watch my kids... We can't eliminate ALL Election Day excuses, but Sittercity can certainly eliminate those pertaining to child care. From what to put in the job posting to what to look for on sitter profiles, we'll tell parents how they can snag an Election Day sitter quickly, easily and safely on Sittercity.com. After all, affordable child care - like voting - isn't a privilege; it's a right.

winter

SITTER SALARY: HOLIDAY RAISES & BONUSES

While other "experts" suggest that the perfect holiday sitter gifts consist of a child's artwork of finger-paint, glue, chalk and cotton balls, these sweet gestures are not quite what sitters are hoping for. Through our surveys and true babysitter expertise, we know which parents should offer raises/bonuses, what they should pay, how they should deliver this generous gift and which non-monetary (non-cotton ball) alternatives make sitters happiest.

PUT THIS IN YOUR STOCKING AND STUFF IT: A UNIQUE GIFT FOR HOLIDAY GIFT GUIDES

Gift certificates are often a way of saying, "I didn't know what the heck you wanted, but I knew what I wanted to spend..." Until now, that is. Sittercity Gift Certificates provide parents with the one thing they always want but never have: free time. Precious, adults-only, trade-in-the-sippy-cups-for-cocktails free time. And with several plan options, even the most budget-conscious friend can be a hero this season.

VALENTINE'S DAY: BRING ROMANCE INTO THE HOME BY GETTING KIDS OUT

So what if it's a Hallmark Holiday? Regardless of its origin, Valentine's Day is the perfect excuse to bring some romance back into the relationship (think: *before* children). But instead of doing the old restaurant routine, bring the romance back INTO the home by sending the kids to the sitter's for an overnight stay. We have tips on how to find a sitter responsible enough to handle the job (and what to pay her!) so parents can focus on each other this holiday.

ABOUT SITTERCITY

SITTERCITY.COM® is America's most trustworthy online source for child care, dedicated to making the process of finding a sitter fast, easy, safe and fun. With access to Sittercity's hundreds of thousands of babysitters and nannies nationwide, parents can find a wealth of qualified caregivers in their area by using Sittercity's four-step screening process, which includes sitter references, parent-to-parent feedback, interviews and free access to background checks. Sitter profiles also come with photos, resumes, training, safety skills, availability calendars, reviews and more. The perfect sitter is just a few clicks away.

SITTERCITY SERVICES BEYOND BABYSITTING:

- **Pet Care:** petsitters, dog walkers
- **Senior Care:** nurses, senior companions
- **Home Care:** housesitters, housekeepers
- **Tutors:** all grades, all subjects

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AMERICA'S BABYSITTING EXPERT: GENEVIEVE THIERS

What do you get when you cross a former babysitter with a professional opera singer, an award-winning entrepreneur, a Today Show frequenter and an iVillage babysitting expert? You get Sittercity founder and CEO, Genevieve Thiers, of course.

Thiers has shared child care tips, tricks and trends with hundreds of audiences across the country, including those of the Today Show, The Wall Street Journal, The View, Parenting, Martha Stewart Living Radio and many more. She has also been featured on The Big Idea with Donny Deutsch and CNN Live's Young People Who Rock, won a spot on Crain's coveted 40 Under 40 List, been recognized by President Bush as the SBA's Young Entrepreneur of the Year in 2006, and was the international UPS "Out of the Box" first place winner for her idea for Sittercity.com. Her first book, *Love at First Sit*, will be published in spring of 2008.

To learn more about Genevieve Thiers and her expert appearances nationwide, please visit:

www.sittercity.com/press.html.

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