



Texas Association for the
Education of Young Children

CHAPTER COMMUNICATIONS TOOLKIT

Templates, graphics, and practical guidance for
chapter events, conferences, resources,
and member communication.



HOW TO USE THIS TOOLKIT

Start Here

You do not need to be a marketer to communicate well. Use this toolkit as a simple system for telling members what is happening, why it matters, and what they should do next.

Three rules

- Keep it simple. One main message per post or email.
- Make it local. Explain why the information matters to people in your chapter.
- Keep showing up. One post or one email will not reach everyone.

The easiest way to use this kit

Choose the type of message you need, copy the closest template, replace the bracketed information, pair it with one of the blank graphics, check the details, and send or post it.

Before you send anything

- Check the date, time, location, and registration link.
- Remove every piece of bracketed placeholder text.
- Make sure the graphic is easy to read on a phone.
- Know who can answer questions about the event or resource.
- Open the link once before you publish.

USE THIS FOR ALMOST ANYTHING

A Simple Communications Routine

Most chapter communications can follow the same four-step rhythm. You do not need a new strategy for every event or opportunity.

1 ANNOUNCE IT

Tell people what is happening, who it is for, and how to learn more.

2 REMIND THEM

Share it again with a different reason to care. Highlight the speaker, topic, resource, or local connection.

3 LAST CALL

When the date is close, make the action obvious. Register, RSVP, attend, read, apply, or share.

4 FOLLOW UP

Share photos, a thank you, a resource, a recording, or a quick recap afterward.

Posting once is not enough

It is normal to share the same event, opportunity, or resource several times. Change the message or image instead of posting the exact same thing every time.

A PRACTICAL CONTENT MIX

What Chapters Can Share

Chapter content

- Local meetings and events
- Member or program spotlights
- Local professional development
- Chapter updates and leadership news
- Photos and recaps from chapter activities

TXAEYC content

- TXAEYC events and conferences
- Webinars and professional learning
- Statewide resources and opportunities
- Membership information
- Advocacy and early childhood updates

Useful community content

- Relevant early childhood resources
- Local partner opportunities
- Timely ECE news with a short explanation
- Community events that serve early childhood professionals or families

Do not just drop a link

Add one or two sentences explaining what the resource is and why your members should care. Your chapter voice is what makes the share useful.

KEEP EVERY POST FOCUSED

Social Media Basics

A strong social post usually needs only four things: what you are sharing, why it matters, the key detail, and the next action.

Simple formula

WHAT + WHY + WHEN + ACTION

What is it? Why should members care? When is it happening or when does it matter? What should they do next?

Good social posts

- Lead with the most useful information.
- Use short paragraphs so the caption is easy to scan.
- Include the link once.
- Use one clear call to action.
- Tag partners or presenters when appropriate.
- Use a graphic that supports the message instead of repeating every detail.

Avoid

- Long introductions before saying what the post is about.
- Copying an entire email into a Facebook caption.
- Posting a flyer with tiny text and no caption.
- Using multiple competing calls to action.
- Publishing without checking the link.

EVENTS AND REMINDERS

Social Media Templates

EVENT ANNOUNCEMENT

Join [CHAPTER NAME] for [EVENT NAME] on [DATE].

[ONE OR TWO SENTENCES ABOUT WHAT MEMBERS WILL GET FROM THE EVENT.]

DATE: [DATE / TIME]

LOCATION: [LOCATION OR ONLINE]

Learn more or register: [LINK]

We hope to see you there!

EVENT REMINDER

Have you registered for [EVENT NAME]?

We are looking forward to bringing our local early childhood community together for [SHORT DESCRIPTION OR BENEFIT].

Join us on [DATE].

Learn more or register: [LINK]

FINAL REMINDER

[EVENT NAME] is almost here!

There is still time to join [CHAPTER NAME] on [DATE] for [SHORT DESCRIPTION].

Details and registration: [LINK]

RESOURCES, PEOPLE, AND STATEWIDE OPPORTUNITIES

Social Media Templates

RESOURCE SHARE

We wanted to share a resource that may be helpful to our local early childhood community.

[ONE OR TWO SENTENCES EXPLAINING WHAT IT IS AND WHY IT MATTERS.]

Take a look: [LINK]

FROM TXAEYC

TXAEYC has a new opportunity available for early childhood professionals across Texas.

[SHORT DESCRIPTION.]

We encourage [CHAPTER NAME] members to take a look.

