

Early Childhood Recruitment & Marketing Kit

TEACH Colorado & CDEC

We know that finding time and resources to recruit early childhood educators in your school district can be tough. TEACH Colorado is here to help! We've created a bank of turnkey resources for you to customize and use for all of your early childhood recruitment needs.



In This Toolkit

[How to use the resources](#) 💡

[Link for your website \(+ win a gift card!\)](#) 💻

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[Materials to provide aspiring early childhood teachers with financial support](#) 💰

[Materials to recruit early childhood substitute teachers](#) ✓

[Materials to promote the essential role of early childhood education](#) 👦

[Materials to promote the Compensation & Benefits Task Force recommendations](#) ✍️

New: [Multilingual versions of the recruitment assets](#) 🗣️

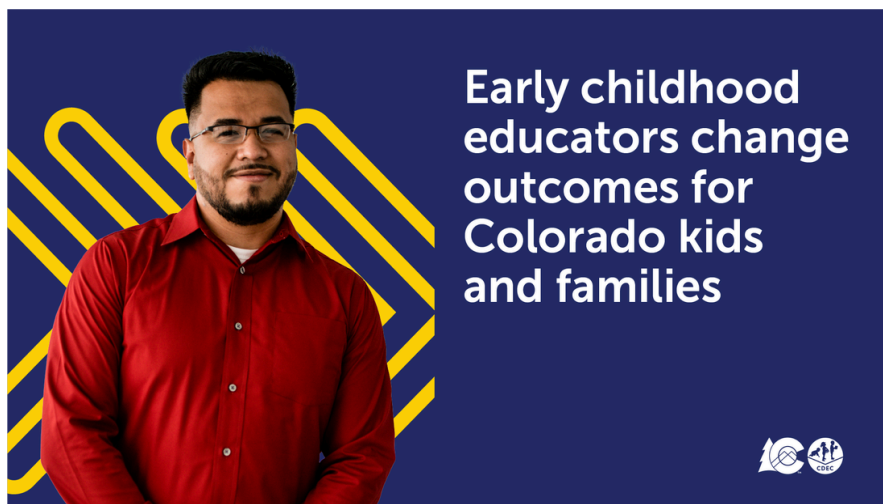
[Bonus content: Shareable flyer](#) 📄

How to use the resources

In partnership with the Colorado Department of Early Childhood, TEACH Colorado created resources to support early childhood teacher recruitment efforts across the state.¹ The resources are meant to be adapted in each community based on the local context, and fall into five categories:

- Recruitment messages for future early childhood teachers
- Financial support for aspiring early childhood teachers
- Recruitment messages for early childhood substitute teachers
- Promoting the essential role of early childhood education
- Promoting the recommendations in the [Compensation and Benefits Task Force Report](#)

These resources are designed for prospective teachers considering the profession of early childhood, as well as the general public. Community organizations, child care centers, school districts, educator preparation programs, and early childhood councils can utilize these resources to reach their target audiences. You can use these on organic social media, paid marketing campaigns, and outreach materials.



Where to use these resources: WEBSITE IS BEST; SOCIAL AND EMAIL ARE GREAT SECONDARY SUPPORTS!

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Make the captions your own: You can edit the caption templates to encourage potential educators to access free support to increase their likelihood of becoming an early childhood teacher (qualified or licensed). Make it personal – highlight the unique work *you* are doing!²

Use the links provided: Anytime you use the resources, please use the unique links in this toolkit! This will help us track our statewide recruitment efforts and ensure that anyone who sees them has access to free support if they are interested in becoming an early childhood educator.

Questions or requests? We're here to support your recruitment efforts, no matter what that looks like! Contact Elizabeth Cordova with questions, ideas or requests [by email](#) or set up a [1:1 meeting](#). As a reminder, TEACH Colorado is a statewide workforce initiative that offers support to prospective early childhood educators across the state.

Link for your website

Add the language and link below to your website to encourage prospective educators to get started! TEACH Colorado can then work with you to provide unique support to folks who came to us from your website. **If you'd like a link that is entirely unique to your organization, please email [Elizabeth](#).** And, a bonus: email ecordova@teachcolorado.org by December 20, 2024 with the link to the page on which you've added TEACH Colorado's resources for a **chance to win a \$100 Lakeshore Learning Gift Card!**

Considering a career in early childhood education? We've got you covered. Our partners at TEACH Colorado will help you get started with confidence. [Sign up today](#) for free access to 1:1 advising, group webinars, multilingual how-to guides, and up to \$1,000 in financial aid.

