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This blog was originally published on Oct. 6. 2022, and updated on June 6, 2024, with new information. A preschool open house is a great way to show off all the great things you have to offer to prospective families! And if you've done many open house is a great way to show off all the great things you have to offer to prospective families! And if you've done many open houses, it may be time to refresh what you're doing with new ideas. And while a preschool open house often caters to families not yet enrolled at your center, don't forget about including current families! Make sure they're invited and feel welcome. An open house provides a prime opportunity for you to build strong relationships with parents and caregivers. It's a great way to grow your child care center's enrolled at your center, don't forget about including current families! Make sure they're invited and feel welcome. An open house provides a prime opportunity for you to build strong relationships with parents and caregivers. It's a great way to grow your child care center's enrolled at your center, don't forget about including current families! relationship with families who already attend your center. Inviting families into your preschool classrooms school fosters open communication. This transparency is crucial for building trust, which is the bedrock of any successful educational partnership. Face-to-face conversations allow you and your teachers to address any concerns and answer questions directly to create a positive first impression. Encouraging parents to engage with the environment and educators makes them feel more involved in their child's learning. Let's take a look at five preschool open house ideas for your child care center that will highlight your wonderful early childhood education program! Sure, it makes sense to hold an open house a couple months before the beginning of a traditional school year. But also consider holding an open house every three or four months. Families are moving into your area, or their child care needs may change unexpectedly. Companies have tightened their work-from-home policies and many are requiring their employees to work at least a few days in the office, according to the Associated Press. These types of changes mean parents might be scrambling for a new preschool is offering an open house, that could be the prompt they need to consider your program! So consider hosting an open house a few times a year, perhaps every quarter! Parents touring preschools will no doubt ask how your program will help their children be prepared to enter kindergarten. Set up an information table with greeters offering brochures, enrollment information and family handbooks. Post a sample schedule of the day so parents can see what their children will do through the day. And being able to tout a curriculum that's tailored for early childhood education will be a strong selling point for your preschool. Take control of the learning happening in your classrooms with Procare Early Learning beyond Paper. It blends Procare's classroom management features with a 100% online curriculum developed by Learning Beyond Paper, a leading provider of digital curriculum designed for early childhood education, within one platform. Pre-made lesson plans are ready to go for your teachers. It's easy to use because the curriculum is embedded into Procare — new content, training and tools arrive automatically! This saves you time and money. Children get access to a high-quality online curriculum with a focus on STEAM learning — science, technology, engineering, arts and mathematics. It includes 52 weeks of lesson plans for five age groups, from 6 weeks old through pre-kindergarten, and over 4,000 daily and weekly activities. And every activity is linked to early childhood standards for each age group! Read this case study to learn how Procare Early Learning helped save a West Virginia child care center up to \$1,600 a month. Parents likely have lots of questions for you. And it can be difficult for them — and you! — to concentrate with little ones running around. Set up a table with crafts or a game in a part of the room where the children can be supervised, but also kept busy. Refrain from showing a TV show or using screens. This could send a message that your daycare relies on screens to keep kids entertained, which something many parents will see as negative. Go through the toys and art supplies you have and think about activities kids can do independently. Painting and puzzles often can require help from adults, so consider avoiding these activities. But do consider finding other ways to include children to teachers and providing refreshments (if your center provides meals, show off a typical snack prepared in your kitchen!). Instead, a coloring station or blocks center might be a fun idea. What activities do your preschoolers enjoy doing during their independent play, you're giving parents a deeper look into what activities do your preschoolers enjoy doing during their independent play time? By setting up an area that showcases independent play, you're giving parents a deeper look into what activities do your preschoolers enjoy doing during their independent play time? By setting up an area that showcases independent play t their child will experience during his or her day with you. Parents love seeing what their children are doing. The Procare child care app allows parents to be immersed in their children are doing. The Procare child care app allows parents to be immersed in their children are doing. The Procare child care app allows parents to be immersed in their children are doing. The Procare child care app allows parents to be immersed in their children are doing. The Procare child care app allows parents to be immersed in their children are doing. child's activities that are shared by your teachers. This lets families see what their children are doing and learn what's happening in their day, including when and how long they napped and what they ate, in addition to learning updates. Research has shown time and time again that highly qualified early childhood educators who can create a dynamic, accountable learning environment are at the center of a high-quality early learning experience. A teacher who families connect with, and get a great first impression from, will go a long way in making parents move your center up the list in places