



Camp Invention®

PROMOTIONAL GUIDE



A NATIONAL INVENTORS HALL OF FAME® EDUCATIONAL PROGRAM

TABLE OF CONTENTS

<u>Getting Started</u>	3	<u>Special Holiday Calendar</u>	23
<u>2021 Registration Discount Calendar</u> ...	4	<u>Even More Fun For Your Promotions</u> ...	26
<u>Recharge Program Write-Ups</u>	5	a. <u>Email Signatures</u>	26
<u>Social Media Promotions</u>	8	b. <u>Camp Invention Poster Template</u>	27
a. <u>Creating a Facebook Event</u>	8	c. <u>Camp Invention Zoom Backgrounds</u>	27
b. <u>Promoting Your Facebook Event</u>	14	d. <u>Recharge Activity Sheets</u>	28
c. <u>Best Practices</u>	15	e. <u>Utilizing Local Media Outlets to</u> <u>Promote Your Program</u>	28
d. <u>Social Media Images</u>	17	f. <u>Digital Flyer</u>	29
e. <u>Facebook Posts</u>	18		
f. <u>Twitter Posts</u>	19		
<u>Local Advertising</u>	20		
<u>Camp Invention Videos</u>	22		

CLICK THE BUTTON BELOW TO DOWNLOAD ALL YOUR PROMOTIONAL IMAGES, BANNERS, POSTERS AND MORE!

[DOWNLOAD ALL ASSETS](#)

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

GETTING STARTED

DEAR CAMP INVENTION PROGRAM TEAM MEMBER,

First, and most importantly, thank you for joining us as a Camp Invention® Camp Parent, Instructor or Director. We could not do what we do without your enthusiasm, support and dedication.

As you know, the goal of Camp Invention is to spread the innovative spirit to as many children as possible. The No. 1 way we can do that is by promoting your local program to drive enrollment.

This promotional guide is filled with many easy-to-use resources. From program write-ups to social media posts to Zoom backgrounds and web banners, this guide has everything you need to create excitement around this hands-on summer experience for children in your community.

As you review the resources provided, you will notice that many of the templates include a placeholder to insert discount codes and deadlines, and information specific to your local program registration. These placeholders are highlighted in yellow. Please be sure to update the highlighted sections to reflect your local camp details and the appropriate discount amounts and dates, using the discount calendar below as a reference.

Throughout this guide, we offer lots of ways to use the resources provided, but as always, we encourage you to do your own awareness-building activities customized to fit your community. After all, innovation and creativity are what we are all about!

Thank you again for your support – we can't wait for the best summer yet!

Your National Inventors Hall of Fame® (NIHF) Team

2021 DISCOUNT CALENDAR

EXCITING NEWS!

This year's Camp Invention discounts are the largest discounts ever offered, and they are valid for **both new and returning campers!**

Below are the 2021 discounts and discount deadlines – mark your calendar or set a reminder with these dates, and check these tips off your list:



Send out a final discount reminder to parents a few days before the deadline



Be sure to change any current communications with the next discount code and deadline

MAR. 31

\$40

USE CODE **SUM40**
Expires 3/31

APR. 30

\$30

USE CODE **SUM30**
Expires 4/30

MAY 26

\$25

USE CODE **SUM25**
Expires 5/26

PROGRAM WRITE-UPS

Below, you will find a variety of write-ups to promote this summer's all-new Camp Invention program, Recharge! The write-ups can be used in emails, text messages, morning announcements, district all-calls, digital advertising (including on your school or district website), school newsletters or e-newsletters, community calendars and more! Think outside the box to spread the word beyond your school or district.

Note: Be sure to update the highlighted information with your local program details.

30-WORD

Energize your child's creativity with the all-new Camp Invention® program, Recharge! [LOCATION] will host this K-6 program from [DATE] to [DATE]. Register using SUM40 by 3/31 at invent.org/mylocalcamp to save \$40!

Unlock your child's potential at Camp Invention®! This nationally acclaimed K-6 program comes to [LOCATION] from [DATE] to [DATE] and offers all-new hands-on STEM challenges. Register using SUM40 by 3/31 at invent.org/mylocalcamp to save \$40!

Spark your kid's imagination with new hands-on STEM fun at Camp Invention®! This K-6 program comes to [LOCATION] from [DATE] to [DATE]. Register using SUM40 by 3/31 to save \$40 at invent.org/mylocalcamp.

The nationally acclaimed Camp Invention® comes to [LOCATION] from [DATE] to [DATE] with an inspiring new K-6 program: Recharge! Register using SUM40 by 3/31 to SAVE \$40 at invent.org/mylocalcamp.

Camp Invention® is bringing new, creative activities for grades K-6 to [LOCATION] the week of [DATE]! Register for the new program, Recharge, at invent.org/mylocalcamp. Use promo code SUM40 by 3/31 to save \$40!

PEACE OF MIND PROMISE

If your program is running at home and in person, please refer to the text below and add this text to any of the write-ups provided:

This year, our local camp is being offered in person and at home so your child can experience the fun of Camp Invention no matter where they are! Not sure if you'll want an in-person or at-home experience this summer? No worries – with the new Peace of Mind Promise, you can sign up today and switch up to six weeks before camp.

PROGRAM WRITE-UPS

50-WORD

Spark your kid's creativity and confidence with our new Camp Invention® program! At [LOCATION] the week of [DATE], campers in grades K-6 will collaborate in hands-on activities exploring fun STEM concepts by taking apart their own microphone, exploring solar-powered crickets and more! Visit invent.org/mylocalcamp to secure your spot! Use promo code SUM40 by 3/31 to save \$40.

