

# Toolkit: Communicating about Universal PreKindergarten with Families

**Resources to help  
families learn about  
early learning options!**



# Purpose

This toolkit equips community-based organizations, parent groups, counties, districts, and other trusted messengers with ready-to-use materials to raise awareness of California's free and low-cost early learning options for four-year-olds and support families in understanding and enrolling in UPK programs.

This toolkit supports outreach to parents and caregivers of four-year-olds across California, with an emphasis on families not currently connected to school districts. It is designed to make it easy for partners to:

1. Share accurate, consistent UPK information
2. Reach racially, culturally, and linguistically diverse families
3. Integrate UPK materials into existing outreach efforts



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# Toolkit Overview & How to Use

This toolkit includes printable and digital outreach materials that partners can share directly with families or through existing communication channels. Materials may be used as-is or adapted to meet local community needs, including translation into additional languages.

## Partners are encouraged to use these materials in:

- Newsletters and email blasts
- Social media platforms
- Family meetings, workshops, and orientations
- Community events and enrollment drives
- One-on-one family support and referrals

**Brand note:** When adapting materials, partners should follow [UPK brand guidelines](#), including proper logo use, color palette, and typography. Co-branding is encouraged when appropriate.

## UPK Handles to tag:

**Facebook:** @California's Universal PreKindergarten

**Instagram:** @CAUniversalPreK

**Twitter:** @CAUniversalPreK

**LinkedIn:** @California's Universal PreKindergarten

**BlueSky:** @cauniversalprek.bsky.social

## Point Families to These Referral & Enrollment Resources

Throughout these materials, you'll notice we incorporate key resources for families. For ease of access, here is the complete list below:

**Website:** [cauniversalprek.org](https://cauniversalprek.org)

**Child Care Resource & Referral Hotline:** 1-800-543-7793



# Key Messages & Talking Points

This section provides plain-language, family-friendly messaging partners can use across platforms.

## Core Messages

- California offers free and low-cost early learning options for four-year-olds.
- All four-year-olds are eligible for free Transitional Kindergarten (TK).
- Families have choices, including programs at schools, child care centers, and family child care homes.
- Early learning helps children build social, emotional, and academic skills and start kindergarten strong.

## Short-Form Digital Messaging (Social Media)

- Free and low-cost pre-K options are available for California four-year-olds.
- TK is free for all four-year-olds—there are no income requirements.
- Choose the early learning setting that works best for your family.
- Early learning helps kids learn, grow, and make friends.

## Longer-Form Messaging (Email, Flyers, In-Person)

Universal PreKindergarten (UPK) gives California families access to free and low-cost early learning options for four-year-olds. All children are eligible for free Transitional Kindergarten (TK), and families can choose from a range of settings, including schools, child care centers, and family child care homes. Early learning helps children develop confidence, social skills, and a strong foundation for kindergarten and beyond.



# Social Media & Digital Engagement

## Best Practices

- Use clear, family-friendly language
- Include a direct call to action
- Pair posts with visuals or short video clips
- Translate posts when possible

## Social Graphics Links

[Free and Low-Cost Early Learning Programs](#)

[Know Your Early Learning Options](#)

[Start Strong with Early Learning](#)

[Finding Free or Low-Cost Early Learning](#)

## Suggested Uses

- Direct referrals and one-on-one family support
- Enrollment workshops and orientations
- Community bulletin boards
- Parent meetings and workshops
- Family engagement events
- Digital sharing through partner platforms

## Editing Guidelines

- Do not alter the UPK logo colors or orientation
- Maintain clear space around logos
- Use approved fonts and colors
- Localize content by adding contact information or enrollment deadlines

## Editing Tips (Adobe Acrobat)

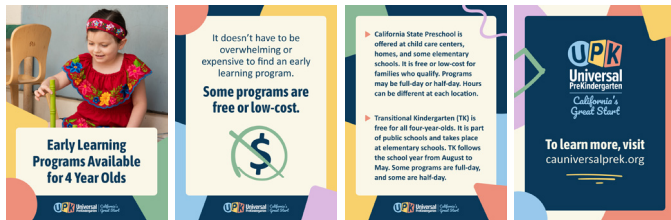
**If your organization plans to tailor these graphics in Adobe Acrobat, please:**

- Use text edit tools for local contact info
- Do not alter logo colors or proportions
- Keep font sizes large and readable



## Sample Carousel Posts

### Carousel 1: Free and Low-Cost Early Learning Programs



#### CAPTION OPTION 1

Finding an early learning program doesn't have to be overwhelming or expensive.