they're considering. Think carefully about which teachers should be at the open house. Some teachers are more shy than others — and of course, that's fine! But these teachers might not be well suited to an open house. Instead, think of the teachers and other staff who are more outgoing and likely to strike up a conversation with a prospective parent, and be knowledgeable enough to answer a parent's questions. If possible, a mix of teachers who've been at your center a long time and newer staff would be ideal. Make sure you collect parents' contact information and load them into your Procare to help you track prospective families from when they show interest to help you track prospective families from when they show interest to when the show interest to when they show interest to when they show interest to when t of how your child care center is managing those prospective families, often known as leads. And it gives you the results in a concise, easy-to-read format. And if families don't enroll their child at the end of your open house, contact them no later than 48 hours later. Thank them again for coming and reiterate that you'd love to have them in your program. Mention something the parent brought up during the tour, such as potty training or that a child is a picky eater. Encourage them to contact you with questions, and make sure you provide your phone number and email address. Keep sending communication after that message at regular intervals and schedule emails or texts with helpful information such as articles about potty training or preparing your child for kindergarten to go out once a week. When you use Procare, parents today, use their smartphones for almost everything — 80% of millennials use the internet to manage their finances and pay their bills! If your preschool doesn't offer online and recurring payments, prospective families may look elsewhere for a program that better suits how they prefer to make payments. Procare was built with parents in mind, allowing for convenient online and secure payments that ensure your program gets your tuition on time payments are automatically posted to the correct customer account! Families can access tuition statements, receipts and their payment history in real-time on the Procare child care app or any computer. Payments can be made quickly and securely. Funds are typically processed the following business day (subject to bank funding and processing approvals)! And you can see a comprehensive payment history for each family at your center or enrichment program. Finally, digitize your enrollment forms! Procare's eDocuments feature takes much of the hassle out of reminding parents and staff to complete their daycare paperwork. You can prompt them to review documents by email, and they can digitally sign a document — no need to download, print, sign, then return to you. Documents can even be signed and returned through the Procare child care businesses that use management software choose Procare. We'd love to show you why and give you more reasons why parents should choose your preschool. Request a demo today to see for yourself how Procare can help you! School activities for opening day, highlight the excitement that the first day of school brings. After a long summer, many kids are anxious as they anticipate what crafts or lessons their teacher decides to feature on opening day. Some activities might involve class rules or what to expect for the year ahead. Teachers also encourage students to introduce themselves and discuss their personal interests with the class. Class Scrapbook Begin the first day of school right by starting a class scrapbook that you and the children will continually craft throughout the year. Show the kids how to add embellishments to the first page and spend some time taking photos of the kids for future pages. Use plain colors in addition to patterned card stock. Dedicate one page for goals for the year. Ask each child to write her name on the page in alphabetical order and write one or two sentences that describes their most vital goal for the year. Class Garden Buy potting soil along with a miniature pot or several pots for each child in the class along with seed packets for peas, flowers and other plants. Ask the kids in the classroom to choose what type of plant they would like to grow. Help them fill their pots with potting mix and plant the seeds. Place the pots on a table near a sunny window and watch the plants grow. You can also ask the kids to write a report about why they chose a particular plant and how fast they think it will grow. This is a great way for kids to get to know each other and find out a little about their classmates' lives. The kids can also talk about what their goals are for the new school year. List of Favorites Ask the kids magazines and ask them to cut out pictures they find of their favorite things. They can also draw or print out pictures online if they are not able to find an item in a magazine. Help the kids glue pictures of their selections on construction paper and encourage them to write down why they love these things. Open days are not just for parents; children should be involved and the tasks should be personalised. A treasure trail is not only an effective manner to get the prospective students to visit all of the important places following a treasure map, but it's also fun! Furthermore, students will be provided with a tangible object to take away. [5] Passport stamps: This would be a great idea for an international school to show off the advantages of your school. It's easy and engaging! Create a personalised passport and have visitors pass from room to room. Each time they enter a room they must get their passport stamped. It's a great way to encourage them to enter rooms they might not usually visit on an open day. [6] Themed event: How about turning visitors into the next James Bond? You could have prospective students playing the role of a secret agent trying to discover clues to complete a task. This would be particularly suited to kinaesthetic learners as it's a great tactile, hands-on approach to an open days to pique students' interests in certain subjects. One way to achieve this would be by having fun facts scattered around the school for students to find (these facts could be subject-specific). After all, an open day is designed to get students and parents thinking about future possibilities. Conclusion The ideas contained here