75-WORD

Spark your kid's creativity and confidence with our new Camp Invention® program, Recharge! At [LOCATION] from [DATE] to [DATE], campers in grades K-6 will team up to take on fun, hands-on STEM challenges. From taking apart their own microphone to exploring solar-powered crickets and creating duck-launching devices, each activity is designed to give your young innovator an unforgettable summer experience. Visit invent.org/mylocalcamp to secure your spot! Use promo code SUM40 by 3/31 to save \$40.

100-WORD

Energize your kid's creativity and confidence with our new Camp Invention® program, Recharge! When this nationally acclaimed program comes to [LOCATION] from [DATE] to [DATE], campers in grades K-6 will collaborate with friends in hands-on, open-ended STEM challenges. They'll take apart a microphone to explore its inner workings, build and test a device to launch rubber ducks, and design morphing vehicles for the Super Road Rally! Each activity is designed to inspire curiosity, spark imaginations and give your young innovator the best summer ever. Visit invent.org/mylocalcamp to secure your spot! Use promo code SUM40 by 3/31 to save \$40.

PROGRAM WRITE-UPS

100-PLUS-WORD

Camp Invention is coming to [School District Name]!

In partnership with the National Inventors Hall of Fame® (NIHF), [School District Name] is pleased to offer the nationally acclaimed Camp Invention® program to children entering kindergarten through sixth grade. This exciting, weeklong summer adventure provides opportunities for open-ended exploration of science, technology, engineering and more! Children rotate through a variety of hands-on activities each day while collaborating with friends to think creatively and invent their own solutions to real-world challenges.

The week begins on [Start Date] with [Director Name] serving as Director, and the 2021 program lineup is the best yet, so whether your child is a new or returning camper, they are in for an amazing week full of new discoveries and a-ha moments!

During this energizing program, young innovators (aka campers) will:

- Design morphing vehicles to travel across land, then find inspiration in nature to add prototype elements for moving through air and water.
- Experiment with fun physics concepts like trajectory and velocity as they build, test and modify a device to launch rubber ducks to reach international landmarks.
- Make and adopt their own robotic crickets and apply empathy to build customized habitats and protective gear for their solar-powered bots.
- Reverse engineer their own wireless microphone to discover sound waves, then use their unique voice to create and promote an extraordinary invention.

[In Person and At Home] Given the challenges presented by the pandemic, we are planning to run the 2021 Camp Invention program in person and virtually, so you can choose the format that works best for your child. Even better, you have the option to change your format selection up to six weeks before the program start date.

[In Person] Local educators facilitate the program and give participants the opportunity to explore, create and build confidence as they bring their biggest ideas to life.

[At Home] This year, your local program will be virtual so activity kits will be delivered directly to you and daily virtual sessions will be led by a local educator. Your child will have everything they need for an amazing week of STEM fun.

Early registration discounts available! Register using SUM40 by March 31 to save \$40 off the [Base Price] registration fee. Availability is limited. Visit invent.org/mylocalcamp or call 800-968-4332 to secure your child's spot today!

[Extended Day – if applicable] Exciting news for this location – we are offering an optional Extended Day experience! Your program will run from 7:30 a.m. to 5:30 p.m. for an additional registration cost of \$80 per week. Traditional program hours are 9 a.m. to 3:30 p.m.

SOCIAL MEDIA PROMOTIONS

Creating a buzz about your local Camp Invention program on social media is a quick and easy way to reach parents and spread the word! Below, you will find our how-to guides for creating and promoting a Facebook Event, as well as prewritten posts and images to use on your personal and/or school/district social media profiles.

CREATING A FACEBOOK EVENT

Creating an event for your local Camp Invention program, rather than a profile or company page, is much more beneficial to your program for numerous reasons:



EFFECTIVE COMMUNICATION:

When a parent/participant selects “Attending” on the event page, they will receive notifications every time there is an update on the event page. This means that every time you post a status update, make a logistical change or upload pictures, this information will show in every attendee’s newsfeed and alert them to check the event page. This does not happen with a Facebook profile. Only a fraction of followers will see updates from profiles, so keep in mind that any urgent or time-sensitive issues will not be seen by all participants!

You can also share a Facebook Event as a Facebook post from your personal social profile. Detailed steps to do so are included in the [“Promoting your Facebook Event”](#) section below.



SAVES YOU TIME:

Creating and maintaining an event is easy. In the next section, we have step-by-step guides detailing how to create one for both the new Facebook layout and the old Facebook layout.

SOCIAL MEDIA PROMOTIONS



ELIMINATES CONFUSION:

We have a [Camp Invention Facebook page](#) and a dedicated team of social media professionals to maintain our social profiles and respond to parent inquiries year-round. Creating additional Camp Invention Facebook profiles could cause confusion for parents.

Through advertising campaigns and responding to parent questions, we are always working to support local programs and boost registration!

Your Facebook Event is a great way to share relevant details about your local program while the Camp Invention Facebook page promotes camp registrations nationwide and manages parent inquiries. Please feel free to utilize any of the content that is posted on our Facebook page for your event page.



A CURRENT ERROR THAT CAN AFFECT FACEBOOK EVENT PAGES

There is currently an issue with Facebook automatically adding an inaccurate price of “Free” and an inaccurate event duration to Facebook Event pages. Users are not able to change these automatically added settings on their event pages.

If you create a Facebook Event page for your local program and experience this issue, we recommend adding the following line of text to the beginning of your event page description:

Please note that there is an error with Facebook resulting in inaccurate pricing and duration information being listed above. This program will run from **[Start Date]** to **[End Date]** and is **\$(Price)**. We apologize for any confusion.

Now that you understand the numerous benefits that Facebook Events offer, follow the detailed steps on the next page to create your own!

Note: If you are using the old Facebook layout, please use [these instructions](#).

