

## Campaign Toolkit

Early Childhood Education and Assistance Program (ECEAP) is Washington's state-funded pre-kindergarten (PreK) program for children ages 3 and 4. ECEAP (pronounced "E-Cap") is free for families who qualify.

Families living in Washington state may qualify for this free program, but they may not know about it.

You can help by sharing information with parents, caregivers, and your community.

This toolkit includes ready-to-use materials—flyers, social media posts, and email templates to make spreading the word simple. Whether you are an ECEAP Contractor, a subcontractor, or a community partner who works directly with families, these resources make it easy to connect families to this program.

### Key Messages

The most important points we want to share when talking about ECEAP:

- Free high-quality preschool is available for eligible children ages 3 and 4.
- ECEAP helps children enter kindergarten ready to succeed.
- ECEAP is free for families who qualify.
- ECEAP centers on the whole family by intentionally working with the children and their caregivers.
- ECEAP offers comprehensive services, including preschool education, nutritious meals and snacks, health screenings, and family engagement and support.
- Families apply directly with their local ECEAP Contractor or subcontractor.
- More information about ECEAP can be found at [www.dcyf.wa.gov/eceap](http://www.dcyf.wa.gov/eceap).

### How to promote ECEAP:

- Share information across your communication channels using the materials in this toolkit.
- Add ECEAP details to your website, newsletter, or community board.
- Use the provided flyers, social media posts, and email templates to spread the word.
- Display printed materials in high-traffic areas where families can see them.
- Connect with partners and organizations to help amplify this information.



## Ready-To-Use-Materials

Easy-to-read, take-home flyers explaining who is eligible and how to apply. Perfect for child care centers, waiting rooms, libraries, and community bulletin boards. Visit [www.dcyf.wa.gov/eceap/enrollment](http://www.dcyf.wa.gov/eceap/enrollment) to download resources.



EL\_0055  
ECEAP Recruitment Flyer



EL\_0038B  
ECEAP Tribal Recruitment Flyer



EL\_0102A  
Free Quality PreK Flyer



EL\_0102B  
Free Quality PreK Poster

## Publications explaining ECEAP services in more detail:



EL\_0099  
ECEAP Overview Fact Sheet



EL\_0081  
ECEAP Comprehensive Services Publication



EL\_0079  
ECEAP Family Support Services Publication



EL\_0083  
Toothbrushing Makes a Difference in ECEAP Publication



EL\_0085  
Family Style Meals in ECEAP Publication

Use these videos and graphics in your social media, emails, newsletters, and on your website. Or visit our social media channels and reshare our posts.



[www.facebook.com/wadcyf](http://www.facebook.com/wadcyf)



[www.instagram.com/wadcyf](http://www.instagram.com/wadcyf)



[www.linkedin.com/company/washington-state-department-of-children-youth-and-families/posts/?feedView=all](http://www.linkedin.com/company/washington-state-department-of-children-youth-and-families/posts/?feedView=all)



<https://nextdoor.com/agency-detail/wa/olympia/state-of-washington-5/>



[www.youtube.com/@WADCYF](http://www.youtube.com/@WADCYF)

Share these short videos that describe ECEAP and its benefits.



ECEAP is Washington's State-Funded PreK Program



ECEAP Helps 3 and 4 Year Olds Succeed



ECEAP Recognizes the Value of Every Child

### ECEAP Social Media Graphics



ECEAP Eligibility



Sign up for ECEAP

Share this short video featuring ECEAP Directors and former parents detailing how the family support services offered through ECEAP impacted them.



ECEAP – Every Child Deserves a Strong Start

Share this short video introducing Corinne, a former ECEAP parent, and her son David, detailing the impact ECEAP had on their lives.



ECEAP Helps Children and Families

### ECEAP Social Media Videos



## Templates

We've put together these templates to make it easy for you to share the message about ECEAP. Whether you're posting on social media, sending a newsletter, or talking with families, these ready-to-use captions help spread the word quickly and clearly. Just copy, paste, and share!

### NEWSLETTER

**Subject/Headline:** Looking for free high-quality preschool for your child?

**Body:** You may be eligible for the Early Childhood Education and Assistance Program (ECEAP). Contact your local ECEAP provider to check on eligibility and apply. Visit the ECEAP Dashboard at <https://dcyf.wa.gov/practice/oiaa/reports/early-learning-dashboards/eceap-early-eceap-wa-communities> and click on the Site Contact Information tab to find your local provider.

To learn more, visit [www.dcyf.wa.gov/eceap](http://www.dcyf.wa.gov/eceap).

Spread the word! Pass this on to a family you know.

### SOCIAL MEDIA CAPTIONS

- Looking for free high-quality preschool for your child? You may be eligible for the Early Childhood Education and Assistance Program (ECEAP). Visit [www.dcyf.wa.gov/eceap](http://www.dcyf.wa.gov/eceap) to learn more.
- Looking for a preschool program that also supports the family? Check out the Early Childhood Education and Assistance Program (ECEAP) by visiting [www.dcyf.wa.gov/eceap](http://www.dcyf.wa.gov/eceap).
- Sharing is caring! Know a family who could benefit from high-quality preschool? Let them know about the Early Childhood Education and Assistance Program (ECEAP) by directing them to [www.dcyf.wa.gov/eceap](http://www.dcyf.wa.gov/eceap).
- The Early Childhood Education and Assistance Program (ECEAP) helps 3- and 4-year-old children become ready for kindergarten. Visit [www.dcyf.wa.gov/eceap](http://www.dcyf.wa.gov/eceap) to learn if you are eligible and to find an ECEAP site close to you!



Washington State Department of  
**CHILDREN, YOUTH & FAMILIES**

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