are by no means an exhaustive list of possibilities. All of these open day ideas can be personalised for your school to show off all that your school to show off all that your school has to offer. An open day should be an unforgettable experience with something different? When welcoming families to your classroom for the first time, a thoughtful kindergarten open house sets the perfect tone for the year ahead. This special event provides parents with a unique insight into their child's learning environment while helping little ones feel at ease in their new surroundings. A good open house strikes a balance between information and fun. It shows parents what their children will learn and how they'll teach them. It also gives kids a chance to show off "their" classroom with pride. In this guide, we'll share practical ideas to make your open house both meaningful and enjoyable. From student-led tours to parent resource packets, these tips will help you create a warm, welcoming event that builds excitement for the kindergarten year ahead. Interactive Activities to Engage Parents and KidsWhen welcoming families to your classroom for the first time, a thoughtful kindergarten open house sets the perfect tone for the year ahead. This special event provides parents with a unique insight into their child's learning environment, while helping little ones feel at ease in their new surroundings. A well-organized open house strikes a balance between providing information and offering fun. It shows parents what their children will learn and how they'll teach them. It also gives kids a chance to show off "their" classroom with pride. Involving both parents and children makes open house events more memorable and enjoyable. With the right mix of activities, you can create a warm and welcoming classroom atmosphere that showcases your teaching style while allowing families to connect with the learning environment. Creative open house ideas will not only help parents get to know your classroom better but also encourage their active participation in their child's educational journey. From interactive activities to thoughtful displays, these ideas will make the open house a fun and informative experience for everyone involved 1. Classroom. Kids can point out their cubbies, favorite reading spots, and recent projects. This gives students a sense of ownership over their space and helps parents see the classroom through their child's eyes. Have simple talking points ready for students who might be shy. 2. "Guess Who?" GameCreate a sheet with fun facts about each students who might be shy. 2. "Guess Who?" GameCreate a sheet with fun facts about each students who might be shy. 2. "Guess Who?" GameCreate a sheet with fun facts about each students who might be shy. 2. "Guess Who?" GameCreate a sheet with fun facts about each students who might be shy. 2. "Guess Who?" 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Snack Station with FlipbooksSet up a small refreshment area with simple snacks and drinks. Nearby, display flipbooks containing information about each student. These flipbooks can include sample work, a self-portrait, and a short "About Me" section written by the student. Parents can enjoy a treat while learning about their child's classmates and seeing their progress. 4. Interactive Parent Stations Create stations that mimic daily learning activities. Parents can try math manipulatives that their children use, practice a phonics game, or complete a simple art project. Include clear instructions at each station and provide examples of how these activities support learning. This hands-on approach helps parents understand your teaching methods and gives them ideas for supporting learning at home. Showcasing Student Work Highlighting the children's work makes them feel proud and helps parents see their child's progress. When families can view what students have created, they gain better insight into both their teaching approach and their child's development in the classroom setting. 5. Student Art Gallery Upgrade your classroom walls and bulletin boards into a mini art museum. Display children's artwork with simple frames made from colored paper to make each piece stand out. Consider organizing by themes or art techniques. Include brief notes explaining the skills practiced in each project, such as fine motor development or color mixing. Leave space for parents to write positive comments on sticky notes next to their child's creation. 6. Writing Displays Share samples of student writing at various stages to show growth over time. Include early attempts at letter formation alongside more recent work. For younger students, display dictated stories with their illustrations. Show writing from different activities, such as morning journal entries or responses to read-alouds. Add small labels to explain the purpose of each writing exercise and the skills being developed. 7. Class Projects or Group Activities or designated areas to showcase completed group projects. These might include collaborative storybooks, science experiments, or building challenges. Use simple signs to explain the learning goals behind each project and how students worked together. Include photos of the children during the process of creating these projects to show engagement and teamwork. This helps parents understand how group work builds both academic and social skills in the kindergarten setting. Fun and Thematic Open House IdeasAdding a unique theme to your open house can make it more exciting and engaging. When you create a special atmosphere with thoughtful touches, both parents and students feel welcome and eager to explore the classroom environment. Themes help tie everything together while making the event feel special. 