SOCIAL MEDIA PROMOTIONS

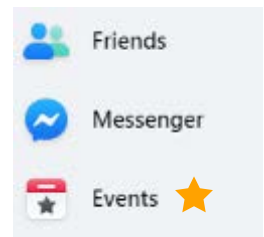
CREATING A FACEBOOK EVENT

CREATING A FACEBOOK EVENT: A STEP-BY-STEP GUIDE

STEP 1

On the left side of your personal Facebook page, click on “Events.”

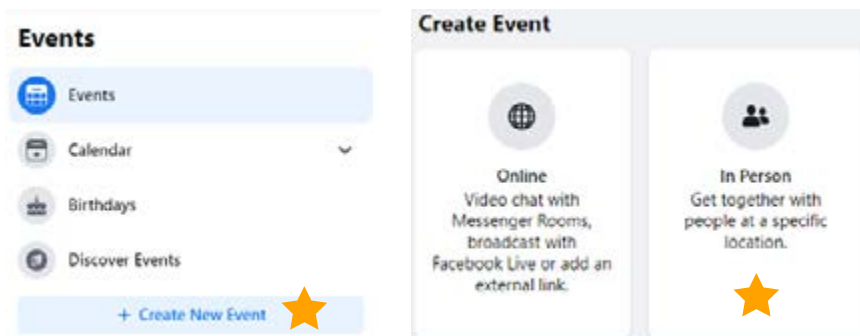
Please Note: The additional options pictured here might appear in a different order or some options might not appear at all.



STEP 2

On the left side of the Events page, click on “+ Create New Event” and select “In Person” from the Create Event options that appear.

Please Note: Whether your program will be offered as an in-person format, at-home format or both, please select the “In Person” option when creating your Facebook Event and use the location of your school or organization as the event location. You can then note your program’s specific format in the event details (see Step 5 below).



SOCIAL MEDIA PROMOTIONS

CREATING A FACEBOOK EVENT

STEP 3

Complete the fields under Event Details.

Your Event Name should use one of the following options:

- For a Camp Invention program that will be offered as both an in-person and at-home program, use "Camp Invention In Person and At Home - [Your Location's Name]"
- For a Camp Invention program that will be offered as an in-person program only, use "Camp Invention In Person - [Your Location's Name]"
- For a Camp Invention program that will be offered as an at-home program only, use "Camp Invention At Home - [Your Location's Name]"

Set the Start Date/Time for when participants are to arrive at the program on the first day. The End Date/Time should be the final day and ending time of the program.

Set the event Privacy to "Public."

The screenshot shows the Facebook event creation interface. It includes a text input field for the event name, two date and time selection boxes for the start date (Oct 1, 2020) and start time (8:30 AM), and two more for the end date (Oct 1, 2020) and end time (2:00 PM). There is a dropdown menu for privacy settings, currently set to 'Public'.

STEP 4

Enter the Location of your program site on the next page.

Please Note: Whether your program will be offered as an in-person format, at-home format or both, please use the location of your school or organization as the event location.

Location

Add a physical location for people to join your event.

The screenshot shows a text input field labeled 'Location' with a location pin icon to its right.

Time zone set by the location

SOCIAL MEDIA PROMOTIONS

CREATING A FACEBOOK EVENT

STEP 5

On the next page, you will be able to add a Cover Photo, Event Description and any Co-hosts to the Facebook Event.

Upload a Cover Photo for your program. We have created a banner photo for you to use on your event page. You can download the banner photo [here](#).

Click the Description box on this page to enter the details for your program. Please use the Recharge program text provided below, and be sure to update the information highlighted to reflect your local program details.

Additional Details

Cover Photo ?

Upload Cover Photo

Choose Illustration

Description
Add a description

In partnership with the National Inventors Hall of Fame® (NIHF), [School District Name] is excited to offer the nationally acclaimed Camp Invention® program to K-6 children as both an at-home and in-person experience.

In this weeklong summer adventure, children rotate through several hands-on activities and use creative thinking, collaboration and problem-solving skills to bring their biggest ideas to life.

Featuring take-apart microphones, robotic crickets, duck-launching devices and morphing vehicles, this summer's program, Recharge, is packed full of super fun, confidence-boosting STEM activities!

Camp begins on [Start Date] with [Director Name] serving as Director. Our local educators will facilitate the program and enthusiastic high school students will serve as Leadership Interns.

Not sure if you'll want an in-person or at-home experience this summer? No worries – with the new Peace of Mind Promise, you can sign up today and switch up to six weeks before camp.

To stay updated about camp, RSVP to our Facebook Event. Make sure to sign up for camp by calling 800-968-4332 or visiting invent.org/mylocalcamp. The cost for this weeklong program is [Cost].

Click on Event Settings to add any additional Facebook users as Co-hosts for the event. If you would like to share the responsibility of managing the event page with other Program Team Members such as a Co-Director or Instructor, you can add them as Co-hosts here. This can be very beneficial as questions and inquiries can be addressed faster with more than one person managing the event page.

Event Settings

Co-hosts

SOCIAL MEDIA PROMOTIONS

CREATING A FACEBOOK EVENT

STEP 6

Click "Create Event"

Check out the information provided under ["Promoting Your Facebook Event"](#) to learn about the best ways to promote your Camp Invention Facebook Event and increase your registration numbers!

Please Note: Public and private questions, comments or concerns must always be answered in a timely manner. We ask that you always like and comment on the posts. This improves parent experiences substantially.

SOCIAL MEDIA PROMOTIONS

PROMOTING YOUR FACEBOOK EVENT

Three tips to promote your Camp Invention Facebook Event.



INVITE FRIENDS

Step 1: After the Event has been created, click on the “Invite” button. If you are using an older Facebook layout, please select the option “Choose Friends” after clicking on the button.

Step 2: A list of all your Facebook friends will appear.

Step 3: We suggest selecting any of your friends with children, grandchildren, nephews or nieces who are old enough to attend the program and live within driving distance of the host site. Also, send it to friends who are active on social because they will love to spread the word!