California offers free and low-cost options for 4-year-olds, including:

- California State Preschool
- Transitional Kindergarten (TK)
- Head Start
- Private Pay Preschool

Each program is different—and families get to choose what works best for them.

Learn more at [cauniversalprek.org](https://cauniversalprek.org)

#### CAPTION OPTION 2

Did you know?

- Transitional Kindergarten (TK) is free for all four-year-olds
- California State Preschool may be free or low-cost for families who qualify
- Head Start may be free for families who qualify
- Private Pay Preschool may be eligible to be covered by vouchers

Learn about your options at [cauniversalprek.org](https://cauniversalprek.org)

### Carousel 2: Know Your Early Learning Options



#### CAPTION OPTION 1

California has free and low-cost early learning options for 4-year-olds.

- Free for all families: Head Start and Transitional Kindergarten (TK) at public schools
- Free or low-cost for some families: Preschool programs at centers or home-based settings

Learn more and find options near you:

[cauniversalprek.org](https://cauniversalprek.org)

#### CAPTION OPTION 2

All four-year-olds in California are eligible for free Transitional Kindergarten (TK).

Other preschool programs may also be free or low-cost, depending on your family's situation.

Get the details: [cauniversalprek.org](https://cauniversalprek.org)

## Sample Carousel Posts (continued)

### Carousel 3:

#### Start Strong with Early Learning



##### CAPTION OPTION 1

Big learning starts early

In a California early learning program, your child can play, ask questions, build confidence, and get ready for kindergarten in a fun, supportive environment.

Free and low-cost options are available for 4-year-olds across California.

Learn more at [cauniversalprek.org](https://cauniversalprek.org)

##### CAPTION OPTION 2

Early learning helps kids grow, learn, and thrive.

Free and low-cost programs are available for California 4-year-olds.

Learn more: [cauniversalprek.org](https://cauniversalprek.org)

### Carousel 4:

#### Finding Free or Low-Cost Early Learning



##### CAPTION OPTION 1

Trying to find free or low-cost early learning for your 4-year-old? You have options—and support.

Families can:

- Call their local school or school district
- Contact the Child Care Resource & Referral Hotline
- Visit programs and ask questions

Help is available. Learn more at [cauniversalprek.org](https://cauniversalprek.org) or call 1-800-543-7793.

##### CAPTION OPTION 2

There are free and low-cost early learning programs for 4-year-olds—and people who can help you find the right fit.

You don't have to figure this out alone.

Start here: [cauniversalprek.org](https://cauniversalprek.org)

## Standalone Social Posts

### Post 1

All California four-year-olds are eligible for free Transitional Kindergarten (TK). Learn about your early learning options at [cauniversalprek.org](https://cauniversalprek.org).

### Post 2

Early learning helps kids build confidence, social skills, and a strong start for kindergarten. Free and low-cost options are available for 4-year-olds. Learn more at: [cauniversalprek.org](https://cauniversalprek.org).

### Post 3

Families have choices! Find early learning programs at schools, child care centers, and family child care homes. Learn more: [cauniversalprek.org](https://cauniversalprek.org).

### Post 4

Looking for early learning options for your 4-year-old?

California has free and low-cost programs—and new family-friendly resources to help you understand your choices and how to enroll.

Start here: [cauniversalprek.org](https://cauniversalprek.org)

### Post 5

Choosing an early learning program can feel like a lot—but help is available.