Learn more: [LINK]

MEMBER SPOTLIGHT

We love seeing members of our local early childhood community doing great work.

This week we are highlighting [NAME], [SHORT DESCRIPTION OF ROLE OR ACCOMPLISHMENT].

[SHORT PERSONALIZED INFORMATION.]

Thank you for being part of [CHAPTER NAME]!

CONFERENCE OR TRAINING

There is another opportunity to learn and connect coming up for early childhood professionals.

[EVENT NAME] takes place [DATE / LOCATION].

[ONE SENTENCE ABOUT WHY YOUR CHAPTER IS SHARING IT.]

Learn more: [LINK]

WHAT EACH PART DOES

Email Basics

SUBJECT LINE

Gets someone to open the email. Be clear before being clever.

PREHEADER

The short preview text beside or below the subject line. Use it to add a useful detail.

HEADLINE

Tells the reader what the email is about as soon as it opens.

BODY COPY

Explains why the information matters and gives only the details needed.

BUTTON OR LINK

Tells the reader exactly what to do next.

A good chapter email

- Gets to the point quickly.
- Uses short paragraphs.
- Includes one primary action.
- Works even if the reader only scans it.
- Sounds like a chapter speaking to its own community.

EVENTS

Email Templates

EVENT ANNOUNCEMENT | Subject: You are invited: [Event Name]

Preheader: Join [Chapter Name] on [Date].

We would love to see you at [EVENT NAME] on [DATE].

[ONE OR TWO SENTENCES ABOUT THE EVENT, WHO IT IS FOR, AND WHAT ATTENDEES WILL GET FROM IT.]

DATE: [DATE / TIME]

LOCATION: [LOCATION OR ONLINE]

Register or learn more: [LINK]

We hope you can join us.

EVENT REMINDER | Subject: Coming up: [Event Name]

Preheader: A quick reminder from [Chapter Name].

[EVENT NAME] is coming up on [DATE].

If you have been meaning to register, now is a good time. [ONE SENTENCE HIGHLIGHTING THE TOPIC, SPEAKER, OR BENEFIT.]

Details and registration: [LINK]

We look forward to seeing our local early childhood community there.

FINAL REMINDER | Subject: Do not miss [Event Name]

Preheader: [Event Name] is almost here.

A final reminder that [EVENT NAME] takes place [DATE / TIME].

[ONE SHORT SENTENCE ABOUT WHY IT IS WORTH ATTENDING.]

Register or view details: [LINK]

We hope to see you there!

RESOURCES AND CHAPTER UPDATES

Email Templates

RESOURCE OR OPPORTUNITY | Subject: A resource for [Chapter Name] members

Preheader: We thought this would be useful to our local early childhood community.

We wanted to pass along [RESOURCE / OPPORTUNITY NAME].

[ONE OR TWO SENTENCES EXPLAINING WHAT IT IS, WHO IT IS FOR, AND WHY YOU ARE SHARING IT.]

Take a look: [LINK]

FROM TXAEYC | Subject: From TXAEYC: [Opportunity]

Preheader: A statewide opportunity for early childhood professionals.

TXAEYC recently shared [OPPORTUNITY / RESOURCE / EVENT].

[ONE OR TWO SENTENCES ABOUT WHY IT MAY MATTER TO YOUR LOCAL MEMBERS.]

Learn more: [LINK]

CHAPTER UPDATE | Subject: What is happening with [Chapter Name]

Preheader: Upcoming dates, resources, and chapter news.

Here is a quick look at what is happening with [CHAPTER NAME].

COMING UP

[EVENT OR MEETING]

FROM TXAEYC

[STATEWIDE UPDATE OR OPPORTUNITY]

RESOURCE TO SHARE

[RESOURCE]

CHAPTER SPOTLIGHT

[MEMBER OR LOCAL UPDATE]

Use the sections that make sense this month and delete the rest.

A REPEATABLE EMAIL FORMAT

The Monthly Chapter Update

You do not need to reinvent your chapter email every month. Use the same structure so members know what to expect.

COMING UP

Your next chapter meeting, training, or local event.

FROM TXAEYC

One statewide opportunity, event, or resource.

RESOURCE TO SHARE

Something useful members can read, watch, download, or use.

CHAPTER SPOTLIGHT

A member, program, presenter, partner, or local success.

STAY CONNECTED

Your chapter social accounts, website, or contact information.

Keep it manageable

You do not need content for every section every month. Delete any section that does not have something useful to say.