Step 4: Once you have selected your friends who you would like to invite, click “Send Invites.”



SHARE EVENT

Step 1: Click on the “Share” button.

Step 2: You will see these options:

- Share as Post
- Send in Messenger
- Share to a Page
- Share to a Group
- Share on a Friend's Timeline

Step 3: You can now share the Event on your own Facebook timeline, on a friend’s timeline, in a group where you’re active or on a Facebook page you manage.

Step 4: Another option is to private message a friend letting them know about the event through Facebook Messenger, but we suggest publicly promoting the event rather than privately.



EMAIL/SHARE THE URL

You can copy the URL of the Facebook Event and email it to the host school and other local organizations that would be willing to share the event on their Facebook page as their own post. Although the URL might seem long, you can assure them that once it is typed into the Status Box on Facebook (where you would share a status or photo), a preview will appear, and then the long URL can be deleted.

Step 1: Copy the information in this box at the top of your web browser:

<https://www.facebook.com/events/578084279008171/>

Step 2: Next, paste the URL into the Status Box and the preview of the event information will automatically appear. For example:



Step 3: Once the preview box appears, delete the long URL (the preview box will remain intact), replace it with a message inviting people to learn more and click “Post.”

SOCIAL MEDIA PROMOTIONS

BEST PRACTICES

After you have created your Camp Invention Event page, and you have invited and shared it with all your friends in the local area, incorporate these best practices to ensure your Event page is a success.



ALWAYS RESPOND

While social media has brought the world into the palm of people's hands, people still use this platform for one-on-one, human interaction. Therefore, whenever a parent posts on your Event page's timeline, comments on a picture or sends a private message, it is important that you respond in a timely manner.

Always comment on and "like" comments, pictures or any other post that a parent might share.

If a parent asks a question publicly or privately, always answer to the best of your ability. If it is a question that you do not know how to answer, suggest that they contact Camp Invention's Customer Relations Team at 800-968-4332, and visit our [Parent Resource Center](#).

Please share any complaints with the Customer Relations Team by calling 800-968-4332.



SHARE AND FOLLOW CAMP INVENTION

Camp Invention is very active on social media. Please "follow" us and encourage friends, program team members and others in the community to do the same. Links to Camp Invention's social media pages are listed below. Keep an eye out for shareable information.



www.facebook.com/campinvention



www.twitter.com/campinvention



www.pinterest.com/campinvention



www.youtube.com/NationalInventorsHallofFame_NIHF

For your Facebook Event: [The Camp Invention Facebook page](#) will share numerous promo codes and program information throughout the year. You should share this content on your Event page because it presents an excellent opportunity to drive traffic to your page and increase enrollment! It is also a best practice to personally share the post and direct people to your Camp Invention Event page, where they can learn more about camp and register their child!

SOCIAL MEDIA PROMOTIONS

BEST PRACTICES



USE THE CONTENT WE PROVIDE

Posts: [Click here](#) to jump to the prewritten posts. This text is also perfect to use when you share the event publicly on your timeline, with your friends or on group pages!

Banners: [Click here](#) to download the Camp Invention social media banners designed by our creative department.

Images: [Click here](#) to jump to a select group of images that you can use with the prewritten social media posts provided below.



PROMOTE SCHOLARSHIPS

(If your Camp Invention location offers them)

This one is simple! If your location supplies scholarships, that is exciting information to share. It also catches the eyes of parents who might have initially been priced out of Camp Invention. We strongly suggest you share this publicly, outside of your event, as well. Be sure to include any details on the scholarships available, such as the total number available or if they must register by a specific date to be eligible, so potential attendees understand limitations.



SHARE CAMP PICTURES

(During the week and within a week after)

Parents want to see their kids having fun! Update your Event page with pictures of campers participating in the activities and when camp is over, post a collection of images for parents to view. This simple step goes a long way with parents of campers. (Note: Be sure to only take photos if the child has a signed photo release form.)



HOST A FACEBOOK LIVE BROADCAST ABOUT YOUR LOCAL PROGRAM

Hosting a Facebook Live broadcast about your local Camp Invention program is a great way to build anticipation before your program begins. Follow the instructions provided [here](#) to host a Facebook Live broadcast using your computer or mobile phone.



JOIN LOCAL FACEBOOK GROUPS TO CONNECT WITH PARENTS AND OTHER EDUCATORS

You can join local Facebook groups for parents, educators or PTAs to help share information about your upcoming program with people in your community more directly. Look for potential groups to join on your Groups page on Facebook by selecting the "Discover" option.

You will be able to browse all of the Facebook groups that are suggested for you or that are popular near you. You can also browse groups by top categories, such as Education.

When you have found a group that you would like to join, click on the "Join Group" button underneath it. Some groups may use short questionnaires before allowing you to join to ensure that you are not a bot or spam account.

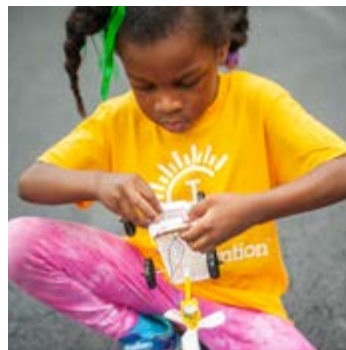
Once you have officially joined a group, be sure to follow the rules that have been posted by the group admins, as these rules can sometimes relate to what members may post to the group. Two types of content that you could potentially post in Facebook groups to begin sharing information about your upcoming program are sample social media posts provided [here](#) or information about an upcoming or recent Facebook Live broadcast related to your program.

SOCIAL MEDIA PROMOTIONS

SOCIAL IMAGES

Below you will find prewritten social media posts to promote your local Camp Invention program through your Facebook Event page, and personal and/or school district social media profiles. Be sure to update the highlighted information to reflect your local program details.