New resources for families explain free and low-cost options for 4-year-olds, including Transitional Kindergarten (TK).

Learn more at [cauniversalprek.org](https://cauniversalprek.org) or call 1-800-543-7793 for support.



# Videos

This section includes parent testimonial videos and short-form clips designed for digital and community-based sharing.

- [Parents talking about how they decided on which program](#)
- [Parents sharing what their child gets out of the program](#)
- [Parents discussing what their child's favorite activities are](#)
- [Parents sharing how the whole family benefits](#)

## Suggested Distribution Channels

- Partner social media platforms and websites
- Email newsletters
- Community meetings and events
- Trusted messenger partnerships
- Paid digital media and PSA placements

# Email & Newsletter Templates

Use the graphics and flyers with the copy below to share in your newsletters or emails to families or providers.

## Newsletter Copy

Free and low-cost early learning options are available for California four-year-olds. All children are eligible for free Transitional Kindergarten (TK). Families can choose from programs at schools, child care centers, and family child care homes. Learn more at [cauniversalprek.org](https://cauniversalprek.org).

## Email to Families

**Subject:** Free Pre-K Options for Your 4-Year-Old

California offers free and low-cost early learning options for four-year-olds through Universal PreKindergarten (UPK).

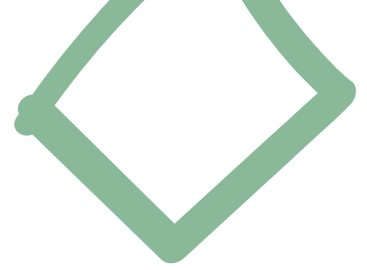
All four-year-olds are eligible for free Transitional Kindergarten (TK), and families can choose from different early learning settings that meet their needs.

Early learning helps children build confidence, social skills, and a strong foundation for kindergarten.

Learn more and find programs near you:

- [cauniversalprek.org](https://cauniversalprek.org)
- Child Care Resource & Referral Hotline: 1-800-543-7793

# Email & Newsletter Templates (continued)



## Email to Funders, Partners, Coalitions, Etc.

Hello,

Families get their information about their early learning and care options from trusted community partners like you.

New materials are now available to help you share clear, accurate information about Universal Pre-Kindergarten with families in ways that meet their needs. These resources are designed to be flexible and included in the outreach you're already doing. There are translated versions available too!

The toolkit includes customizable materials you can use as-is or adapt for your community:

- Flyers and posters (print + PDF)
- Social media carousels and sample captions
- Parent testimonial videos and short clips
- Email and newsletter templates
- Talking points and key messages
- Referral and enrollment resources
- Links to translated materials

All materials are designed to be easy to share, culturally responsive, and free to use on the UPK website.

Help make it easier for families to understand their enrollment options by sharing UPK CA materials through your networks. Whether it's via social media, newsletters, or community events, your support can make a difference!



# Text Alerts (SMS)

Text alerts are a quick, effective way to reach families directly with short, clear messages. You may customize language, links, or timing as needed.

## OPTION 1: GENERAL AWARENESS

Free and low-cost early learning options are available for California 4-year-olds. Learn about your choices, including free TK: [cauniversalprek.org](https://cauniversalprek.org)

## OPTION 2: TK-FOCUSED

Did you know? All California four-year-olds are eligible for free Transitional Kindergarten (TK). Learn more at [cauniversalprek.org](https://cauniversalprek.org)

