



Mommy goes to Work

Bring Your Child to Work Day, when the kids are little.

A free planning toolkit for workplace teams creating a meaningful experience for babies through age seven.

Most Bring Your Child to Work Day programming assumes a school-age child.

Job shadowing. A panel with the CTO. A tour of the floor. A ten-year-old can do all of it. A three-year-old will last through one of those.

So it's easy for the parents of little kids to skip. They read the invite, picture the meeting room, and keep the childcare they already booked. Nobody complains, which is why it never gets fixed.

The omission lands hardest on the employees with the youngest children – the families least likely to see themselves in the invitation.

None of this replaces the day you already run. Keep the shadowing, the panel, the tour. This is about adding one short thing for the families currently sitting the day out.



The thing a small child associates with a parent's work is not the office. It's the goodbye.

Plan around four anchors.

- 1

Design for the age in the room.

Babies through age seven do not need a smaller version of an older child's agenda. Keep the experience simple, sensory, and flexible.
- 2

Keep the grown-up in the experience.

Plan capacity for children and accompanying adults. The adult is part of the emotional safety, not an observer at the back.
- 3

Use a short, familiar shape.

A story, music or movement, and a moment of connection can create a complete experience without asking young children to sit through a long program.
- 4

Let the story travel home.

A book for every family gives the child something concrete to revisit after the office visit is over.

WHAT THIS FREE GUIDE DOES Helps you define the audience, internal owner, space, communication, and event requirements.	WHAT THE PAID PROGRAM ADDS The exact 20-minute program, facilitator guide, activity resources, and live training or delivery.
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Eight decisions that shape the experience.

1 How old, really?

A room holding a three-year-old and a ten-year-old serves neither. Two short sessions beat one long one.

2 Who comes with the child?

Decide whether every child stays with an accompanying adult, then plan capacity for both.

3 What does the room look like at floor level?

Floor space matters more than seat count. Clear the cables, and find somewhere quieter for a child who needs to step out.

4 When?

Put the youngest session in the morning. Don't schedule it across lunch or the usual nap window.

5 Who is running it?

Name the person now. This is the decision that slips.

6 Whose consent process?

Yours. Photography, and any waiver your legal team wants for children on site. Don't let a vendor own consent for your employees' children.

7 Is anything being served?

Then the allergy rule gets decided before the invitation goes out, not at the door.

8 What goes home?

Something the child can hold up at dinner.

READY FOR THE NEXT STEP

Once these eight decisions are clear, you are ready to choose a package and make the internal ask.

A practical planning timeline.

6–8 weeks before

- ☐ Name the internal owner and decision-makers.
- ☐ Estimate children, ages, adults, and session capacity.
- ☐ Choose the package and number of books.
- ☐ Reserve a room with usable floor space.
- ☐ Start legal, consent, photo, and on-site child approvals.
- ☐ Decide what registration information you need.

2–4 weeks before

- ☐ Confirm registration and whether sessions must repeat.
- ☐ Confirm facilitators – internal or onsite – and schedule any training.
- ☐ Confirm books, activity materials, and sticker sheets.
- ☐ Send the family invitation and participation expectations.
- ☐ Plan accessibility, a quiet space, and an easy exit.
- ☐ Confirm A/V, floor setup, staffing, and deliveries.

Week of / event day

- ☐ Reconfirm counts, contacts, room access, and delivery status.
- ☐ Complete facilitator training or confirm the onsite team briefing.
- ☐ Clear cables and hazards; test sound and video.
- ☐ Stage books and optional materials by session.
- ☐ Brief support staff on exits, photos, and family needs.
- ☐ Keep leaving and returning unremarkable for families.

After the event

- ☐ Record registration and actual attendance.
- ☐ Ask: Did you bring your child?
- ☐ Ask: Would you join this experience again?
- ☐ Capture facilitator and operations notes.
- ☐ Save final counts and feedback for next year's planning.
- ☐ Share approved photos and follow-up resources.

Make the smallest useful internal ask.

Getting the room and the morning is usually harder than running the session. This is the version we'd send.

FORWARD THIS

"We're running Bring Your Child to Work Day on April 22. Most of what we have planned assumes school-age kids, so the youngest children are left without a part of the day designed for them. I'd like to add one twenty-minute session for babies through age seven – a story, and a moment with their grown-up. It needs a room with floor space and one person to run it. Can I take that forward?"

WHAT YOU'LL ACTUALLY GET ASKED

"We're open plan. Where would this even happen?"

A closed room for twenty minutes, or the same twenty minutes before the floor fills. If neither exists, this isn't your year for it, and that's a real answer.

"What if a child melts down?"

One might. Seat the families near the door and let leaving be unremarkable. Nothing in the twenty minutes stops because one family steps out.

"Do we need waivers?"

Ask your own legal team early. Children on site is their question, and the answer changes the invitation.

"Is this only for parents?"

No. Anyone accompanying a child can take part – parents, guardians, and other caregivers.

Afterwards, ask two questions – did you bring your child, and would you come again – and keep them next to registration and attendance. Those numbers are what next year's ask is built on.

Bring Your Child to Work Day, made easy.

Bring the Mommy Goes to Work and Daddy Goes to Work stories to your workplace with a joyful, turnkey experience designed for working parents and their children.

Start the Story

\$250

A sweet, simple way to get started.

2 BOOKS INCLUDED

Perfect for smaller teams or intimate gatherings.

- Step-by-step planning & facilitation guide
- 45-minute virtual facilitator training
- Mommy Goes to Work song audio file

Bring It to Life

\$1,500

We deliver everything. You bring it to life.

50 BOOKS INCLUDED

Everything in Start the Story, plus:

- Mr. Sunshine + 20 Rays of Sunshine for an interactive dance experience

Make It Yours

\$3,500

Make your company part of the story.

100 BOOKS INCLUDED

Everything in Bring It to Life, plus:

- 100 custom sticker sheets featuring your company logo and icons for children to decorate the offices in the story
- Custom sticker design, approval, printing, and shipping

LIVE AT YOUR OFFICE

We Bring The Magic to You

Starting at \$8,000

Author Jossy and our early-childhood education team—with backgrounds including Music Together and Bright Horizons—bring the stories to life right in your office!

Final fee depends on location, book quantity, and time of engagement.

Add books to any package for \$19.99 each. Choose any mix of Mommy Goes to Work and Daddy Goes to Work.

Pre-order: ships early March 2027

Who made this.



Jossy is the author of **Mommy Goes to Work** and **Daddy Goes to Work**, storybooks for working parents that turned into a workplace movement.

Companies already send them home to families. This is the morning built around them.

If you're thinking about April, hit reply.

I'd love to share what we've been building.