To download an image to include with your social media post, you can click on an image below to download the individual file or click the button to download all social media 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 “social_images” folder. Double-click to open the file and access the content. Save the files to your computer for use.

Please Note: Both Facebook and Twitter posts 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 the tag and after pasting in the copy, the text will turn blue to confirm the tag is activated. You can use the Facebook posts included below to share your Facebook event by copying and pasting the Event page URL into the post or by sharing the event from your News Feed. Social media posts and accompanying graphics are provided. We recommend that you include both text-only posts and posts with graphics when promoting your local Camp Invention program on social media.

SOCIAL MEDIA PROMOTIONS

FACEBOOK POSTS

f The fun, hands-on activities at this year's @CampInvention program, Recharge, are just what children need this summer. At [Site Name], we'll be hosting this wonderful program during the week of [Date] for students entering grades K-6. Discover all the fun you'll have at camp: <https://youtu.be/aX4r8bQSsJA>

f Campers will gain confidence and discover the power of their imaginations during the new @CampInvention program, Recharge, as they launch rubber ducks, design morphing vehicles, find their own unique voice and take apart wireless microphones. We'll be hosting camp at [Site Name] from [Date] to [Date]. Sign up for your in-person or at-home camp experience today at invent.org/mylocalcamp to save a spot for your child.

f This year will be the best summer ever with the new @CampInvention program, Recharge! We'll be hosting this program during the week of [Date] for students entering grades K-6. Check out this preview of some of the fun, hands-on activities your kiddo will get to enjoy at camp, whether they attend in person or from home: <https://youtu.be/aX4r8bQSsJA>

f Let your child's imagination run wild as they discover their own unique voice, make and adopt their own robotic cricket, and more at Camp Invention®. At [Site Name], we'll be hosting camp from [Date] to [Date]. Sign up today at invent.org/mylocalcamp; you can decide whether your camper will attend in person or at home later.

f In the high-energy Duck Chuck™ module at @CampInvention, children will launch rubber ducks across the globe as they design and test devices to explore concepts like velocity and trajectory. Sign up at invent.org/mylocalcamp to attend camp with [Site Name] this summer.

f In the SolarBot™ module at @CampInvention, children will get to make their own cute robotic crickets and create a custom habitat for their new bots as they begin to experiment with circuits. Camp will be coming to [Site Name] this summer during the week of [Date] for both in-person and at-home experiences. Register your rising K-6th grader at invent.org/mylocalcamp.

f In the Open Mic™ module at @CampInvention, children will discover the properties of sound waves as they take apart a wireless microphone and use pitch skills to promote their own fantastic invention. The [Site Name] camp will be held from [Date] to [Date]. Register today at invent.org/mylocalcamp.

f In the awesome Road Rally™ module at @CampInvention, children will use inspiration from cool creatures to design prototypes that will help a vehicle travel across land and water. You can register your child for the in-person or at-home [Site Name] camp at invent.org/mylocalcamp.

f Register today. Choose later. This summer, we are offering camp in person at [Site Name] AND at home the week of [Date]! With Camp Invention's new Peace of Mind Promise, you can register today and change your program format up to six weeks before camp. Learn more and secure your spot at invent.org/mylocalcamp!

SOCIAL MEDIA PROMOTIONS

TWITTER POSTS



The fun, hands-on activities at this year's @CampInvention program, Recharge, are just what children need this summer! [Site Name] will be hosting this program during the week of [Date] for students entering grades K-6. Sign up today at invent.org/mylocalcamp.



In the Open Mic™ module at @CampInvention, children will find their unique voice and become creative entrepreneurs. [Site Name] will host camp from [Date] to [Date], register today at invent.org/mylocalcamp and choose the camp experience that works best for you.



In the new @CampInvention program, Recharge, campers will gain confidence and discover the power of their imaginations as they bring their biggest ideas to life. Register your rising K-6th grader for the [Site Name] camp today. <https://youtu.be/aX4r8bQSsJA>



In the high-energy Duck Chuck™ module at @CampInvention, children will launch rubber ducks across the globe using devices that they design and test. Sign up at invent.org/mylocalcamp to attend camp with [Site Name] this summer.



This year will be the best summer ever with the new @CampInvention At Home program, Recharge! We'll be hosting this program during the week of [Date] for students entering grades K-6. Sign up today at invent.org/mylocalcamp.



Camp Invention® is coming to [Site Name] this summer during the week of [Date]. During the SolarBot™ module at camp, children will make their own cute robotic crickets to jump into experimenting with circuits. invent.org/mylocalcamp



Let your child's imagination run wild as they discover their own unique voice, make their own robotic cricket and more during the [Site Name] @CampInvention program from [Date] to [Date]. Learn more: <https://youtu.be/aX4r8bQSsJA>



In the awesome Road Rally™ @CampInvention module, children will use inspiration from cool creatures to design and modify their morphing vehicles. Register your child for the in-person or at-home [Site Name] camp at invent.org/mylocalcamp.



LOCAL ADVERTISING

Advertising in local publications (both digital and print) is a great way to spread the word about Camp Invention. At NIHF, we have a dedicated marketing team that researches and secures ad placements in local camp guides, magazines and other promotional outlets but we could always use your help!

FREE ADVERTISING:

Keep an eye out for free advertising opportunities to utilize the web banners, logos and/or program write-ups provided in this guide to place free ads. Below is a list of locations to help get you started!

Locations for Local Digital and Print Ads

- Camp guides and directories
- Church bulletins
- Community magazines, papers or event guides
- Local newspaper websites
- Local park guides
- Local podcasts
- Local restaurants (placemats)
- Radio station websites (and on air!)
- School and district newsletters
- School event collateral (event programs, logos on scoreboards, half-time shout-outs, etc.)
- Parent and teacher organization newsletters

PAID ADVERTISING:

Let your regional representative know if you have identified a reputable outlet for advertising – our team can take it from there!

