



2024 EDUCATE KANSAS CAMPAIGN TO ELEVATE & PROMOTE THE TEACHING PROFESSION

INSTRUCTIONS FOR LAUNCHING THE RECRUITMENT CAMPAIGN TOOLKIT:

The Fall KSDE 2023 Vacancy report indicated that Kansas had 1,810 certified openings with the highest numbers being in fields of Elementary Education and Special Education. Knowing that the vacancies are at an all-time high, it is important to collectively work together on ***elevating and promoting the teaching profession*** statewide.

With this in mind, over the next few weeks, [Educate Kansas](#) will be sharing FREE marketing materials to help support your teacher recruitment efforts. Starting this week, we will begin sharing 1 weekly resource leading up to the week of May 6th - ***Educator Appreciation Week***.

As we share these resources, you are invited to click each Canva link, edit, and share out on your own media platforms. You will have the ability to customize and personalize the templates to your district, school, interlocal, or cooperative. Look for the Canva links next to each post on the pages below along with a description of how you might utilize each resource.

Some of the resources allow for a space to include a photo of a teacher or group and their name/team. **If you do not want to edit the templates**, we have provided another template that doesn't require a photo or editing. If you are utilizing photos of students or staff please use the [media release](#) form.



Week of March 25th Kickoff

Email to leaders statewide:

Kansas leaders: Do you need help finding qualified teaching candidates? We know teacher vacancies are at an all-time high! The Fall KSDE 2023 Vacancy report indicated that Kansas had 1,810 certified openings with the highest numbers being in the fields of Elementary Education and Special Education.

[Educate Kansas](#) has resources to help support your teacher recruitment needs! Over the next few weeks, we will be sharing FREE marketing materials that are editable and can be easily shared out on your various platforms.

Here is [one example](#) of what you can expect to see over the next few weeks starting April 1, 2023:



For more information on how to use this resource, [click here](#).



WEEK 1 April 1, 2024

Teacher Recruitment Poster (11x17)	Canva link to edit
	Click the link to customize

Intended Audience: Any candidate considering the field of Education

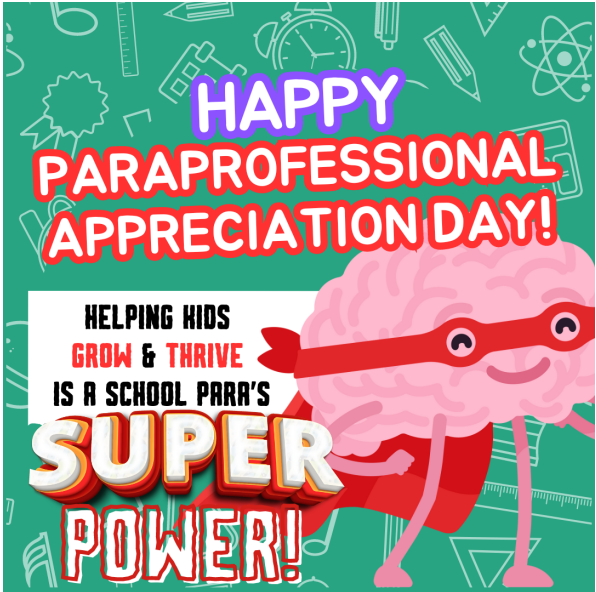
How to use this resource: The poster can be customized with a photo of a teacher within your organization (ie... teacher of the year or an educator doing an outstanding job) OR you can just use the stock photo. Print these and place them around your district campus, in your community, or on a college campus. You can also add your logo to Co-Brand with Educate Kansas. You can also share this resource digitally on your media platforms.

Sample language to utilize around this template: Teaching is more than a job, it's a calling. 🧡 Have you considered becoming an educator? You can make a difference; Be the teacher they will never forget!

Possible hashtags to add: #Inspired2Teach #InspireED #EducateKansas #ThankaKansasTeacher #KSLeaders



WEEK 1: April 3, 2024 - BONUS

Paraprofessional Appreciation	Canva link to edit
	Click here for the Canva Template

Intended Audience: Paraprofessional staff

How to use this resource: Paraprofessional Appreciation Day is April 3, 2024. The social media posts can be utilized on Facebook, Twitter, and Instagram. Simply download it from Canva and upload it on your social media.

