



## CAMP PARENT GUIDE

Whether this is your first year as a Camp Parent or you're a returning pro, we want to start out with a huge THANK YOU! The support you provide to the Director is truly invaluable and all your hard work, dedication and enthusiasm to promote Camp Invention® is much appreciated.

Being a Camp Parent means being the active voice in your community, promoting and educating others about Camp Invention and driving registration for a successful program. The items included in this Camp Parent Promotional Kit (shown below) and the tips and tricks outlined on the other side of this document will help you do all this and more! Should you have any questions, don't hesitate to reach out to your Camp Invention Director.

## CAMP PARENT PROMOTIONAL KIT CONTENTS



**Camp Invention Pencils**



**Camp Invention Hacky Sacks**



**Camp Invention Nutty Putty**



**Camp Invention Pencil Pouches**



**"Ask Me About Camp Invention" Button**



**Camp Invention Half-Page Flyers**



**Camp Invention Posters**

## 2020 DISCOUNT DEADLINES

Since space is limited, we offer the following discounts\* to encourage early registration. Please communicate these discounts, promo codes and deadlines to all interested parents.

**Early Bird Discount:** \$25 off to all participants; promo code **CP25CAMP** – Valid now through March 31

**Two Siblings Discount:** \$25 off\*\* each child; promo code **SIBLING** – Valid all season

**Spring into Summer Discount:** \$15 off to all participants; promo code **CP15CAMP** – Valid March 31 through May 12

\* Discounts cannot be combined.

\*\* Sibling discounts are only valid for children living in the same household.



## CAMP PARENT BEST PRACTICES

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### Giveaway Items

- Pass out the pencils, hacky sacks, pencil pouches and nutty putty at events such as field days, school productions, assemblies, fairs, community festivals and PTO/PTA meetings.
- Share with your child's friends at birthday parties or sleepovers to get them excited for Camp Invention.

### Flyers

- Distribute flyers at school and community events, PTO/PTA nights or parent/teacher conferences.
- Ask local businesses such as pizza shops, libraries and workout studios to hand out flyers.
- If your school has a digital flyer distribution method, please work with your Camp Director to receive a digital version of our flyer.

### Posters

- Write your local camp information including dates, times, grade range and location.
- Hang posters in community grocery stores, hair salons, ice cream parlors, libraries, bookstores, post offices, recreation centers and neighborhood centers.

### Community/Events

- Promote Camp Invention at sporting events, carnivals, book fairs, libraries, PTO/PTA nights, church functions, community rec centers and daycares.
- Find free, local newspapers, calendars, event listings, magazines or newsletters, or use patch.com to list your program information.
- Utilize online sites and apps such as Nextdoor to spread the word.
- Use your Director's pre-made write-ups that include specific Camp Invention information to submit to your school's newsletter or area publications.
- Post your program information on local neighborhood websites/association pages.

### Email

- Forward Camp Invention emails to other parents in your community.
- Use the current Camp Invention roster from your Director to send a thank you/welcome email to parents and participants, encouraging them to invite friends and family to sign up for Camp Invention.

### Social Media

- Create a Facebook event to connect parents in the community and spread awareness of your local Camp Invention program (see your Director for how to create a Facebook event).
- Like and share Camp Invention's social media posts on Facebook and Twitter.
- Invite friends and fellow parents to like and share our social media pages.

### Additional Ideas and Tips

- Create a Camp Invention bulletin board in the lobby of your school.
- Arrange to organize a table or booth during a spring school function. We can provide hands-on activities for these events.
- Host an informational demonstration assembly with hands-on activities, which we can provide.
- Collaborate with your Director on raising funds for your program.
- Wear the provided "Ask Me About Camp Invention" button at community/school events to get people talking.