

How to make a Flyer

Who are you, and what are your passions, skills and interests?

Do you have a philosophy or approach to teaching you want to highlight?? What skills will the children have when they leave your program? Maintain a friendly tone; parents should feel welcomed and comfortable with you.

A photo of you and your assistant(s) brings a personal touch to your flyers, and helps potential parents connect to you. Make sure that pictures are high quality and appropriate for a child care setting.

Give your program a name! Emily and Sophia do a lot of outdoor play, and they connect to that by calling their program TreeLand. Emily and Sophia named their program "TreeLand" because children go outdoors and spend time in nature daily. Think about whether you want your name to reflect your mission or care philosophy

Photos of children in your program show potential families what their children might do while in your program.

Highlight what they learn by doing these activities. Make sure you have written parental consent before you use any photos with a child's face.

Testimonials are super valuable;

they can help you build trust and confidence with potential families. Ask some of your families if they would write a short review, or just ask them what they love about your program and if you can quote them. If they are willing to be a reference, even better! Happy clients are your best marketing opportunity!

TreeLand Daycare

ABOUT US

We are **Emily and Sophia Jones**, and we are glad you are thinking about joining our community! **We are sisters who have been working together as early childhood educators since 2014.** Emily has a passion for teaching early literacy skills and Sophia is enthusiastic about children learning and playing in nature.

AGES AND RATES

We serve children 18 months through entry into preschool.

Our full-time rate is \$1800.

Ask about our sibling discount!

AN AVERAGE DAY

From drop off until 9 am, children have a choice of free-play activities like reading, drawing, and block play. We then eat a family-style breakfast and the children prepare for the day ahead.

Emily leads the children in story time; during this activity, songs and dramatic play props engage children and help them understand and remember stories. Afterwards, children express their creativity drawing, coloring, and painting using different-sized markers, crayons, and brushes. Through art activities, they develop the skills they will need to write.

We eat a nutritious, balanced lunch at 12pm followed by naptime until 2pm. In the afternoon, Sophia leads our group on a nature walk to Sunset Park. In nature, children have rich learning opportunities. They identify different plants, insects, and birds and include natural items such as flowers and pinecones in their play.

After enjoying a light outdoor snack, we are back at TreeLand. At around 4:30pm, we have our daily closing circle where we talk about what we most enjoyed about our day and prepare for pick up.

TESTIMONIALS

"We love TreeLand! TreeLand prepared our son for pre-school and instilled a love of nature in him. We cannot wait to enroll our second baby soon!"
Joelle Ruther (happy mom)

"Our daughter came home every day with a smile and a story. Sophia and Emily go above and beyond!"
Tomas & Carmen Rivas (former parents)

"My child is in first grade now and is the best reader in their class! Thank you, TreeLand for providing the foundation for reading success!"
Drevon Manning (dad)

CONTACT US

Check out our Facebook page at:
www.facebook.treeland.com

Show starting rates and ages so parents know of how much the program will cost and when their child can attend. Be ready for a conversation about additional hours! Highlight any discounts, scholarships, and if you accept subsidy vouchers.

Parents want to know what their child will be doing. What's the schedule like? When is a good time to stop in to visit? Is nap time around the same time here as it is at home? This is another opportunity to show something special that you offer!

Where can families go to get more information about your program?

Do you have photos or videos you can post? Past newsletters? Can you include a bio of your assistants and their experience?

How to make a Flyer

Flyers and brochures are for the families, especially the parents. Use adult language, and remember that you want these people to be your partners. Keep everything you say short and informative. You'll have the opportunity to go into more detail on a site visit or in a phone call.

A picture is worth a thousand words, make sure the pictures you have tell the story you want parents to hear. Add a brief caption so parents know what they are looking at. If you don't have pictures of children (or don't have parent permission), get some quality photos of your child care space, and talk about what children might do there.

If you are going to post this publicly, don't include your address or pictures of the outside of your house!

Flyer Check List

- ☐ Program Name and License Number
.....
- ☐ Who are you?
.....
- ☐ What's your experience?
.....
- ☐ Photo of yourself
.....
- ☐ Photos of the children or the space
.....
- ☐ Contact Info
.....
- ☐ Website or Business Social Media Page
.....
- ☐ Something unique about your program
.....
- ☐ Ages, rates, and hours
.....
- ☐ Testimonials
.....