8. Themed Decorations Decorate your classroom according to a seasonal or educational theme that connects to your curriculum. A space theme might include stars hanging from the ceiling and planet facts posted around the room. An animal theme could feature different learning centers dedicated to various habitats. Nature themes complement plant displays and outdoor-inspired learning materials effectively. Use simple items, such as colored tablecloths, themed name tags, and related books, to improve the theme without incurring excessive costs. Match your welcome signs and parent handouts to the theme without incurring excessive costs. school. Create a simple checklist of items to find or activities to complete at different stations. Include tasks like "Find your child's cubby," "Locate the class calendar," or "Visit the school community. Award small prizes or stickers when families complete their hunt. This activity helps break the ice for shy parents and ensures they don't miss important areas of the classroom or school building. Information about the school year and their child's educational journey. Clear communication from the outset establishes a strong foundation for collaboration throughout the year. When parents feel informed and included, they can provide more effective support for their child's learning at home. 10. Welcome Letters Frepare personalized welcome letters for each family that make them feel valued from the very beginning. Include a warm greeting that mentions their child by name and expresses your excitement about having them in your class. Keep the tone friendly but professional. Share a brief overview of yourself to help families connect a face with your name. For families who speak languages other than English, try to provide translations of key points whenever possible.11. Parent PacketsProvide a well-organized packet that families can reference throughout the year. Use colorful folders with clearly labeled sections for different types of information. Include a yearly calendar highlighting important school events, breaks, and conference dates. Add a list of classroom supplies children will need and when they should bring them. Include a simple explanation of daily routines and your classroom management approach. Please provide your contact information, including your preferred methods of communication, as well as the best times to reach you. 12. Volunteer Sign-Up SheetsCreate a chart that illustrates the various volunteer needs throughout the year, ranging from one-time events to weekly assistance with reading groups. Include both in-classroom options and tasks that can be done from home for working parents. Use simple sign-up forms with clear descriptions of what each role involves and the time commitment needed. Let parents know how valuable their involvement is to both their child and the classroom community. Have pens readily available and Welcoming EnvironmentAn open house should be a relaxed, informal event where parents can comfortably interact with teachers and staff. The atmosphere you create sets the tone for your classroom community and helps families casually. Set up a small sitting area with comfortable chairs for conversations. Have name tags ready and use simple conversation starter cards on tables to help families connect. Position yourself near the door to welcome each family personally, making sure to greet children at their eye level. Music and Soft Lighting to create a welcoming atmosphere. Choose calm instrumental music that's quiet enough for conversation. Consider using table lamps or string lights instead of harsh overhead fluorescents. Add a few plants around the room to bring warmth to the space. Refreshment table with water bottles, juice boxes, and small treats. Consider having students help prepare simple snacks during class time to share at the event. Remember to account for food allergies and provide options for everyone. Conclusion well-planned kindergarten open house creates lasting first impressions for families and sets the tone for the school year. By combining student showcases, interactive activities, helpful resources, and a warm atmosphere, you'll help parents and children feel excited about the classroom journey ahead. Select the ideas that best suit your space or style, and that's perfectly fine. The most important thing is creating a meaningful experience that builds connections. What's your favorite open house activity? Let us know in the comments or share your ideas with us! Your creative kindergarten open house ideas might be just what another teacher needs to make their event special. Frequently Asked Questions What's your favorite open house? Teachers should welcome families, share classroom information, showcase student work, explain daily routines, and offer ways parents can support learning at home. How can I showcase my students' work during an open house? Create labeled displays of art projects, writing samples, and group work that showcase my students work, explain daily routines, and offer ways parents can support learning at home. How can I showcase my students work during an open house? Create labeled displays of art projects, writing samples, and group work that showcase my students work during an open house? Create labeled displays of art projects, writing samples, and group work that showcase my students work during an open house? Create labeled displays of art projects, writing samples, and group work that showcase my students work during an open house? Create labeled displays of art projects, writing samples, and group work that showcase my students work during an open house? Create labeled displays of art projects, writing samples, and group work that showcase my students work during an open house? Create labeled displays of art projects, writing samples, and group work that showcase my students work during an open house? expect from a kindergarten open house? Parents can expect to tour the classroom, meet the teacher, learn about routines and curriculum, and learn how they can support their child's learning. The activities that you choose for open house in the elementary or Kindergarten open house? Parents can expect to tour the classroom, meet the teacher, learn about routines and curriculum, and learn how they can support their child's learning. house and this also varies by school. I have compiled some successful open house activities for teachers to use in the primary grades for the fall. The content of these ideas can be used and applied to the season of your open house. Preparing the Invitations Just as with any classroom activity you want to have a plan. For any school special event in the primary grades, I have my students write an invitation to bring home. This is a personalized invitation from the student to their family that is also a sample of teaching that you are doing in the classroom. I use the interactive writing process to do this. You can learn more about using the interactive writing process everyday in the classroom here. I start by asking the students, what will we need to say when inviting someone to a party or special event? They brainstorm