

Clear call to action

Dear [Forename]

Claim your free childcare today... it only takes ten minutes!

Did you know that you are eligible for 15 hours of free childcare for your two-year old? Other families have to pay for childcare but you get it for free!* You can use this offer at nurseries, preschools, playgroups or childminders.

Thousands of parents already use childcare for their two-year olds. Not only does it give you time back to yourself, your child can also play, learn and have fun with other children. To make the most of this offer, register today – it only takes ten minutes!

What to do next:

- > Get your national insurance number.
- > Go to [URL] and follow the steps.

or

- > If you don't have internet access or just want to talk this through with someone, you can call our free helpline on [phone number]. You could also visit your family hub or childcare provider, or speak with your health visitor, social worker or specialist teacher.

Yours sincerely

*Eligibility is subject to meeting the relevant criteria at the time of application. Other parents pay approximately £65 per week for 15 hours of childcare (moneyadviceservice.org). This offer is only redeemable for childcare services.

Exclusivity of offer

Benefits for parents and children

Social norms

Highlighting the immediate next step