NO DESIGN EXPERIENCE REQUIRED

How to Make a Graphic in Canva

The blank graphics in this toolkit are designed to do most of the visual work for you. Your job is to add the information, not redesign the template.

1.

Open Canva and choose Create a design. Select Instagram Post (Square) for social graphics or use the email header size provided by your email platform.

2.

Upload the blank TXAEYC chapter graphic you want to use.

3.

Place the graphic on the canvas and stretch it to the edges.

4.

Add only the text you need: a short headline, date, and action when appropriate.

5.

Add your chapter logo in a clear corner with breathing room around it.

6.

Use Tahoma Bold for headings and Arial for paragraph copy. Use Steel Blue, Navy, or white for most text, with other TXAEYC colors as accents.

7.

Choose Share, then Download. Select PNG for social media and email graphics.

8.

Save a copy before changing the design for another post.

If you are unsure

Change the words and chapter logo. Leave the rest of the design alone. That is enough.

FACEBOOK, INSTAGRAM, AND LINKEDIN

How to Post on Social Media

Facebook

- Open your chapter Facebook Page.
- Choose Create Post.
- Upload your graphic.
- Copy and paste the caption template.
- Replace all bracketed information.
- Check the link.
- Choose Post or schedule it for later.

Instagram

- Open the chapter Instagram account.
- Create a new post and select the square graphic.
- Paste the caption.
- Put the link in your bio or use the link option available to your account.
- Check the post before publishing.

LinkedIn

- Create a post from the chapter Page.
- Upload the graphic.
- Use the same caption or make it slightly more professional if the audience is different.
- Include the link directly in the post when useful.
- Publish.

You do not need unique copy for every platform

For most chapter communications, the same core message can work on Facebook, Instagram, and LinkedIn. Adjust the link placement and length when needed.

KEEP THE PROCESS SIMPLE

How to Send a Chapter Email

1.

Start with the template that is closest to your message.

2.

Replace the subject line and preheader first.

3.

Replace every item in brackets with your chapter information.

4.

Add an email header graphic if you have one.

5.

Keep one primary button or link near the end of the message.

6.

Send yourself a test email.

7.

Open the test on your phone and click the link.

8.

Fix anything that looks wrong, then send to your members.

Before you hit send

- Does the subject line say what this is?
- Is the date correct?
- Does the button or link work?
- Did you remove all bracketed text?
- Is the email easy to scan on a phone?

SOUND CLEAR, NOT FORMAL

Copywriting Cheat Sheet

INSTEAD OF

We are pleased to announce that registration is now available for our upcoming professional development opportunity.

WRITE

Registration is open! Join us for [Event Name] on [Date].

INSTEAD OF

Click the link below for more information regarding this opportunity.

WRITE

Learn more and register: [Link]

INSTEAD OF

Please see the attached flyer for additional details.

WRITE

Here is what you need to know.

INSTEAD OF

We would like to remind our membership of the upcoming deadline.

WRITE

A quick reminder: [Deadline] is [Date].

Remember the formula

WHAT + WHY + WHEN + ACTION. If your message answers those four things, it probably has enough information.

SIMPLE GUIDELINES, NOT RIGID RULES

How Often Should We Share?

For an event

- 3 to 4 weeks out: announce it.
- 1 to 2 weeks out: share a reminder with a different angle.
- 2 to 3 days out: final reminder.
- Afterward: share photos, a resource, or a thank you.

For a resource

- Share it once with a short explanation.
- Reshare later if it is still timely and useful.
- Include it in your next chapter email if it deserves more attention.

For a major TXAEYC event or opportunity

- Share it several times.
- Change the reason to care each time.
- Highlight your chapter members, presenters, or local connection when possible.

A good goal

Members should hear about important things more than once without seeing the exact same message over and over.

CHOOSE THE CLOSEST SITUATION

Help, I Do Not Know What to Post

Have an event coming up?

Use the Event Announcement template.

Event is next week?

Use the Event Reminder template.

Event is in a few days?

Use the Final Reminder template.

TXAEYC sent something important?

Use the From TXAEYC template and add one local sentence.

Found a useful resource?

Use Resource Share.

Want to recognize someone?

Use Member Spotlight.

Nothing is happening this week?

Reshare a TXAEYC resource, spotlight a member, ask a question, or remind members about the next meeting.

KEEP CHAPTER COMMUNICATIONS RECOGNIZABLE

Brand Basics

Use TXAEYC colors consistently, keep layouts simple, and give text enough breathing room. The goal is recognition and clarity, not filling every empty space.