Sample language to utilize around this template: Paras are the heartfelt 💖 heroes that use their talents to help students discover their own. We couldn't do it without you! Thank you for all the support you give to teachers and students!

Possible hashtags to add: #Inspired2Teach #EducateKansas #ThankaKansasTeacher #KSLeaders



WEEK 2: April 8, 2024

Teacher Recruitment PostCards	Canva link to edit
	Click the link to customize

Intended Audience: Educator recruitment

How to use this resource: Teacher recruitment postcards can be printed and sent out to prospective teaching groups (ie...high school CTE students on the education track, paraprofessionals who might be considering teaching, substitutes with potential, or strong candidates in your community who have college hours, an associate/bachelor's degree). You can add your logo and photos of your teachers and students.

Sample language to utilize around this template: Teaching is more than a job, it's a calling. 🧡 Have you considered becoming an educator?

Possible hashtags to add: #Inspired2Teach #EducateKansas #ThankaKansasTeacher #KSLeaders



WEEK 3: April 15, 2024

Thank a Teacher Postcard	Canva link to edit
	Click the link to customize

Intended Audience: Current educators on staff

How to use this resource: The “Thank a Teacher” Postcard can be sent to any of your teachers, letting them know how much you appreciate them. Put this in the hands of your building-level leaders as a tool to show appreciation to their certified staff at a personal level.

This template can be customized with a photo of teachers within your district or you can use the stock photo.

Sample language to utilize around this template: (insert teacher’s name), your efforts are meaningful and affect the lives of students every day. Thank you.

OR...THANK YOU!! 🌟 Thank you for being an inspiration, a mentor, and a role model for our students. We are grateful for everything you do! Thank you for all you do for Kansas kids!

Possible hashtags to add: #Inspired2Teach #EducateKansas #ThankaKansasTeacher #KSLeaders

Contact: Cris Seidel, Educate Kansas Program Director
620.724.6281 | crisseidel@educatekansas.org



WEEK 4: April 22, 2024

Recruitment Postcard	Canva link to edit
	Click the link to customize

Intended Audience: Any candidate considering the field of Education

How to use this resource: This postcard could be sent to potential candidates: HS CTE students, paraprofessionals, college-level students who are undecided on their major, and community members with potential who have an associate's or bachelor's degree.

Possible language to utilize around this template: Do you want to make a difference? Become the teacher they will never forget!

Possible hashtags to add: #Inspired2Teach #InspireED #EducateKansas #ThankaKansasTeacher #KSLeaders



WEEK 5: April 29, 2024

Social Media Post	Canva link to edit
	Click the link to customize

Intended Audience: All educators

How to use this resource: The social media posts can be utilized on Facebook, Twitter, and Instagram. Simply download it from Canva and upload it on your social media.

Possible language to utilize around this template: To all the teachers who go above and beyond to create engaging lessons, foster a love of learning, and build meaningful relationships with their students - ***we see you, we appreciate you, and we thank you!***

We're appreciative of all our educators, who always put students first. Help us say thank you to all our amazing teachers by dropping some applause 🙌🙌🙌 in the comments below! 💛

Possible hashtags to add: #Inspired2Teach #InspireED #EducateKansas #ThankaKansasTeacher #KSLeaders



WEEK 5: April 29, 2024 (Optional Bonus Post)

Social Media Post	Canva link to edit
	Click the link to customize

Intended Audience: All educators

How to use this resource: This post can be downloaded from Canva and uploaded to your social media channels. You can utilize the wording above or add your own. Be sure to use the hashtags below.

Possible language to utilize in the body of the post: Educators are AMAZING! 🎉📚 Thank you, teachers, for all of your dedication to shaping the future and making a difference in the lives of our students!

Possible hashtags to add: #Inspired2Teach #EducateKansas #ThankaKansasTeacher #KSLeaders



WEEK 6:

EDUCATOR APPRECIATION WEEK!

The next 5 posts can be shared during each day of this week!

Intended Audience: All educators

We've included Canva templates for the entire week that you can customize and personalize to your district or school. There's a space to include a photo of a teacher or group and their name on several of the templates. You have a second option on the link for a more generalized post. Scroll down to find each of the 5 posts on the 5 pages below.

