

HOW YOU CAN DRIVE NEW CAMPER ENROLLMENT



YOU HAVE YEAR-ROUND SUPPORT

Our dedicated marketing team has many great strategies to maintain relationships with our awesome alumni:

- Email campaigns
- Text messages
- Direct mail
- National & regional advertising
- Social media
- Blog features
- Public relations outreach
- And much more!



Scan this QR code to view a message from the marketing team!

FAMILIES TRUST TEACHERS AND SCHOOLS

Our research shows these are the top ways summer programs are discovered by new families:

- Trusted local teachers and schools
- Friends, family and online searches

You can be the trusted source that inspires them to choose Camp Invention!

BENEFITS OF INCREASING NEW CAMPER ENROLLMENT

- **More Support:** Additional Program Team Members at your camp
- **Higher Stipend:** Increased financial incentives for you
- **Stronger Alumni Network:** Build a lasting, sustainable camp community.
- **Broader Impact:** Reach and inspire more children

FUN FACT

60% OF CAMPERS ARE NEW!

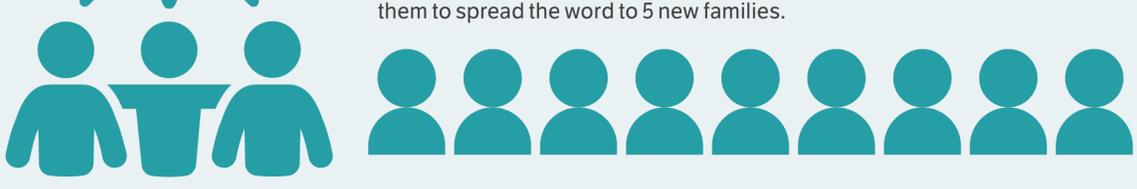
9 EASY WAYS TO INCREASE NEW CAMPER ENROLLMENT

FOLLOW THIS ROADMAP TO SUCCESS

You have connections with families we haven't met yet, and no one knows your community better than you! With our Promotional Guide, you can engage families and fill your camps with eager and curious children. Have questions? Your Regional Program Manager is ready to assist!

1 SHARE YOUR ROLE

Talk about being a Program Team Member, the all-new programming and the benefits of Camp Invention with colleagues and family members – then ask them to spread the word to 5 new families.



2



Camp Invention is great for all children; it teaches kids to think creatively and build lifelong skills. Reach out to students and educators in STEM, and gifted and talented programs.

FUN FACT :
MORE THAN HALF OF CAMPERS ATTEND 1ST – 3RD GRADE

DID YOU KNOW OVER 10,000 new enrollments come from flyer promo codes each year



4



Showcase Camp Invention at family night and school events and have plenty of flyers on hand.

3



Share your enthusiasm at parent-teacher conferences and pass out flyers for the upcoming camp season

5



Ask to place a stack of flyers at your 5 favorite local shops, and don't forget to treat yourself!

6



Increase your camp's visibility by placing a stack of flyers in 5 family-centric community spots – libraries, rec centers, grocery stores and more.

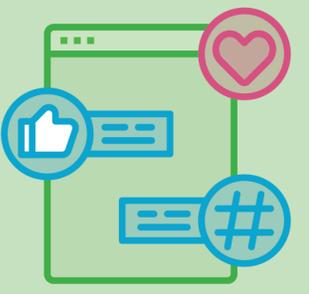
9



ASK ME ABOUT CAMP

Wear your Ask Me About Camp button around town and at school!

8



Share your camp details in local Facebook groups and community forums and ask others to share on their social network.

7



Talk to families with multiple children and share how they can save with sibling discounts.

Camp Invention is not a school-sponsored program or school-affiliated activity. Camp Invention is exempt from licensing requirements governing recreational camps for children pursuant to Massachusetts Department of Public Health regulations. Camp Invention operates an educational summer program and not a recreational camp; therefore, it is not required to be licensed by local boards of health/health departments in the cities or towns where these programs are located.