ideas like, where the event takes place, what time and when. I show them a sample of some hand-made and store-bought invitations and display an enlarged hand-made one on a poster. Then we begin to format our invitation. Depending on the grade level and time of the year, I would likely use a form for students to fill in, like the one below (sample one) in the beginning of the school year. Later in the year I would use sample two and students would write their own invitation completely. Sample Invitation SAMPLE 1: Dear : Please come to our open house classroom, by writing and publishing a classroom book for the students to share at open house. I read the book Ten Black Dots by Donald Crews. Then we recreate our own version called Ten Colored Dots, written and illustrated by our class. Although this is primarily a writing/reading activity, you can also integrate mathematic concepts by counting to ten, adding on, and learning color and number words (as below). Prior to this activity, I would already have several other number word and color word lessons. After several readings of Ten Black Dots, ask the students, what do you think we could do chart. When the predictable chart is complete, we touch and read our sentence. Next, I cut each students' sentence and give them a piece of writing paper to write their pictures with the number of dots that they chose. They can embellish their drawing with crayons, but can only use the number of colored dots that they wrote in their sentence, so that the picture matches the words. When completed we compile into a book and we have a nice open house writing sample for parents to see. Ten Black Dots by Donald Crews Pumpkin Estimation Activity In the fall, I like to do an apple and pumpkin many pieces of candy are in it and place their entry into the jar. This is a fun activity for parents because they usually get a chuckle when their Kindergartener is convinced that there are more than five. The next day at school, leading to the parent has to negotiate with the child to try to persuade him or her to believe that there are more than five. The next day at school, leading to the parent has to negotiate with the child to try to persuade him or her to believe that there are more than five. help the students who did not attend open house to make an estimation and enter them. Then we count the correct amount and see who came the closest. Whoever comes closest wins the pumpkin and candy. Again, depending on the time of year of your open house modify this activity to suit your needs. For example, you can estimate the number of candies in a snowman, valentine heart, easter egg.... Classroom Tour Guides: The Students For this next activity, students become the classroom tour guide for the parent, showing them all of the areas of the classroom tour guide for the parent. After families do the pumpkin estimation activity, they take a form (that is pictured supported for new readers) and check each activity as they complete them. A sample is as follows: Directions: Find These Objects in and Areas of Our Classroom Your mailbox Your user-name Your book bin and favorite book Your writer's notebook Your desk (or table color) and name who you sit with Your families. I give parents handouts explaining the goals that I have for the students. If you are interested, I wrote more about effective parent teacher communication here. You can even post a description in each one of your centers of what the students do there. I like to find free handouts to give to parents as well. A great source for free (research based) material can be found at The US Department of Education. You can order how many you need (yes for free) and your order will be shipped directly to you at your school. I keep handouts on a table in the classroom for parents to choose from. Another Bright Hub author has written a very good summation of problems and solutions for open house. Although this was written with middle school classrooms in mind, the difficulties at open house that she addresses are appropriate for any grade level. Reference the author, Laurie Patsalides. Are you not seeing a spike in enrollments after your open house event? It could be because of the dull kindergarten open house ideas. Many daycare business owners share your frustration. They invest time and resources into hosting these events. Yet, they see no significant rise in their enrollment numbers. What could be the missing link? Often, the issue lies not in the concep of an open house but in its execution. A dull open house event might tick all the logistical boxes but fail at one thing that matters the most - sparking interest and converting leads into enrollments. Modern parents and guardians are looking for something beyond the ordinary - a memorable experience that resonates with their aspirations for their children's early education. This blog will teach you how to plan your next open house event carefully. Also, you will discover innovative kindergarten open houses? Keep reading to discover how to transform your open house into an unmissable event that converts prospects into members of your educational community! Innovative ideas for a kindergarten open house are important, but good planning is what makes the event successful. If the planning isn't solid, even great kindergarten ideas can fall flat. Here's how to plan your open house well, ensuring it impresses parents and increases your enrollments. Start planning your kindergarten open house by setting a clear goal: increase enrollment. Think about beating your previous open house results by 20% or signing up 100 more kids. This goal will guide your planning, ensuring every choice, from activities to communication with parents, helps reach your target. Choosing a suitable date and time for your kindergarten open house is crucial. It's all about fitting into parents' busy schedules. Avoid holidays and school breaks when families might be away. Weekends or late afternoons on weekdays work best, making it easier for more parents to attend. This careful timing shows you understand and respect their needs, helping to make your open house a success and encouraging more families to come and see what your kindergarten offers. Get the word out about your open house using every method you can. Share the event on social media, hand out flyers, post on local bulletin boards, and encourage people to tell their friends. Make sure to highlight what makes your open house