NOTE: Educate Kansas will be sharing these posts out on our social media: [Twitter](#), [Facebook](#), [Instagram](#). Another option is to simply retweet or repost our social media posts - let's ALL let our Kansas Educators KNOW how much we appreciate ALL they do!

POST 1: May 6, 2024, Educator Appreciation Week

Social Media Post	Canva link to edit
	Click here for the Canva template link

How to use this resource: This post can be downloaded from Canva and uploaded to your social media channels. You can utilize the wording below or add your own. Be sure to use the hashtags below.

Possible language to utilize in the body of the post: Happy Teacher Appreciation Week to our amazing educators! 🏡👨🏫 Thank you all for your dedication to shaping the future and making a



difference in the lives of our students!

Possible hashtags to add: #Inspired2Teach #EducateKansas #ThankaKansasTeacher #KSLeaders

POST 2: May 7, 2024, Educator Appreciation Week

Social Media Post	Canva link to edit
	Click here for the Canva template link

How to use this resource: This post can be downloaded from Canva and uploaded to your social media channels. You can utilize the wording below or add your own. Be sure to use the hashtags below.

Possible language to utilize in the body of the post: To all of our educators: thank you! 🌟 Thank you for being an inspiration, a mentor and a role model for our students. We are grateful for everything you do! Happy Teacher Appreciation Week!

Teacher Name, you make a difference! Your work is respected, noticed and appreciated!

Possible hashtags to add: #Inspired2Teach #EducateKansas #ThankaKansasTeacher #KSLeaders



POST 3: May 8, 2024, Educator Appreciation Week

Social Media Post	Canva link to edit
	Click here for the Canva template link

How to use this resource: This post can be downloaded from Canva and uploaded to your social media channels. You can utilize the wording below or add your own. Be sure to use the hashtags below.

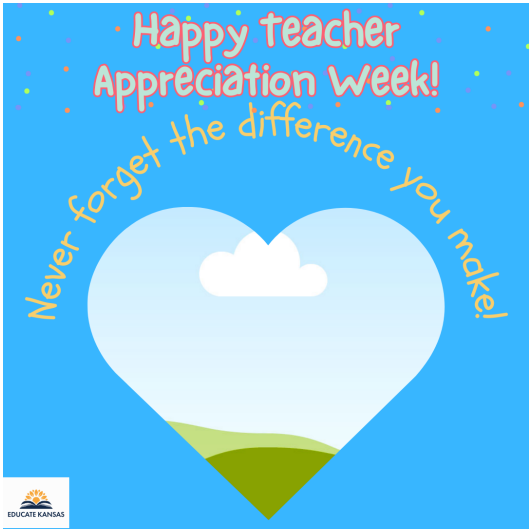
Possible language to utilize in the body of the post: Teaching is more than a job, it's a calling. ❤️ Thank you to all the incredible teachers who inspire, motivate, and support our students every day.

Teacher Name is one example of our amazing school staff who are making a difference every single day. Write a shout-out or drop a ❤️ below to help us say thanks! 📌

Possible hashtags to add: #Inspired2Teach #EducateKansas #ThankaKansasTeacher #KSLeaders



POST 4: May 9, 2024, Educator Appreciation Week

Social Media Post	Canva link to edit
	Click here for the Canva template link

How to use this resource: This post can be downloaded from Canva and uploaded to your social media channels. You can utilize the wording below or add your own. Be sure to use the hashtags below.

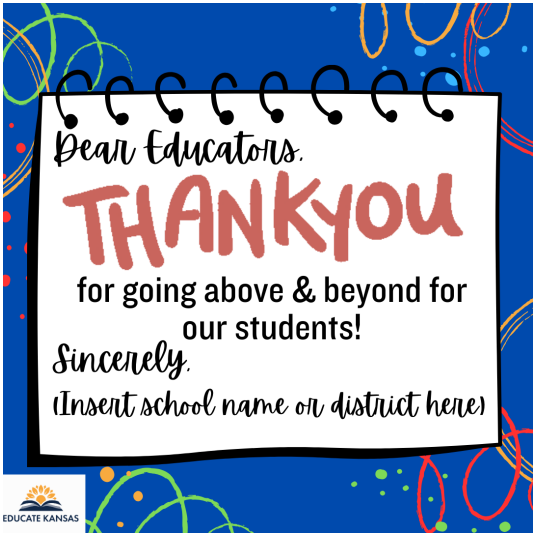
Possible language to utilize in the body of the post: To all the teachers who go above and beyond to create engaging lessons, foster a love of learning, and build meaningful relationships with their students - we see you, we appreciate you, and we thank you!