Videos to promote early childhood educators

About: TEACH Colorado, in partnership with five Colorado schools, created a series of five videos celebrating the vast and crucial skills early childhood educators bring to their students and communities. While we have used the terminology "early childhood teacher" in the captions below, please utilize "early care and education," "infant care," or other terminology that is relevant to the particular audience of educators *you* are celebrating.

² We've used a variety of terms such as early childhood education, early care and education, and preschool in order to reach different audiences. When adapting captions, use the phrases that most resonate with your target audience and purpose!

[Access and share the video series here](#) (they can be shared in a slide deck presentation, too!)

Individual video links + copy-and-paste captions for the videos

1. [The Joys of Being an Early Childhood Educator](#)

- A) Colorado's youngest students need passionate teachers for their first steps in school. Be at the forefront of joy, wonder, and curiosity. Learn more about how to become an early childhood teacher in Colorado here: <https://ontch.org/teachECEColorado>
- B) Colorado early childhood educators are in high demand. Experience the fascination and curiosity of our little ones, while fostering a love for school. Learn more about how to teach early childhood here: <https://ontch.org/teachECEColorado>

2. [Innovative Learning](#)

- A) Unleash your creativity! Discover how early childhood educators in Colorado are bringing innovative approaches to their classrooms. Learn more about how to become an early childhood teacher in Colorado here: <https://ontch.org/teachECEColorado>
- B) Open new avenues of creative thinking for Colorado's children. See how early childhood educators are finding innovative ways to teach. Learn more about how to become an early childhood teacher in Colorado here: <https://ontch.org/teachECEColorado>

3. [Helping Build Little Humans](#)

- A) It all begins with the lessons learned in the first few years. Early childhood education lays the groundwork for essential social and emotional skills for a lifetime. Learn more about how to become an early childhood teacher in Colorado here: <https://ontch.org/teachECEColorado>
- B) Every journey begins with a small step! Ensure Colorado's youngest learners have a strong foundation to succeed from the very beginning. Learn more about how to become an early childhood teacher in Colorado here: <https://ontch.org/teachECEColorado>

4. [Collaboration & Community](#)

- A) Communities are for collaborating! Join us as we explore the benefits of partnership and teamwork within the Colorado early childhood community. Learn more about how to become an early childhood teacher in Colorado here: <https://ontch.org/teachECEColorado>

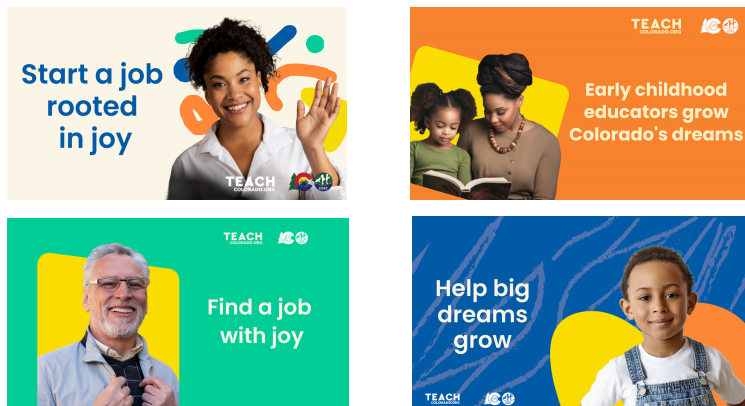
- B) Sometimes our strongest resources are ourselves! See how the collaboration of members of the community strengthens and uplifts early childhood education in Colorado. Learn more about how to become an early childhood teacher in Colorado here: <https://ontch.org/teachECEColorado>

5. Who We Are: Early Childhood Educators

- A) Leaders. Role Models. Mentors. Colorado's early childhood educators bring so much to their classrooms every day. Learn more about how to become an early childhood teacher in Colorado here: <https://ontch.org/teachECEColorado>
- B) Colorado's early childhood educators make a profound impact in their classrooms, shaping young minds from the very beginning. Learn more about how to become an early childhood teacher in Colorado here: <https://ontch.org/teachECEColorado>

Materials to recruit future early childhood teachers

[Download and share the graphics here](#)



