



Camp Invention®

APRIL PROMOTIONAL GUIDE



IDENTIFY

SKETCH

WHAT OPPORTUNITIES DO YOU BEST? MAKE OBSERVATIONS

BE A #1 IN YOUR WORLD!

WHAT HASN'T SOMEONE ALREADY THOUGHT OF? BE THE FIRST #1

WHAT CHALLENGES DO YOU SEE TO BE SOLVED? THINK OF SOLUTIONS

WHO MIGHT NEED YOUR INVENTIVE HELP? APPLY EMPATHY

ARE YOU ALLOWING YOUR IDEA TO CHANGE?

LET THE PENCIL LEAD THE WAY

ARE YOU KEEPING IT FAIRLY SIMPLE? SKIP THE DETAILS

ARE YOU KEEPING OPEN? ALLOW FOR MESSY LINES AND IMPERFECTION

IS THERE AN ACTION? SUGGEST NEXT STEPS

Invention

APRIL CAMP INVENTION PROMOTIONAL GUIDE

Happy April! We are excited to share the new resources below to support your Camp Invention® promotions leading up to this month's **\$30 DISCOUNT DEADLINE**. Because of your support, nearly **40% OF PARENTS** say that the reason they registered for Camp Invention is because of a school or teacher referral. Your efforts allow more children to experience the magic of Camp Invention and we cannot thank you enough!

In this guide, you will find resources for the following holidays/observances as well as the April discount deadline to help boost your program registration:

APRIL 3-11

**National
Robotics
Week**

THURS., APRIL 22

**Earth
Day**

FRI., APRIL 30

**\$30
Discount
Deadline**

SOCIAL MEDIA CONTENT - FACEBOOK

When promoting the \$30 discount deadline for Camp Invention through your Facebook event page or personal social media profiles, we recommend that you use the posts below.

Please Note: The Facebook and Twitter posts below include the national Camp Invention page tag (@CampInvention). This allows viewers the ability to visit our page to learn more information before registering for your local program. To activate the tag, click on it after pasting in the copy; the text will turn blue to confirm the tag is activated.



Two days left to save \$30 off your child's @CampInvention registration! Join us this summer [Camp Dates] in person or at home for an exciting week of all-new STEM fun! Register today using SUM30 to save.
invent.org/mylocalcamp



Happy #EarthDay! If your child is excited for Earth Day, then they will love this summer's all-new @CampInvention activity, SolarBot, where we will explore sustainable energy like solar power and build custom habitats! Join us [Camp Dates]. Register today using SUM30 to save \$30. invent.org/mylocalcamp



It's #NationalRoboticsWeek! If your child loves to tinker and find out how things work, then they will love @CampInvention! This summer at [Location Name], campers get to take apart their own wireless microphone to explore how it works, then they will keep their mic to continue the fun after camp! Secure your spot using SUM30 to save \$30.
invent.org/mylocalcamp



Robotic crickets, wireless microphones and flying ducks are just the beginning of the action-packed fun in this summer's @CampInvention program! Camp is coming to [Location Name] the week of [Date] and there's one week left to save \$30! Secure your in-person or at-home spot today using SUM30.
invent.org/mylocalcamp



Celebrate #EarthDay with your child with this fun DIY rainbow activity! Then, continue the fun this summer at @CampInvention! We'll explore STEM through microphones, robotic crickets, invention prototypes and so much more. Save \$30 on your registration using SUM30 at invent.org/mylocalcamp
<http://bit.ly/STEMrainbow>



Did you know it's #NationalRoboticsWeek? At @CampInvention this summer, campers will adopt their very own robotic crickets and design habitats for their robo pet! Celebrate this special week by registering your curious innovator for camp at [Location] the week of [Date]. Save \$30 using SUM30!
invent.org/mylocalcamp

Hashtags to use for social media posts about this Discount Deadline: #CampInventionCountdown #Save30ForCampInvention

SOCIAL MEDIA CONTENT - TWITTER



Name
@Username

Two days left to save \$30 off your child's @CampInvention registration! Join us this summer **[Camp Dates]** in person or at home for an exciting week of all-new #STEM fun! Register today using SUM30 to save. invent.org/mylocalcamp



Name
@Username

Celebrate #EarthDay with this DIY rainbow activity! Then, continue the fun with us this summer at @CampInvention! We'll explore STEM through microphones, invention prototypes and so much more. Use SUM30 to register and save \$30 at invent.org/mylocalcamp <http://bit.ly/STEMrainbow>



Name
@Username

Did you know it's #NationalRoboticsWeek? At @CampInvention, children will adopt their own robotic crickets and design habitats! Register your curious innovator for camp at **[Location Name]** the week of **[Date]** to celebrate! Save \$30 using SUM30. invent.org/mylocalcamp



Name
@Username

Robotic crickets and morphing vehicles are just the beginning of the action-packed fun in this summer's @CampInvention program! Secure your spot for camp at **[Location]** the week of **[Date]**. Use SUM30 to save \$30. invent.org/mylocalcamp



Name
@Username

It's #NationalRoboticsWeek! If your child loves to tinker and investigate how things work, check out @CampInvention! At **[Location Name]** this summer, campers will take apart their own microphone to explore how it works! Register today at invent.org/mylocalcamp



Name
@Username

Happy #EarthDay! In the all-new @CampInvention activity, SolarBot, campers will explore sustainable energy like solar power and build custom habitats! Register today to join in on the fun at **[Location Name]** the week of **[Date]**. invent.org/mylocalcamp



Hashtags to use for social media posts about this Discount Deadline: #CampInventionCountdown #Save30ForCampInvention

SOCIAL MEDIA IMAGES

Below, you will find images that you can use with the social media content provided. You can click on the photos to download individual files or click on the button to download all images.



