

Marketing your Program with Experience Curriculum



A high-quality, research-backed curriculum can be a key differentiator for your business and help attract and retain new families. This guide provides the tools to effectively market your program and share the exciting news about your partnership with Experience Curriculum. Use these resources to show your commitment to early learning and build stronger connections with the families in your program.

This step-by-step guide provides helpful resources for marketing your program and increasing parent engagement, all of which helps boost your enrollment

Contents

- **Brightwheel Guide to Increasing Enrollment**
Explore our free ebook guide packed with helpful resources for increasing enrollment and strengthening family relationships
- **Introduce Experience Curriculum & brightwheel to Families & Staff**
Helpful templates for introducing and explaining the benefits of Experience Curriculum & brightwheel to families and staff
- **Family Flyers**
Informational flyers that explain the benefits of Experience Curriculum and what families can expect as their children begin a new learning journey. Ideal for distributing during parent meetings, open houses or including in your welcome packets.
- **Logos**
Experience Early Learning, Experience Preschool, Experience Toddler and Experience Baby logos are available for your use on marketing materials, websites, social media and more. JPG and PNG formats are provided.



- **Facebook Banners**

Banners sized perfectly for your Facebook page to proudly display your commitment to high-quality early childhood education. Each banner coordinates with our digital badges and helps build your program's visual brand.

- **Digital Badges**

Use these bright, colorful badges to highlight your partnership with Experience Curriculum across your marketing materials and social media platforms. Perfect for photos, handbooks, websites, and newsletters.

- **Tips for Using Logos and Badges**

Suggestions for ways to incorporate these resources into your marketing materials and social media content

- **Social Media Templates**

Pre-designed Canva templates for Instagram and Facebook posts. Simply add your own photos and text to create professional-looking posts that show off your new curriculum.

- **Social Media Tips**

Let's spread the love of learning together!

- **Family Engagement Resources**

Keep families informed and engaged with our family engagement tools.

Brightwheel's Guide to Increasing Enrollment

Learn how to achieve your program's enrollment goals with our free ebook guide. This helpful resource gives guidance on how to create a marketing plan, how to attract families online, how to establish strong family relationships, and how to manage your enrollment pipeline effectively and easily. [Click here to access](#)

Introducing Experience Curriculum to Staff and Families

Creating excitement about the curriculum can elevate your program and connect with families. Here are a couple of ways you can do this:

Introduce Experience Curriculum to families using these [pre-drafted messages](#) to kick off communication about Experience Curriculum. *If you use brightwheel, we recommend sending it to your staff and families via brightwheel [Messaging](#).*



Introducing brightwheel to Families and Staff

Introduce brightwheel to families and staff using these [pre-drafted emails, messages, and flyers](#) to kick off communication about brightwheel. *We recommend sending it to your staff and families via brightwheel [Messaging](#).*

Family Flyers

During tours or after enrollment, you can share a flier with more information about your partnership with Experience Curriculum. Flyers can be shared digitally through brightwheel messaging, on your website, social media or downloaded and printed. [Preschool](#) | [Toddler](#) | [Baby](#)

If you prefer, you can order pre-printed flyers for [Preschool](#), [Toddler](#), and [Baby](#) classrooms.

Logos

Your partnership with Experience Curriculum is something to be proud of, and using our logos is a great way to showcase our partnership. Follow these guidelines to incorporate our logos into your marketing materials, ensuring a professional and consistent appearance across your communications. [Click here to access Logos](#)

Facebook Banners

Keep your Facebook profile fresh and professional with our custom-designed banners. These banners are crafted to match your digital badges and provide a consistent visual message across your marketing platforms. Share with your community that your program is growing and loving the learning experiences Experience Curriculum offers! [Click here to access Facebook banners](#)

Digital Badges

Proudly share that your program is partnering with and teaching with Experience Curriculum! Choose from five brightly colored badges to add to your photos, parent handbooks, websites, and social media posts. These badges are a great way to



communicate your commitment to early childhood education and stand out in your community. [Click here to access Digital Badges](#)