LOCAL ADVERTISING

WEB BANNER ADS AND LOGOS

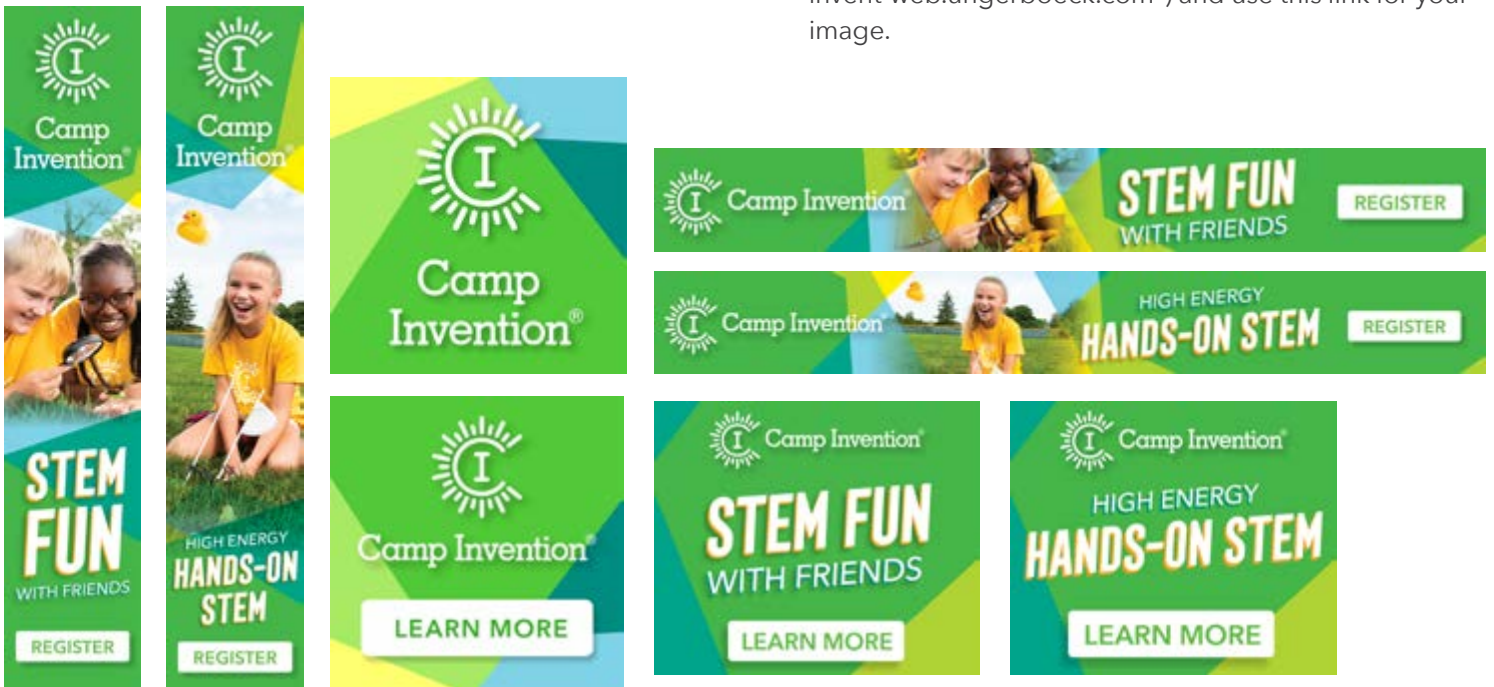
Web banner ads are promotional tools we recommend placing on your school's website to promote the program. We recommend contacting your school or district technology coordinator to add a banner to the website.

You can also get web banner ads placed on local event websites in your area or any other digital ad opportunities you uncover. We recommend using the web banners but if space is minimal, you can use the Camp Invention logo and a program [write-up](#), or just a logo works too!

You can click on the images below to download an individual file, or click the button to download all web banners and logos. If you need additional sizes, please contact communications@invent.org.

Be sure to direct any images you use to your program's unique registration page so families can easily sign up for your camp! To find your registration link, please follow these steps:

- Visit invent.org/camp
- Click on the "Find Your Camp" button at the top of the screen
- Enter your ZIP code to find your Camp Invention location
- Once you've found your camp location, select the "Register/More Info" button. This will open your program listing.
- Copy the entire web address from the top of your program listing (*The URL should start with "http://invent-web.ungerboeck.com") and use this link for your image.



DOWNLOAD ASSETS

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

CAMP INVENTION VIDEOS

Get amped for camp with our Camp Invention Recharge program videos! Share these fun and exciting videos to promote the all-new program on social media and in emails, or share them with your classroom! Click the images below to view the videos on YouTube.



If your program is running both in person and at home, use this video to introduce the Peace of Mind Promise to parents.



SPECIAL HOLIDAY CALENDAR

Looking for extra fun ways to spread the word about Camp Invention? Check out the holiday calendar below featuring STEM activity blogs for another way to promote the hands-on fun of camp this summer.

These STEM activities are a great way for parents and educators to introduce concepts from camp including creative ways to spark children’s confidence and imagination.

A few ideas to celebrate these special days and share the STEM activities:



Share the blog links on social media or send them directly to parents via email or text on the appropriate days



Include a short blurb with a link to the blog on school websites or any other homework/assignment sites that are used to communicate with parents



If your district is in person, you can print a copy of the activity and hand them out to students at school or other events

You can use the write-ups below to share the STEM activities.

Did you know it’s [insert holiday/observance]? Check out this really cool activity [insert blog link] from the National Inventors Hall of Fame® (NIHF) – the makers of [Camp Invention®](#), a fun K-6 STEM program we are running at [insert school/district name] this summer! Be sure to also check out camp, we’d love to see your child there!