DOWNLOAD IMAGES

To download the assets, click the button above. Files should appear in your downloads folder – go to your downloads folder and locate the "April_Social_Graphics" folder. Double-click to open the file and access the content. Save the files to your computer for use.

EMAIL INVITE

Below, you will find an email template including a link to [this blog post](#) that you can use to send emails to invite parents, colleagues, neighbors and friends, and their future campers to your program!

Hi Parents and Guardians!

As you're gearing up for the summer months, I'm excited to share a great opportunity for your child! This summer, I will be the **[Director/Instructor]** for Camp Invention® at **[Location Name]** **[Dates]**.

This program is a fantastic opportunity to introduce your innovator to STEM concepts and this year, you can choose an in-person or at-home format. Whether your child joins us in person or at home, they will explore real-world challenges through exciting activities like taking apart a wireless microphone, building their own duck-launching device and preparing their morphing vehicle for the Super Road Rally!

For more information, check out [this blog post](#) to see how Exploring the Science in STEAM is so beneficial for children, especially this summer! If you are ready to register, visit invent.org/mylocalcamp and use promo code **SUM30 for \$30 off**.

We would LOVE to see your kiddo this summer - please feel free to reach out if you have any questions!

Sincerely,

[Name]



EMAIL TEMPLATE AND DIGITAL FLYER

Below, you will find an email template including a [digital flyer](#) that you can use to send emails to invite parents and future campers to your program!

Hi, Parents and Guardians!

I'm so excited to share that this summer I will be the **[Director/Instructor]** for Camp Invention®! Camp Invention has offered unique STEM experiences for more than 30 years, and I'm proud to have been a part of it since **[year]**.

What makes Camp Invention so special is that it guides kids to build real-life skills through real-world challenges. It's incredible that just one week at camp can drastically shift how kids approach problem solving – but I've seen it happen firsthand as they design solutions, build prototypes and gain confidence in their own ideas.

I love this high-energy, hands-on camp, and I am so excited for the all-new Recharge program. To learn more about the program for your child, visit <http://experience.invent.org/>.

If you have any questions at all, please don't hesitate to reach out.

We're looking forward to an exciting week with your innovator!

[Name]



STEM ACTIVITIES

Below are STEM activities that will be available this month on the [National Inventors Hall of Fame® \(NIHF\) blog](#). Share these activities with parents so they can get an inside look at some of the hands-on fun that Camp Invention is all about.



**STEM Activity:
Geology Detective**

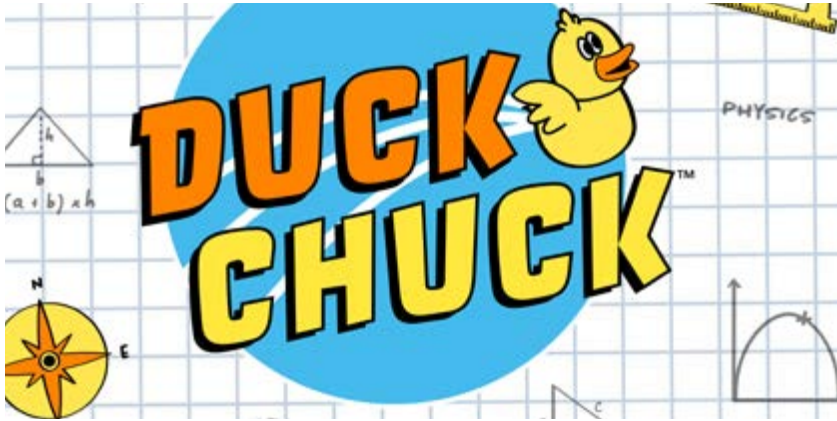


**STEM Activity:
Creativity is PHENOMENAL!**

Blog available on 4/9/21

CAMP INVENTION VIDEOS

Below are all-new videos to highlight this year's program modules. These videos are great to share with your classroom or on social media to boost excitement for your upcoming program!



Duck Chuck



Explore STEM at Camp Invention

For additional resources to promote your local program, be sure to check out the full Camp Invention Promotional Guide on the [Resource Center!](#)

THANK YOU

for your support and inspiring children in
your community through the experience of
Camp Invention!



National Inventors
Hall of Fame®

Inspiring Future Innovators®

In partnership with



UNITED STATES
PATENT AND TRADEMARK OFFICE