Tips for Using Logos and Badges

Here are some ways you can incorporate our logo and badges into your promotional materials and on social media:

- Website: Display the badge and logo on your homepage or “About Us” section to inform visitors about your curriculum. Link to www.experiencecurriculum.com
- Handbooks: Add a section in your handbook about Experience Curriculum using the pre-draft messages, logos and badges.
- Newsletters: Use the logo in your monthly newsletters to inform families about your program’s updates and partnerships.
- Social Media: Post pictures of your classroom activities with the digital badge, and use hashtags: #ExperienceCurriculum and #InspiredLearningwithEC to enhance your program's visibility online.
- Email Signatures: Add the Experience Curriculum logo to your email signature for an extra touch of professionalism.
- Parent Communications: Include the badge in flyers or announcements to reinforce your program’s commitment to quality education.

Logo & Badge File Formats

You’ll receive our logo files in both JPG and PNG formats. Each format is optimized for different uses:

- JPG Files
Best for online use on websites and digital documents where backgrounds are solid and the logo doesn't need to be transparent.
- PNG Files
Ideal for situations where you need a transparent background, such as overlaying the logo on photos, colored backgrounds, or complex designs.

Let’s spread the love of learning together! Follow us and tag Experience Curriculum in your social media posts. Showcase your classroom setup, activities, and events using our curriculum to build trust with families and attract new enrollments. Tag us! We’ll interact with your posts and share them to our stories!

Social Templates

Easily customize [Canva social templates](#) designed for both Instagram and Facebook. Add your program's photos, text, and branding to create posts aligning with your program's identity and highlighting your new curriculum.

How to use Canva Social Templates

1. Open [Canva social templates](#)
2. Click *Use template for new design*
3. Log into Canva
4. Click *Uploads* on the left side bar
5. Choose a photo or upload new photo
6. Click on photo and drag to template
7. Rename project
8. Click *Share* and *Download* as JPG
9. Upload to social media profile

Facebook Tips

- Use a Facebook Banner
- Add badges to your photos and stories or use our [social templates](#)
- Tag us! @experiencecurriculum
- Share posts from our Facebook page to your business page

Instagram Tips

- Add badges to your photos and stories or use our [social templates](#)
- Tag us! @experiencecurriculum
- Use this hashtag: #InspiredLearningwithEC
- Share posts from our Instagram account to your stories

Family Engagement Resources

Family Questionnaire

Get to know your families and their children with the [Family Questionnaire form](#).



Plan an Open House

Invite families to your program to experience firsthand the activities and learning opportunities their children will enjoy. An open house is an excellent way to connect with families at the beginning of the year and allows parents to see your classroom set up with curriculum materials and centers. Plan your event with the [Open House Celebration Kit](#).

Share Family Newsletters (Preschool & Toddler)

Families love to see what their children do each day—each month, share Family Newsletters included in your kit to connect with families at home. It introduces the theme, basic concepts, and daily topics. A short practical parenting article supports families and features theme-related activities, songs, and stories to read together. *If you use brightwheel, we recommend sending it to your staff and families via brightwheel [Messaging](#).*

Individual Child Assessment Forms

To track each child's progress, use Individual Child Assessment Forms to document developmental milestones and learning outcomes. These forms can be shared monthly or during parent-teacher conferences to give families a clear understanding of their child's growth. They offer an opportunity for personalized feedback and help guide conversations about each child's unique learning journey.

Child Portfolios

Use Experience Curriculum's [portfolio tools](#) in Member Resources to create a learning story with photos, observations and Individual Child Assessment forms.

Sharing Lesson Plans, Observations and Digital Portfolios in brightwheel

Keep families updated on their child's activities and development by quickly sharing lesson plans, daily observations and digital portfolios in brightwheel.

Celebration Kits

Engage families with seasonal and holiday activities and events. Download and print our [Celebration Kits](#) to invite families and set up games, art, snacks, and sensory activities for children and their families.

We're excited to support your program and see how you bring Experience Curriculum to life!