Have you met **Teacher Name**? We're appreciative of all our educators, like **Teacher Name**, who always put students first. Help us say thank you to all our amazing teachers by dropping some applause 🙌🙌🙌 in the comments below!

Possible hashtags to add: #Inspired2Teach #EducateKansas #ThankaKansasTeacher #KSLeaders



POST 5: May 10, 2024, Educator Appreciation Week

Social Media Post	Canva link to edit
	Click here for the Canva template

How to use this resource: This post can be downloaded from Canva and uploaded to your social media channels. You can utilize the wording below or add your own. Be sure to use the hashtags below.

Possible language to utilize in the body of the post: At **Insert school name or district here**, our staff superheroes are always soaring above and beyond to do the best for every student, every day. Happy Teacher Appreciation Week! Thank you for all that you do!

Possible hashtags to add: #Inspired2Teach #EducateKansas #ThankaKansasTeacher #KSLeaders



BONUS POSTS

Bonus Post #1 The 3 posts below are optional templates to utilize.

Call out Social Media post	Canva link
	Click here for Canva Template

Intended Audience: All educators

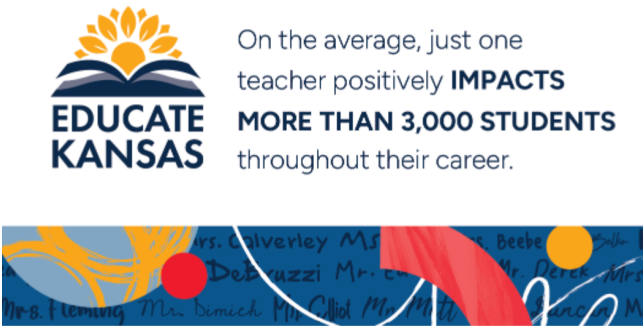
How to use this resource: This editable social media template can be utilized for a quote or announcement.

Possible language to utilize in the body of the post: Happy Teacher Appreciation Week to our amazing educators! 🎉📚 Thank you all for your dedication to shaping the future and making a difference in the lives of our students! Toss a 🧡 in the comments below to share some love for teachers!

Possible hashtags to add #TeacherAppreciationWeek #Inspired2Teach #EducateKansas #ThankaKansasTeacher #KSLeaders



Bonus Post #2

Become a teacher Business Card	Canva link
	Click here for Canva Template

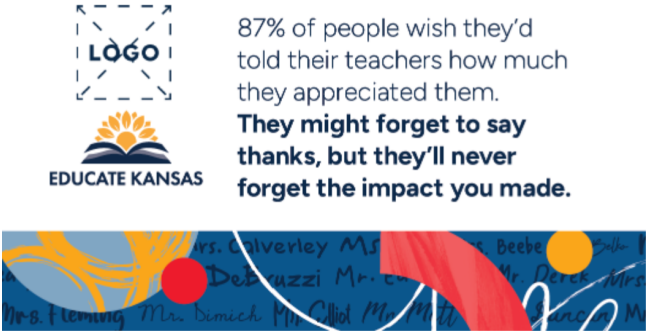
Intended Audience: Any candidate considering the field of education

How to use this resource: *Print these cards and hand them to your teachers to help recruit!*

Possible language to utilize in an email to staff: Teachers we need your help! Vacancies are at an all-time high in our state. We need more educators like you. Together we can bridge the gap in recruiting future educators who will positively impact Kansas students. Thank you!



Bonus Post #3

Editable CoBranded Business Card	Canva link
	Click here for Canva Template

Intended Audience: Any candidate considering the field of education

How to use this resource: Print these cards and hand them out to your teachers to help recruit!

Possible language to utilize in an email to staff: As you know, we have many vacancies within our organization and statewide. Teachers, we need your help - without you, where will our students be? We invite you to help us with our campaign of locating candidates who want to make a difference. Share the recruitment card, with an invitation to apply, with anyone you believe would be a great addition to our education family. Thank you!