Logo and typography



HEADINGS AND TITLES

Tahoma Bold. Keep headings short, direct, and easy to scan.

PARAGRAPH COPY

Arial Regular. Keep paragraphs short and use comfortable spacing between sections.

LOGO USE

Use the supplied TXAEYC or chapter logo as provided. Do not stretch, recolor, crop, or crowd it with other elements.

TXAEYC color palette

Steel Blue #0077A0	Teal #49AFA5	Orange-Red #EE3124	Gold #EAC00
Navy #0C426A	Sky Blue #90C8E7	Lighter Blue #DEF3FF	Green #B5BF35
Burgundy #C11F60	Orange #F26522	Straw #FBF5D5	Lavender Indigo #9457EB

Simple design rules

- Use Tahoma Bold for headings and Arial for paragraph copy.
- Use one dominant color and one or two accents.
- Use Navy, Steel Blue, or white for most headline text.
- Keep photos professional, warm, and connected to early childhood or chapter community.
- Do not stretch, recolor, or crowd a chapter logo.
- Do not add decorative elements just because there is empty space.
- If the template already looks balanced, leave it alone.

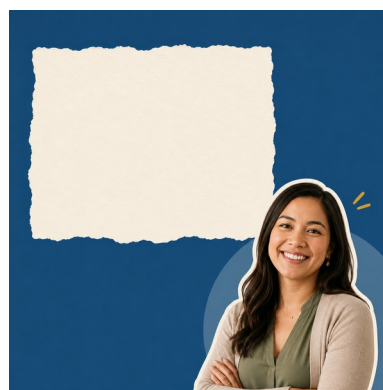
USE THESE AS STARTING POINTS

Blank Social Media Graphics

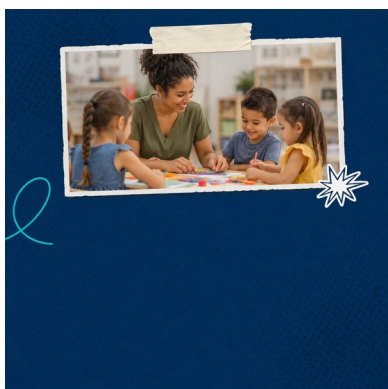
These graphics intentionally leave room for chapter content. Add only what the post needs. Different layouts work for different types of messages, so the set does not need to look identical.



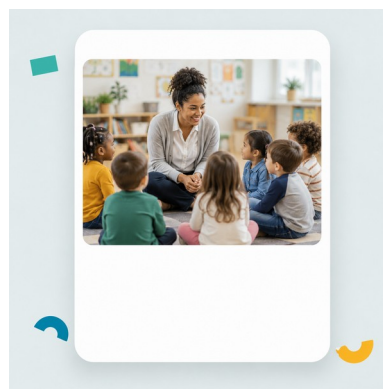
Clean information post



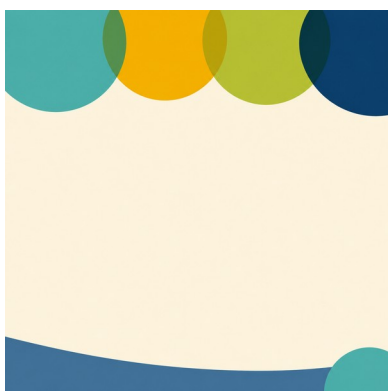
Member or leader spotlight



Classroom or child care story



Resource or article share



Generic announcement



Simple text-led post

ADD A SHORT HEADLINE OR USE AS-IS

Blank Email Header Graphics

These headers are intentionally flexible. They can support chapter news, events, resources, professional learning, and member communications without requiring a new design every time.



Spotlight / announcement



Classroom / resource



Training / child care



Chapter update / professional learning

A FINAL REMINDER

You Have What You Need

Chapter communication does not need to be complicated. Pick the right template, make it local, check the details, and keep showing up consistently.

When in doubt

Say what is happening. Say why it matters. Give the date or deadline. Tell people what to do next.

A simple chapter habit

- Choose one person to own routine communications.
- Keep a folder with the blank graphics, chapter logo, and this toolkit.
- Duplicate templates instead of rebuilding them.
- Schedule important reminders when you create the first post.
- Save strong posts and emails so the next chapter leader can reuse them.

The goal

Chapters should be able to communicate confidently and consistently without waiting for TXAEYC to create every post, email, or graphic.