Today is [insert holiday/observance]! Here’s a super fun activity [insert blog link] to celebrate this special day. If your child loves the DIY, hands-on fun in this activity, be sure to check out [Camp Invention®](#) – an awesome K-6 STEM program we are hosting this summer at [insert school/district name].

Get ready to celebrate [insert holiday/observance] with this free, hands-on STEM activity for your innovator! Looking for more DIY fun? This activity is from the makers of [Camp Invention®](#) – an innovative K-6 program coming to [insert school/district] this summer. Check out invent.org/mylocalcamp to learn more, we’d love to create with your child this summer!

For additional STEM activities, we invite you to [visit our blog](#).

SPECIAL HOLIDAY CALENDAR

STEM ACTIVITIES FOR HOLIDAYS AND OBSERVANCES

JANUARY

6 | National Technology Day

[Take Apart](#)

12 | National Hat Day

[Balloon Head](#)

FEBRUARY

All Month | Heart Health Month

[Heart Racer](#)

Your 100th Day | 100th Day of School

[100th Day of School Activity](#)

14 | Valentine's Day

[Valentine's Day Puns](#)

22 | International World Thinking Day

[Be A Solver](#)

27 | International Polar Bear Day

[Polar Bears](#)

MARCH

3 | World Wildlife Day

[Wildlife Engineering Design Challenge](#)

20-21 | First Day of Spring

[Spring Break Family Fun](#)

[Smart Start Spring](#)

30 | Take a Walk in the Park Day

[Feather Activity](#)

APRIL

All Month | International Guitar Month

[DIY Instrument](#)

11 | National Submarine Day

[Build a Model Submarine](#)

22 | Earth Day

[Ocean Clean-Up Device](#)

[Make a Rainbow](#)

Fourth Week | National Karaoke Week

[Karaoke Future](#)

MAY

3 | International Space Day

[Space Race](#)

[Rocket Ship Project](#)

4 | Star Wars Day and Free Comic Book Day

[Super Bookmaking](#)

26 | National Paper Airplane Day

[Easy Paper Airplane Designs](#)

SPECIAL HOLIDAY CALENDAR



JUNE

8 | National Best Friend Day
[Friendship Day](#)

20-22 | First Day of Summer
[Buzz on Pollination](#)
[Roller Coaster](#)
[Roller Coaster Friction](#)

21 | National Selfie Day
[National Selfie Day](#)



JULY

16 | National Ice Cream Day
[STEM and Sweet Birthday Treat](#)

20 | Space Exploration Day
[Space Exploration](#)



SEPTEMBER

All Month | Start of the Football Season
[Paper Football](#)

12 | National Video Games Day
[Video Game Design](#)

22-23 | First Day of Fall
[First Day of Autumn](#)



OCTOBER

1 | International Coffee Day
[Coffee Grounds Garden Plants](#)

11 | World Sight Day
[Lasik Surgery](#)
[Eye Learning](#)

26 | Make a Difference Day
[Empathy Superpower](#)

31 | Halloween
[Parachuting Pumpkins](#)
[Animal X-Ray](#)



NOVEMBER

Fourth Thursday | Thanksgiving
[Thanksgiving Turkey](#)
[Thanksgiving Trivia](#)



DECEMBER

20-22 | First Day of Winter
[Holiday Zip Line](#)

EVEN MORE FUN FOR YOUR PROMOTIONS

Email signatures are a quick and easy way to promote your local program every time you send an email. Below you will find suggested email signatures for Camp Invention, registration and discount deadlines. Be sure to update the highlighted information with your local program details.

EMAIL SIGNATURES ABOUT CAMP INVENTION

Proud to be a [Director/Instructor/Camp Parent] for the [Site Name] Camp Invention® program! invent.org/mylocalcamp

I'm celebrating [Number] years of being a Camp Invention® [Director/Instructor/Camp Parent]! Sign up your young inventor for camp here: invent.org/mylocalcamp

Check out this year's Camp Invention® program, Recharge, for your rising K-6th grader: invent.org/mylocalcamp

Register for Camp Invention® today and get ready to recharge with hands-on STEM summer fun! invent.org/mylocalcamp

Looking for a fun STEM program to help your child recharge this summer? Consider the new Camp Invention® program, Recharge! invent.org/mylocalcamp

Bring hands-on, at-home STEM learning home this summer with Camp Invention® At Home! Learn more: invent.org/mylocalcamp

This year's Camp Invention® program is offered at home AND in person. With the Peace of Mind Promise, you can register today and switch formats up to six weeks before camp. Learn more: invent.org/mylocalcamp

EMAIL SIGNATURES ABOUT REGISTRATION DISCOUNTS

Sign up for Camp Invention® by [Date] and save \$[Amount] with the promo code [Code]! invent.org/mylocalcamp

Use the promo code [Code] by [Date] to save \$[Amount] on your Camp Invention® registration. invent.org/mylocalcamp

Save \$[Amount] on your in-person or at-home Camp Invention® registration by using the code [Code] by [Date]. invent.org/mylocalcamp

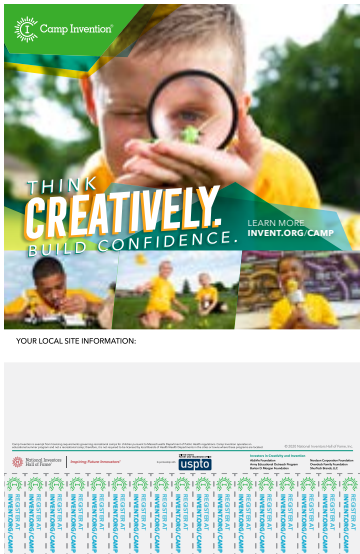
EMAIL SIGNATURES ABOUT THE REGISTRATION DEADLINE

Spots in the at-home and in-person [Site Name] Camp Invention® programs are filling fast! Sign up today to save your spot: invent.org/mylocalcamp

Time is running out! Sign up for Camp Invention® at [Site Name] by [Date] to save your spot. invent.org/mylocalcamp

Time is running out! Sign up for the [Site Name] Camp Invention® program by [Date] to save your spot. invent.org/mylocalcamp

EVEN MORE FUN FOR YOUR PROMOTIONS



CAMP INVENTION POSTER TEMPLATE

Once you download the poster template, type in your local program information and print this poster out on 11" x 17" paper for the best results. Cut along the vertical dotted lines at the bottom to make the tabs easy to pull off.