special, like unique activities and the chance to meet teachers or a guest speaker. Your goal should be to make your event stand out and seem exciting to families. This way, you'll attract more people and show them what's unique about your kindergarten, making them eager to attend. Activities are the highlight of your open house, showcasing what your daycare is all about. Create engaging, fun, and educational activities that let kids and parents get hands-on. These aren't just for fun; they show your unique way of teaching kindergarten. Choose activities that reflect your daycare's strengths, like music, art, or science, to give families a real taste of your environment. Not only does this approach impress families but it also builds connections. It makes your open house a meaningful experience that draws parents to your space matters. Everything should be clean, safe, and welcoming. Use clear signs to help everyone find their way and set up different areas for various activities. Each part of your daycare should show something special about how you care for and teach the kids. Not only does this careful setup make the visit smooth for families but it also shows them how much you value a great environment for learning and playing. Make sure your staff knows everything about the open house, including its goals and what will happen when. They should be ready to answer questions and kids in a friendly way. A well-informed and welcoming team can help show what makes your daycare unique. Training your staff for the open house allows them to share their enthusiasm and knowledge with visiting families, making them feel more connected and excited about joining your daycare community. Prepare kindergarten enrollment forms, brochures, and business cards for your open house. They must include important details about your daycare, such as what programs you offer, the costs, and how to get in touch. Consider giving the kids a small gift to take home, too. It's an excellent way to make them remember their visit happily. Before the open house, do a practice run with your team. Walk through the everything is. Make sure everything will go, including the order of activities and where everything is. Make sure everything will go, including the order of activities and where everything is. problems early. Also, it ensures that everything runs smoothly for a successful open house, follow up with the people who came. Send them a thank-you note, call them, or email them to show you appreciate their visit. It is also a great chance to ask what they thought about the event and if they have any more questions. Not only does this show you care but it also keeps the conversation going. It helps you to build a stronger connection between your daycare and potential new families. After the open house, sit down with your team to discuss how it went. Celebrate what was successful and look closely at what could be better. This open discussion helps you understand different viewpoints and gather valuable feedback. Use what you learn to make your next open house even better. The goal is to keep improving, making each event for parents more exciting and engaging than the last. This ongoing process of learning and adapting is crucial to creating memorable experiences that truly connect with families and reflect the best of what your daycare offers. Crafting a kindergarten open house event that captures the hearts of parents and their children demands creativity, strategic planning, and heartfelt engagement. If your previous open houses haven't sparked the enrollment surge you hoped for, it might be time to refresh your approach with fresh, innovative ideas for preschools. Below, you'll discover a selection of ideas designed to leave a lasting impression on families. These ideas are about creating an experience so compelling that parents will be moved to enroll their child in kindergarten on the spot. Let's explore these transformative open house ideas that promise to turn interest into their children. Turn elementary classrooms into themed areas, each showing off a different part of what you teach or believe in. Teachers will dress up and have special activities that match their theme. It will make learning fun and show your teachers' creativity and passion. It will help parents see your kindergarten as a place full of engaging and varied activities, making them more likely to enroll their kids. Host workshops where parents and children can participate together, such as a gardening project or a cooking class. It will attract parents who like the idea of learning together with their kids. Demonstrate how technology is integrated into your curriculum through interactive displays or a digital classroom scavenger hunt using tablets. It will catch the interest of tech-savvy parents focused on preparing kids for a digital world. Organize nature walks or outdoor play sessions if your facility includes outdoor space. It will highlight the importance of outdoor learning and play. Also, it will attract parents who value physical activity and nature engagement for their children. Introduce a community service project during the open house, inviting families to participate. It will showcase your commitment to social responsibility and community involvement, resonating with parents who want their children to learn the value of giving back. Display art projects created by current students throughout the school. It will provide tangible evidence of student creativity and achievement, encouraging parents to envision their child's potential growth and expression. Prepare welcome packages for visiting families, including information about your program, faculty, and a few keepsakes from the day. It will leave a lasting positive impression, making families feel valued and more connected to your kindergarten. Arrange for current parents to share their experiences and answer questions from prospective families. It will offer authentic insights into your program from a parent's perspective building trust and credibility. Offer personal tours after the open house for interested families. It will provide an opportunity for a more personalized experience and direct conversation, helping to seal the decision to enroll. Many kindergartens in the U.S have achieved remarkable enrollment increases through innovative open house ideas. Here are three case studies highlighting how creative approaches can captivate families and significantly