Copy-and-paste captions for the graphics above

- Helping kids grow is a reward like no other. Teach our youngest kids and find joy in your job. Learn more about how TEACH Colorado can help you become an early childhood teacher, and get tools to come work in [\[insert your school district here\]](#). <https://ontch.org/teacheceLEA>
- Early childhood educators nurture our youngest sprouts to grow bigger and stronger. As a preschool teacher, you'll see your work bear fruit everyday. Learn more about how TEACH Colorado can help you become an early childhood teacher in [\[insert your school district here\]](#). <https://ontch.org/teacheceLEA>

- Kids need care, connection and creativity for their dreams to thrive. That's what it means to be an early childhood educator. Learn more about how TEACH Colorado can help you become an early childhood teacher in [\[insert your school district here\]](#).
<https://ontch.org/teacheceLEA>

Materials to provide aspiring early childhood teachers with financial support

[Download and share the graphics here](#)



Copy-and-paste captions for the graphics above

- Learn about the financial assistance available to get you started and keep you going. TEACH Colorado can help you finance your program to get started and come make an impact in [\[insert your school district here\]](#). <https://ontch.org/teacheceLEA>
- There are many financial support options to get you qualified, and TEACH Colorado's advisors can get you there. Learn more about how to finance your education and training, and come teach with us in [\[insert your school district here\]](#).
<https://ontch.org/teacheceLEA>
- Learn about multiple financial incentives available for different pathways into teaching, as well as throughout your career. Find ways to finance your education and training, and come teach our youngest kids in [\[insert your school district here\]](#).
<https://ontch.org/teacheceLEA>

Materials to recruit early childhood substitute teachers

[Download and share the graphics here](#)



Copy-and-paste captions for the graphics above

- If you've been a caregiver in any way, you have what it takes to become an early childhood education substitute teacher. Learn more about the benefits and opportunities at TEACH Colorado, and come join the team at [\[insert your school district here\]](#). <https://ontch.org/teacheceLEA>
- Pre-K substitute teaching is a versatile option that lets you find your favorite place to teach. Learn more about how TEACH Colorado can help you get started as a substitute in [\[insert your school district here\]](#). <https://ontch.org/teacheceLEA>
- Starting your career as an early childhood education substitute teacher gives you a flexible schedule and the chance to see first-hand which classroom setting works best for you in [\[insert your school district here\]](#). Learn more and get started at TEACH Colorado: <https://ontch.org/teacheceLEA>

Materials to promote the essential role of early childhood education

[Download and share the graphics here](#)



Copy-and-paste captions for the graphics above

- 90% of all brain development happens before age 5. Early childhood teachers give the youngest Coloradans the strong start they need, and **[insert school district here]** is educating the next generation of early childhood educators. Learn more: <https://ontch.org/teachearlychildhoodLEA>
- When children can access quality education during the first 5 years of life, they are set up for better grades as students, higher incomes as adults, and more lifelong career opportunities. **[Insert school district here]** employs early childhood educators in a supportive environment. Learn more: <https://ontch.org/teachearlychildhoodLEA>
- All Coloradans win when we prioritize our early childhood teachers. Investments in quality preschool result in huge educational, social, and economic growth in our communities. Support **[insert school district here]**'s efforts to transform our community. Learn more: <https://ontch.org/teachearlychildhoodLEA>

Materials to promote the Compensation and Benefits Task Force recommendations

[Download and share the graphics here](#)

With universal preschool, Colorado changed the game for early childhood education



Early childhood teachers support Colorado children



Copy-and-paste captions for the graphics above

- Let's make sure our early childhood teachers have competitive salaries, career growth, and the benefits they deserve. [insert program name] supports early childhood teachers! Learn more : <https://ontch.org/teachearlychildhoodLEA>
- It's time to make sure that Colorado can support early childhood teachers. They need salaries and benefits that allow them to thrive, and extra stipends for the teachers we need the most. [insert program name] supports early childhood teachers! Learn more: <https://ontch.org/teachearlychildhoodLEA>
- Early childhood educators deserve affordable health insurance, retirement benefits, and paid time off. [insert program name] supports early childhood teachers! Learn more: <https://ontch.org/teachearlychildhoodLEA>
- When we increase investment in our youngest Coloradans, we support families, neighborhoods, and communities. [insert program name] supports early childhood teachers! Learn more: <https://ontch.org/teachearlychildhoodLEA>

Multilingual versions of the recruitment assets

For access to the above resources (videos + images) in additional languages, click on the links below:

[Arabic](#)
[Farsi](#)
[Karen](#)
[Somali](#)



[Spanish](#)

Bonus Content: Shareable Flyer!

[English](#)

[Spanish](#)