Hang this poster in school buildings, main offices, local libraries, grocery stores and any other high-traffic areas to help spread the word!

[DOWNLOAD POSTER](#)

CAMP INVENTION ZOOM BACKGROUNDS

You can use these fun Zoom backgrounds for virtual classrooms or Zoom meetings!

Click on an image below to download a single Zoom background, or use the button below to download all Zoom backgrounds.

[DOWNLOAD BACKGROUNDS](#)


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



EVEN MORE FUN FOR YOUR PROMOTIONS

RECHARGE ACTIVITY SHEETS

Print or digitally share the activity sheets provided below with your class for fun ways to introduce each 2021 program module, as well as a fun activity to complete in school or at home. Each sheet provides parents with additional insights on each module and the experiences their children will take away by attending your local camp this summer.



Duck Chuck activity sheet featuring a duck, a globe, and a QR code. The text includes: "Ducks are flying around the world in the 2021 Camp Invention® Recharge program! Flip, flick and chuck your duck as you design, build and modify your duck to get your duck home. Then keep thinking after camp when you take your duck home!"

REGISTER TODAY AND SAVE!
Save \$40 - see promo DS840, expires March 31
Save \$30 - see promo DS835, expires April 30
Save \$25 - see promo DS825, expires May 26

USPTO logo and National Inventors Hall of Fame logo.

[Download Duck Chuck Activity Sheets](#)



Open Mic activity sheet featuring a microphone, a QR code, and the text "SCAN TO SEE OPEN MIC IN ACTION!".

REGISTER TODAY AND SAVE!
Save \$40 - see promo DS840, expires Feb. 16
Save \$30 - see promo DS830, expires Apr. 13
Save \$25 - see promo DS825, expires May 18

USPTO logo and National Inventors Hall of Fame logo.

[Download Open Mic Activity Sheets](#)



Road Rally activity sheet featuring a car, a QR code, and the text "SCAN TO SEE ROAD RALLY IN ACTION!".

REGISTER TODAY AND SAVE!
Save \$40 - see promo DS840, expires March 31
Save \$30 - see promo DS830, expires April 30
Save \$25 - see promo DS825, expires May 26

USPTO logo and National Inventors Hall of Fame logo.

[Download Road Rally Activity Sheets](#)



SolarBot activity sheet featuring a child, a QR code, and the text "SCAN TO SEE SOLAR BOT IN ACTION!".

REGISTER TODAY AND SAVE!
Save \$40 - see promo DS840, expires March 31
Save \$30 - see promo DS830, expires April 30
Save \$25 - see promo DS825, expires May 26

USPTO logo and National Inventors Hall of Fame logo.

[Download SolarBot Activity Sheets](#)

UTILIZING LOCAL MEDIA OUTLETS TO PROMOTE YOUR PROGRAM

Why contact your local media about Camp Invention? Because camp is a visual and fun local story that will interest reporters! Contacting your local media prior to camp can lead to increased registrations for your location, and news coverage from the week of camp will inspire parents to sign up for future programs and encourage kids in your area to become interested in innovation. [Here](#) are tips on how to locate and contact your local media, and how to respond when reporters interview you.

EVEN MORE FUN FOR YOUR PROMOTIONS

DIGITAL FLYER

The digital flyer was created as a replacement for the print flyers used in previous years to allow you to share without the need to print or send along in folders. We recommend using this digital flyer in emails, on your school website, on local sites and anywhere you believe will help promote the program to those who want to learn more about Camp Invention.

There are three ways you can share the digital flyer:

1. When reaching out to parents about Camp Invention, copy and paste the URL, <http://experience.invent.org/>, in your email message.
2. Choose an image below to download and place it into your email copy for a fun way to make the flyer link stand out. Just be sure to note in the email that they need to click on the image to access the flyer.

a. How to link an image in email:

- i. Insert the image by clicking insert > image and selecting the image.
- ii. Right click the image in the email and select "link."
- iii. In the address box, add <http://experience.invent.org/> and click OK.



b. How to link an image in Gmail:

- i. Insert the image by selecting "Insert photo"



- ii. Highlight the image by clicking and dragging your cursor over the image so that it turns blue and select "Insert link"

- iii. In the address box, add <http://experience.invent.org/> and click OK



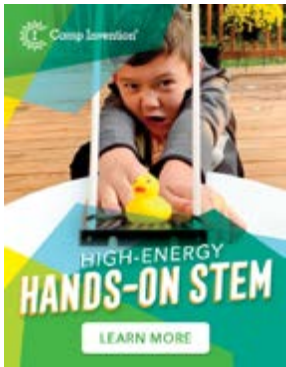
Note: If your image auto-populates with a different link, be sure to select "change link," add <http://experience.invent.org/> in the address box and click OK

Go to link: <http://LINK.jpg> **Change** Remove

- iv. Be sure to keep the "text to display" textbox blank

EVEN MORE FUN FOR YOUR PROMOTIONS

3. Click on the banners below to download an individual file or click the button to download all web banners. These banners can be placed on your school website or other local websites. Just make sure when placing these banners that you let them know to link the image to <http://experience.invent.org/>. If you need additional sizes, please contact communications@invent.org.



DOWNLOAD ALL BANNERS

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