boost enrollment. A pioneering child care center in California adopted an interactive virtual tour to enhance its open house experience. Utilizing cutting-edge 360-degree video technology, the center offered prospective families a comprehensive online New York-based center took the open house concept to a new level by offering personalized tours. These tours were meticulously designed around the interests and needs of each child and their family, allowing for in-depth conversations with educators and a close look at the center's learning environment. This strategy led to a 30% surge in enrollments, proving the effectiveness of a customized approach in resonating with prospective parents. Another child care center in Texas decided to incorporate community values and social responsibility by inviting families to engage in projects benefiting local charities. Not only did this attract parents interested in instilling such values in their children, but it also resulted in a 25% increase in enrollments. Through this blog post, you've uncovered the art and science of planning a successful open house event. You've also explored a treasure trove of innovative strategies that kindergartens across the U.S. have employed to transform curiosity into commitment, leading to significant enrollment boosts. From interactive parent-child workshops to digital showcases and community-focused initiatives, these ideas have inspired and equipped you with the tools to revamp your approach to open houses. If you've tried these ideas but still aren't seeing the enrollment numbers you want, or if planning a great open house seems too complicated, assistance is at hand. No Joke Childcare specializes in navigating the unique challenges of early childhood education marketing, offering bespoke solutions that resonate with families and fill classroom spaces. Don't let enrollment challenges dim your kindergarten's potential. Unlock the full potential of your open house strategy with a partner who's as committed to your success as you are. Book a strategy call with No Joke Childcare today and take the first step toward turning your enrollment goals into reality. Let's create an open house experience that leaves a lasting impression on parents and sets the stage for a thriving educational community. Open house events can be a great way to market your childcare center or preschool to prospective families. Not only do they also allow you to share about your program, educational philosophies, and lesson plans in a hands-on and personal way. A great open house can also make a lasting impression on prospective families, helping to increase awareness about your program and boost enrollment numbers at your center. If you're looking for preschool open house ideas, here are seven tips for planning an event that prospective families will love. 1. Choose a strategic time and date for your preschool open house The first step to hosting a successful preschool open house is to choose a convenient time and date for prospective parents. Think about what would be easiest for families with young children—typically, early weeknights work best. Ensure your open house doesn't overlap with significant local events, such as festivals, major sports events, or school graduations. You'll also want to avoid holidays, as many families may be busy or out of town during those times. To give prospective families ample time to learn about and assess your program, hold your open house about two months before your enrollment applications are due. You can also consider hosting multiple open house events to accommodate more families' schedules. 2. Spread the word about your open house through multiple platforms Promoting your open house is key to generating interest and higher attendance at your event. Consider all the platforms and networks your center has access to and how you can use them to spread the word about your event. For example, if your program uses social media, share about your open house on all your pages before the event date. You can also post a few reminders during the weeks leading up to the open house on all your open house that includes the event's date, time, and location. Share the event post with your Facebook friends, parenting groups, and groups within your community to raise awareness of the open house. Encourage families to RSVP to the event on Facebook and share the post on other social media platforms such as Instagram to help spread the word. If you have a flyer for your open house, you can post a picture of it on Instagram profile. Use hashtags strategically in your followers to visit your website using a link in your followers to visit your website your followers to visit your website your followers to visit your website your followers to visit You'll also want to announce your open house on your website, so families actively browsing your page will be sure to see it. Share the event in an eye-catching place, such as a banner image at the top of your home page. Ensure that the event's time, location, and purpose are easy to see at a glance so that interested families don't need to search or click through for more details. Word of mouth can also be an extremely effective way to market your open house on social media, you can ask your current families and staff to share the post with their followers. If any currently enrolled families or staff members are members of parenting or early education groups online, you can also ask them to share about your open house in those communities. Young parents are using the internet to research childcare options more than ever, so online recommendations can be highly effective for generating interest in your open house! 