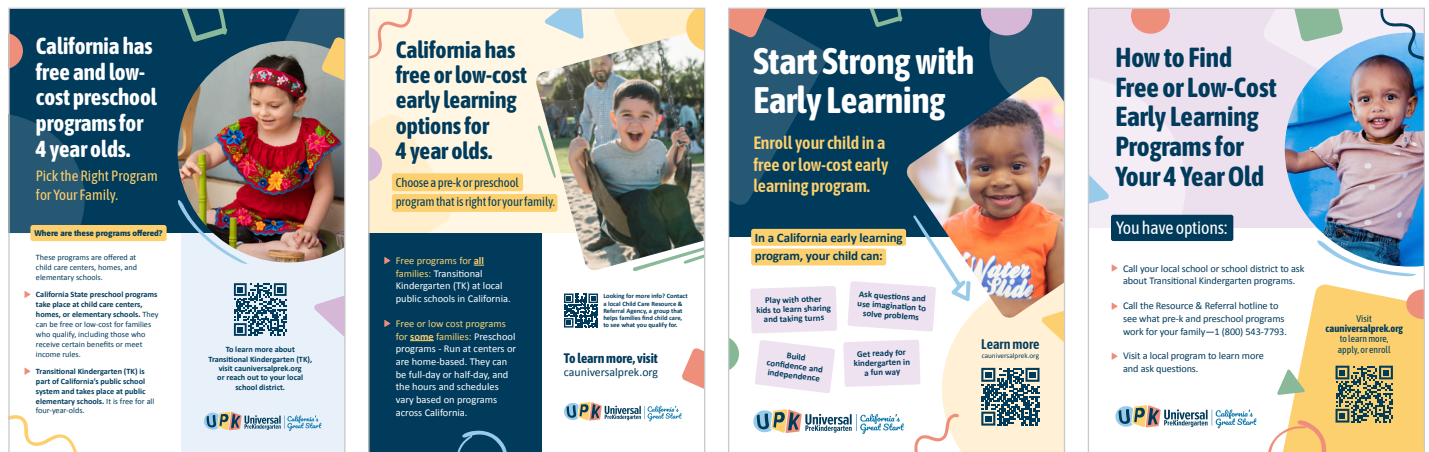
## OPTION 3: SUPPORT-ORIENTED

Looking for early learning for your 4-year-old? Help is available. Explore free and low-cost options at [cauniversalprek.org](https://cauniversalprek.org) or call 1-800-543-7793.

## OPTION 4: ENROLLMENT ENCOURAGEMENT

Early learning helps kids start strong. Free and low-cost programs are available for 4-year-olds across California. Learn more: [cauniversalprek.org](https://cauniversalprek.org)

# Posters & Flyers



Posters, flyers, and postcards are designed for in-person, community-based outreach and can be used as-is or customized with local contact information, enrollment dates, or languages. Partners are encouraged to place and share materials in spaces where families already spend time and feel comfortable asking questions. Posters and flyers work best when paired with trusted messengers who can answer questions and help families take the next step.

**Check out the [Flyers and Posters](#) and [Postcard](#)**



# Examples of Community Locations

## Community Spaces

- Community-based organization offices and lobbies
- Family resource centers
- Faith-based spaces
- Cultural centers and community halls
- Public libraries and community bulletin boards

## Family-Serving Locations

- Child care centers and family child care homes
- Pediatric offices and health clinics
- WIC offices and family wellness sites
- Food distribution sites and mutual aid locations

## Events & In-Person Engagement

- Enrollment workshops and orientations
- Parent meetings, cafés, and workshops
- Resource fairs and community events
- Back-to-school and family engagement events

## One-on-One Family Support

- Intake meetings or family check-ins
- Case management and referral conversations
- Home visits or family coaching sessions

## Tips for Effective Use

- Place posters at eye level and in high-traffic areas
- Pair flyers with a brief conversation or referral when possible
- Use translated versions when available to support multilingual families
- Add local contact information or enrollment timelines to increase follow-through



# Accessibility & Language Guidance

- Use translated materials whenever possible
- Provide interpretation at events when available
- Use plain language and avoid education jargon
- Ensure any edited digital materials meet basic accessibility standards (readable fonts, color contrast)

## Access Translated Materials

## Feedback & Ongoing Partnership

Partners are encouraged to share feedback on materials, request additional formats or languages, and stay engaged through ongoing updates.

For questions or requests, contact:  
[UPK@cde.ca.gov](mailto:UPK@cde.ca.gov)





[cauniversalprek.org](http://cauniversalprek.org)

