

VPK Provider Toolkit 2026-2027

Link to Canva Templates: [Canva VPK Templates](#)

How to create a FREE Canva Account:

Step-by-Step Instructions:

1. **Navigate to Canva:** Go to canva.com on a web browser or open the Canva mobile app.
2. **Sign Up:** Click the "Sign up" button.
3. **Choose Method:**
 - Select your preferred method (Google, Facebook, Apple, or email)
 - "Continue with email" is recommended for personalizing account details
4. **Verify Email:** If using email, enter your email address, name, and create a password. A code will be sent to your email, which must be entered to complete verification.
5. **Set Up Account Details:** You may be asked how you plan to use Canva (e.g., personal, student, or small business). Selecting "personal" is usually best for a free account.
6. **Skip Pro Offers:** Canva will prompt you to try "Canva Pro" (the paid version). You can skip this offer to continue with the free version.

Watch a tutorial here: <https://www.youtube.com/watch?v=KzzqW4sC6B4>

Brand & Messaging Guide

Core Message

Florida's Voluntary Prekindergarten (VPK) program prepares 4-year-olds for school success through developmentally appropriate learning experiences—**and it's free for all Florida families.**

Key Talking Points

Use these consistently across platforms:

- VPK is **free** for all Florida 4-year-olds.
- Builds early literacy, math, social-emotional, and problem-solving skills.
- Helps children enter kindergarten **ready to learn.**
- Families can choose from school-year, summer, public school, private, or faith-based settings.
- Enrollment is **simple and online** through ELCNWF.

Recommended Taglines

- »Start.Strong.with.Florida.VPK;
- »Give.Your.Child.a.Bright.Beginning;
- »Kindergarten.Ready.Starts.Here;

Social Media

Platforms to Use

- Facebook (most effective for parents)
- Instagram (visual engagement)
- LinkedIn (professional visibility, community credibility)
- YouTube/Shorts (quick parent education clips)
- TikTok (short, fun, family-focused content)

Post Templates

Enrollment Announcement

Image: Happy children learning, VPK classroom scene

Caption:

Enrollment for Florida's FREE VPK program is now open! If your child turns 0 by Sept. 7, they qualify for a full year of high-quality early learning. Apply today and give your child the strong start they deserve!

Hashtags: #FloridaVPK #EarlyLearningMatters #KindergartenReady

Provider Spotlight

Caption:

Meet our amazing VPK teachers! Every day they nurture curiosity, spark creativity, and prepare children for lifelong learning.

Call-to-action: Apply now through your Early Learning Coalition.

FAST Assessment Reminder (If used locally)

Caption:

Families, VPK progress monitoring helps us support your child's learning journey. Ask your teacher how FAST assessments help track growth in early reading and math.

Testimonial Quote Card

"I love how VPK helped my child become confident and excited about learning!"

Ready-to-Use Hashtags

- #FloridaVPK
- #EarlyLearning
- #KindergartenReady
- #BrightBeginnings
- #VPKWorks
- #EarlySuccess
- #LearnPlayGrow

Family Engagement Materials

Headline:

FREE VPK for All Florida 4-Year-Olds!

Body:

Help your child build strong early literacy, math, and social-emotional skills in a fun, nurturing classroom. Choose the setting that works best for your family — private provider, public school, faith-based program, or specialized services.

Footer:

Apply.today.at.your.local.Early.Learning.Coalition;
Bring¿child's.proof.of.age.>.proof.of.residency;

Email Template: Enrollment Kickoff

Subject: Enroll Now — Free VPK for Your 4-Year-Old!

Body:

Dear Families,

Florida's FREE Voluntary Prekindergarten (VPK) program is now open for enrollment! This program helps children build essential early learning skills and prepares them for success in kindergarten and beyond.

Click here to apply or contact us for help completing your child's application.

We look forward to supporting your child's learning journey!

Newsletter Blurb

Did you know? Florida offers FREE Voluntary Prekindergarten (VPK) for all children who turn 4 by September 1. Enroll now to give your child a strong start. Contact our front desk or visit the ELCNWF website to get started.

Community Outreach Tools

Where to Share Your Marketing Materials

- Pediatricians' offices
- Libraries
- Local gyms & mom-groups
- Churches & faith centers
- Local Facebook groups
- Chamber of Commerce directories
- Community events (fairs, festivals, school nights)

Tabling Kit

- Branded tablecloth
- Enrollment QR code
- Early learning brochures
- Take-home literacy bags
- Staff badges + talking points card

Website & Digital Content

Homepage Text

“Now enrolling for Florida’s FREE VPK program! Our teachers foster curiosity, confidence, and kindergarten readiness through hands-on, developmentally appropriate learning. Click [here to enroll.](#)”

FAQ Section

Include:

- Who qualifies?
- What documents are needed?
- What curriculum is used?
- Daily schedule overview
- Class size / instructor ratios
- How families stay connected
- What to expect in the first week

Print-Ready Posters (Text-Only)

Poster 1: General Enrollment

FREE VPK for All Florida 4-Year-Olds

Build early literacy · Build confidence · Build kindergarten readiness
Enroll today!

Poster 2: Provider Spotlight

Our VPK Program =

- ✓ Small class sizes
- ✓ Hands-on learning
- ✓ Certified instructors
- ✓ Family-centered approach

Apply through the Early Learning Coalition