3. Invite your staff and family volunteers to attend You'll want a small team onsite to help during the open house, so ask your staff and families will appreciate the chance to connect with your teachers and hear directly from other parents about their experiences with your program. During your open house, assign one or more greeters so families are properly welcomed when they arrive. If your center is large, it's best to have at least one volunteer stationed in each classroom and your outside play area, so visitors never have to look far if they have questions. If you require guests to wear masks, remind the greeter to inform families of your COVID-19 safety requirements. It's also a good idea to have extra masks on hand so you don't need to turn any prospective families away. 4. Create a welcoming atmosphere Organizing and decorating your classrooms, displaying lesson examples, and providing snacks and enriching activities will create a welcoming setting and help you make an excellent first impression. Display children excited about the activities your program offers Provide healthy refreshments such as graham crackers, fruit, and water rather than candy and sugary juices. Offering healthy options at your open house engaging for both parents and children, even though parents are the primary target. Consider setting up activities for children who attend your open house. Activities can include arts and crafts projects, scavenger hunts, or games that can help you get to know your prospective families to take home During your open house, families will be busy taking in a lot of new and exciting information. Help prospective families easily access essential details about your program by preparing handouts and packets for them to take home. These materials can also help keep your center top of mind for families and encourage them to apply sooner, especially if they're simultaneously evaluating multiple childcare programs or preschools! Here are some suggestions for helpful resources for prospective families: Brochures for your program Enrollment packets Sample schedules Calendars FAQ resources Family handbooks During your open house, organize your printed materials on an information table so they're easy to find and all in one place. You might also assign a staff member to monitor the table so they can remind families to take the printouts they need as they're leaving the event. 6. Consider offering an enrollment incentive to attendees To encourage more families to submit their enrollment applications, you can offer an exclusive incentive to attendees, such as a discounted or waived registration fee. For any guests who wish to submit an enrollment application during the open house, prepare a table with necessary tools—such as printed applications, pens, or tablets for submitting online applications and digital forms that easily capture family information and signatures. You can extend your special offer for a week or so after your event if families need more time to decide. 7. Follow up with attendees Collect the contact information of all potential new families that visit your open house. Be sure to find a moment of personal connection with them that you can bring up later when you contact them. It may be a childcare philosophy or strategy they found particularly interesting or an anecdotal story shared between you. Within about 48 hours after the event, send families a follow-up message via phone or email. In your message via phone or email. In your message via phone or email. them for coming, summarize some of the highlights of your program's offerings, and ask if they have any further questions. Show families consider their options. Show families what sets your program apart by using these tips at your next open house By incorporating the above preschool open house ideas, your event will be set up for success. Remember to have fun and be yourself—your program has so much to offer, and your genuine excitement about your center will be contagious to prospective families! Brightwheel is the complete solution for early education providers, enabling you to streamline your center's operations and build a stand-out reputation. Brightwheel connects the most critical aspects of running your center—including sign in and out, parent communications, tuition billing, and licensing and compliance—in one easy-to-use tool, along with providing best-in-class customer support and coaching. Brightwheel is trusted by thousands of early education centers and millions of parents. Learn more at mybrightwheel.com Open House is one of my favorite events. Personally, I prefer the informal setting, and the kids are always SO excited to show off their work and classroom However, it can be stressful trying to decide on what bulletin boards to display as well as which work samples you share. In this post, I'll share 10 fall open house I created this bulletin board upon request. Simply print and cut, and you've got the perfect Welcome to Open House bulletin board to greet your families. I also have Welcome Signs customized for all grade levels pre-k through sixth grade if you would rather have a sign that says "Welcome to Kindergarten." 2. Picture Time with this Photo Backdrop Almost every family will want a picture of their child at Open House. You can create this photo backdrop using my We Put the Kind in KINDERGARTEN bulletin board. Display the lettering and leave room for your students to stand below. This will make for the cutest keepsake photos! 3. Student Work Samples I like to set out the kids' All About Me books on their desks. Students show their grownups where they sit, and they can take home this book. 4. Classroom Tour I encourage the students to show their families around the classroom. The kids love showing off their classroom Boom Bulletin Board Next, it's time for the kids to show their work displayed on the bulletin boards inside and outside of our classroom. This Chicka Boom Board is a parent favorite! 6. Football writing templates allow students to set goals for the year. 7. Apple Bulletin Board Our Apple Bulletin Board is always a hit as well. Students write about their favorite apple and color the craft to match! 8. Fall Squirrels and Acorn Writing Bulletin Board How cute is this board for a Fall Open House?! This We're Nuts About Fall is a great activity that incorporates fine motor, art, and writing into one adorable craft. 9. Open House Guess Who Game This Guess Who Game may just

be one of my favorite Open House activities! Students color the owl page and you write in the answers in the blank for them. The page flips up and shows their pictures underneath. Parents must read the clues and find their child's page! 10. Kindness Writing Last on the list of Open House ideas for Kindergarten is this Kindness Writing Flip Craft included in the We Put the Kind in KINDergarten bulletin board. Students write their names on the outside heart. I write their responses for them on the flip craft. This makes such a cute display! I hope this post has provided some Open House inspiration! Whatever you plan, I hope you have an amazing night with your students and their families!

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