



Camp Invention<sup>®</sup>

# MARCH PROMOTIONAL GUIDE

For Two-Week Programs Only



# MARCH CAMP INVENTION PROMOTIONAL GUIDE

Happy March! We are excited to share the new resources below to support your Camp Invention® promotions leading up to this month's **\$40 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 March discount deadline to help boost your program registration:

**ALL MONTH**

**Women's  
History  
Month**

**SUN., MARCH 14**

**Pi  
Day**

**SAT., MARCH 20**

**First Day  
of Spring**

**WED., MARCH 31**

**\$40  
Discount  
Deadline**

# SOCIAL MEDIA CONTENT - FACEBOOK

When promoting the \$40 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.



When children are introduced to relatable STEM role models at programs like @CampInvention, it can help them see how they too could become innovators. During Women's History Month, sign up your young inventor for the [Site Location] Camp Invention® to help her discover awesome innovative role models among the real-world inventors who inspired the camp activities. You can save \$40 on your camp registration when you use the coupon code SUM40 through 3/31. [invent.org/mylocalcamp](http://invent.org/mylocalcamp)



Happy Pi Day! Did you know that baking a pie with your little creative thinker is a great way to introduce them to real-world STEM ideas? Even more hands-on STEM learning is in store this summer during the [Site Location] @CampInvention program from [Date]-[Date]. Be sure to use the coupon code SUM40 by 3/31 to save \$40 on your camp registration. [invent.org/mylocalcamp](http://invent.org/mylocalcamp)



From exploring the science of flight to discovering invention inspiration in nature, the @CampInvention program at [Site Location] this summer will be filled to the brim with lots of fun, hands-on STEM learning activities. We can't wait to see your young inventor at camp! Be sure to use the coupon code SUM40 by 3/31 to save \$40 on your camp registration. [invent.org/mylocalcamp](http://invent.org/mylocalcamp)



This summer at @CampInvention, we're going to have tons of fun creating, inventing and collaborating with friends! From activities like Road Rally and Open Mic to Camp Invention Champions™ and Design Thinking Project™, your child will have a blast! Sign up for the [Site Location] camp program by 3/31 and use the coupon code SUM40 to save \$40 on your registration. [invent.org/mylocalcamp](http://invent.org/mylocalcamp)



Spring has sprung and we're already looking forward to all the fun we'll have this summer at @CampInvention! Sign your child up for the [Site Location] camp program by 3/31 and use the coupon code SUM40 to save \$40 on your registration. [invent.org/mylocalcamp](http://invent.org/mylocalcamp)



Only one week left to sign up for @CampInvention at [Site Location] and SAVE \$40! Register today for a week of hands-on STEM fun for your child using SUM40 to save. [invent.org/mylocalcamp](http://invent.org/mylocalcamp)



Don't miss an immersive STEM experience for your child this summer! There are two days left to register for the all-new @CampInvention program at [Site Location] and save \$40! Register today using coupon code SUM40. [invent.org/mylocalcamp](http://invent.org/mylocalcamp)

Hashtags to use for social media posts about this Discount Deadline: #CampInventionCountdown #Save40ForCampInvention

# SOCIAL MEDIA CONTENT - TWITTER



Name  
@Username

Sign up your young inventor for @CampInvention at [Site Location] to help them discover innovative role models among the real-world inventors who inspired the camp activities. You can even save \$40 through 3/31 with the coupon code SUM40. [invent.org/mylocalcamp](https://invent.org/mylocalcamp)



Name  
@Username

From the science of flight to invention inspiration in nature, the [Site Location] @CampInvention will be filled to the brim with lots of fun, hands-on STEM activities. Use the coupon code SUM40 by 3/31 to save \$40 on your registration. [invent.org/mylocalcamp](https://invent.org/mylocalcamp)



Name  
@Username

Now that spring is officially here, it's a great time to sign up your child for an unforgettable STEM summer experience at the [Site Location] @CampInvention! You can save \$40 on your registration when you use the coupon code SUM40 by 3/31. [invent.org/mylocalcamp](https://invent.org/mylocalcamp)



Name  
@Username

When girls are introduced to relatable STEM role models, they start to see how they too can invent. Register your child for the [Site Location] @CampInvention for #WomensHistoryMonth. Even better – use the coupon code SUM40 by 3/31 to save \$40. [invent.org/mylocalcamp](https://invent.org/mylocalcamp)



Name  
@Username

Celebrate #PiDay by signing your child up for a one-of-a-kind summer experience with @CampInvention at [Site Location], where the fun activities will introduce them to real-world math concepts. Save \$40 when you use the coupon code SUM40 by 3/31. [invent.org/mylocalcamp](https://invent.org/mylocalcamp)



Name  
@Username

Spring has sprung and we're already looking forward to all the fun we'll have this summer at @CampInvention! Sign up your child for the [Site Location] camp program by 3/31 and use the coupon code SUM40 to save \$40 on your registration. [invent.org/mylocalcamp](https://invent.org/mylocalcamp)



Name  
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Don't miss an immersive STEM experience for your child this summer! There are two days left to register for the all-new @CampInvention program at [Site Location] and save \$40! Register today using coupon code SUM40. [invent.org/mylocalcamp](https://invent.org/mylocalcamp)



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From activities like Road Rally to Camp Invention Champions™, your child will have a blast this summer at the [Site Location] @CampInvention! Save \$40 on your registration when you sign up by 3/31 and use the code SUM40. [invent.org/mylocalcamp](https://invent.org/mylocalcamp)



Hashtags to use for social media posts about this Discount Deadline: #CampInventionCountdown #Save40ForCampInvention

# 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 “Combo\_Social” folder. Double-click to open the file and access the content. Save the files to your computer for use.*

# EMAIL TEMPLATE AND DIGITAL INVITE

Below, you will find an email template and customizable invite that you can use to send emails to invite parents and future campers to your program! Click the image below to download your digital invitation. On the backside, you can use the text provided or update the text in the white box to personalize as you see fit.

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. I've attached a special invite for you to learn more, including a discount code to register.

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]**



*Download your invitation by clicking the image above. Download and save the file to your computer for use. Be sure to save the final file as a PDF prior to sending.*

# 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]**.

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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 brand-new activities that will be available this month on the [National Inventors Hall of Fame® \(NIHF\) blog](#). You can use the following STEM activity blog posts in your classroom, virtual or in person, or share with parents so they can get an inside look at some of the hands-on fun that Camp Invention is all about.



**Celebrate Pi Day with the  
National Inventors Hall of Fame**

Date: 3/05/21



**STEM Activity:  
The Power of Environment**

Date: 3/18/21

*Please note: These blogs will not be available until the publish dates listed above.*



# 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!



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