

## Pivotal Moments Pitch

### Introduction

We love to start off with that video because it's a great way to share the core tenants that drive everything we do and more importantly, how it all connects back to our next generation of innovators. But before we go further down that path, we'd like to take a step back and talk about this unique moment in time and the impact it's having on the field of education.

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### Slide 1: Pivotal moments create educational progress

From student-focused learning strategies to the rise of STEM, education is transformed by shifts in society. On May 17, 1954, the Supreme Court's ruling on Brown VS. Board of Education desegregated American schools. April 9, 1965 marked the passing of Lyndon B. Johnson's Elementary and Secondary Education Act which provided billions of dollars federal funding to support children in need. In the two years following the passage of ESEA, the U.S. Office of Education budget for school districts nationwide jumped from \$1.5 billion to \$4 billion. Today, the Title 1 budget is close to [\\$16 billion](#) each year.

After Title 9 was signed into law on June 23<sup>rd</sup> 1972, no individual could be excluded from a school program based on their gender.

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### Slide 2: This is one of those moments

Though it's hard sometimes to realize the significance of a moment while you're living through it, it's clear that these are unprecedented times that have the potential to change education for generations.

Due to the spread of COVID 19, and the social distancing required to halt its spread across the country, traditional teaching strategies must be reimaged.

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### Slide 3: Preparation through adaptability

This moment has reminded us that challenges in the real world rarely have simple solutions. We need to help students develop the perseverance and mindset of an innovator.

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### Slide 4: Our Solution: Invention Education

In this uncertain environment, teaching the ability to adapt and solve complex challenges through creativity and innovation is more important than ever before. Simply put, we must embrace education that champions adaptation.

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### Slide 5: The Innovation Mindset

By consulting with our National Inventors Hall of Fame® Inductees, we've been able to identify 9 essential skills and traits that can transform today's students into the innovators of tomorrow.

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**Slides 6-13 are OPTIONAL if you want to dive in to the Mindset.**

"Let's unpack the different parts of the Innovation Mindset!"

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### Slide 6: Innovation

The drive to innovate is what moves society forward. By engaging in hands-on challenges involving real-world issues, children are encouraged to dream up new inventions and improve upon existing ones.

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### **Slide 7: Persistence**

The persistence to recover from failure and overcome obstacles is essential for every aspect of life. Our programs foster perseverance through a “create, test and retest” approach to learning.

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### **Slide 8: Confidence**

Children build confidence as they turn their ideas into reality and begin to see themselves as capable creators. This will benefit them not only in the process of invention but in every area of life.

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### **Slide 9: Design Thinking**

Design thinking helps children identify and solve problems. By focusing on the people who will use the things they create, children can apply empathy to design solutions that meet their users’ needs.

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### **Slide 10: Creative Problem Solving**

Through creative problem solving, children learn to use critical and creative thinking to develop innovative solutions, preparing them to take on both everyday problems and complex challenges.

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### **Slide 11: STEM**

By engaging in STEM (science, technology, engineering and math), children will be better equipped to apply their ingenuity, pursue in-demand careers and make their mark on our rapidly evolving world.

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### **Slide 12: Entrepreneurship**

By exploring entrepreneurship and building basic business skills, children become curious, creative risk-takers and self-assured leaders who follow their dreams and can inspire others to do the same.

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### **Slide 13: Intellectual Property**

As they discover the power and purpose of intellectual property (IP), children recognize the value of their own ideas. With an understanding of IP, children are prepared to protect their rights as creators.

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### **Slide 14: Every Child Can Invent**

While the Innovation Mindset is undeniably effective in this critical moment, it also represents who we are as a non-profit. For more than 30 years our education has developed innovative curricula that uses these principles as their foundation.

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## Slide 15: Testimonials

Research from Opportunity Insights tells us that the earlier a child is introduced to innovation, the more likely they will innovative into adulthood.

Educators appreciate how NIHF programs strike the right balance of challenge and engagement to support learning, creativity and confidence.

Parents say our programs are empowering and have transformed the way their children see the world.

Students tell us that our programs have made them feel more confident as creators.

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## Slide 16: Now Is the Time to Bring the Innovation Mindset to Your District **(New Business)**

From in-school and afterschool, to at-home and blended settings, all of our programs are designed to help children cultivate the Innovation Mindset.

Let's talk about what some of your biggest challenges are right now.

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## Slide 17: Now Is the Time to Discover our Invention Education Programs **(Add on business)**

Your students have experienced the power of the Innovation Mindset through Camp Invention®. Our other programs can bring this same level of inspiration and excitement in at-home, in-school, afterschool and blended settings.

Let's talk about what some of your biggest challenges are right now.

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