



Camp Invention At Home Promotional Kit

This promotional guide is filled with easy-to-use resources including Camp Invention™ At Home program descriptions and social media posts. We appreciate your willingness to share this content and 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. These placeholders are highlighted in yellow. Please be sure to update the highlighted sections to reflect the appropriate discount.

Camp Invention At Home Program Descriptions

Below, you will find a variety of descriptions to promote Camp Invention At Home! These descriptions can be used in emails, text messages, morning announcements, digital advertising (including on your community website), newsletters or e-newsletters, community calendars and more! We have provided a set of descriptions for each of our three discounts.

\$30 Promo Code (SUM30), Expires 4/30

30-word

- Unlock your child's creativity with Camp Invention™ At Home! This at-home K-6 program includes hands-on STEM activity kits and the option to create at your own pace, anytime, anywhere. Register using **SUM30 by 4/30** at invent.org/camp to save **\$30!**
- Spark your kid's imagination with Camp Invention™ At Home! This at-home K-6 program connects kids across communities through collaborative STEM challenges. Register using **SUM30 by 4/30** to save **\$30** at invent.org/camp.
- Check out the new Camp Invention™ At Home program: Recharge! This at-home K-6 program delivers STEM activity kits and chances to collaborate with friends and a certified educator. Register using **SUM30 by 4/30** to SAVE **\$30** at invent.org/camp.
- Camp Invention™ At Home offers creative, at-home fun for grades K-6! Register for the new program, Recharge, at invent.org/camp. Use **SUM30 by 4/30** to save **\$30!**



50-word

- Looking for a unique and exciting hands-on STEM program for kids in grades K-6? Check out the new Camp Invention™ At Home! This at-home program delivers robust STEM activity kits direct to your door and daily opportunities to collaborate with friends and certified educators. Create at your own pace, anytime, anywhere. Learn more and register using **SUM30 by 4/30** to SAVE **\$30** at invent.org/camp.
- Inspire your kid's creativity and build their confidence with Camp Invention™ At Home! This at-home K-6 program delivers STEM activity kits with everything you need to complete exciting STEM challenges on or off screen. Participants can join fellow campers and a certified educator online to take apart their own microphone, build duck-launching devices and more! Visit invent.org/camp to learn more. Register using **SUM30** to save **\$30** by **4/30**.

75-word

- Spark your kid's creativity and confidence with the all-new Camp Invention™ At Home program, Recharge! This K-6, at-home experience delivers hands-on activity kits and opportunities to make real connections with friends and a certified educator. From taking apart their own microphone to building and designing duck-launching devices, each activity is designed to give your young innovator the best summer ever. Create at your own pace, anytime, anywhere! Visit invent.org/camp to learn more. Register using **SUM30** to save **\$30** by **4/30**.

100-word

- Spark your kid's creativity and confidence with Camp Invention™ At Home! This at-home program for grades K-6 delivers hands-on, material-packed activity kits and opportunities to make real connections with friends and a certified educator. Participants 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. Create at your own pace, anytime, anywhere! Visit invent.org/camp to learn more. Register using **SUM30** to save **\$30** by **4/30**.



Unlimited

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\$25 Promo Code (SUM25), Expires 5/26

30-word

- Unlock your child's creativity with Camp Invention™ At Home! This at-home K-6 program includes hands-on STEM activity kits and the option to create at your own pace, anytime, anywhere. Register using **SUM25 by 5/26** at invent.org/camp to save **\$25!**
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National Inventors Hall of Fame®

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Camp Invention At Home Social Content

Creating a buzz about Camp Invention™ At Home on social media is a quick and easy way to reach parents and spread the word! Below, you will find prewritten posts to use on your personal and/or community social media profiles. Please be sure to update the highlighted sections to reflect the appropriate discount (full list of discounts provided below).

Social Platform	Relevant Date (If Applicable)	Social Copy
Any Social Platform	World Creativity and Innovation Day: 4/21	Happy World Creativity and Innovation Day! This summer, help your child get creative through hands-on experiences, like #CampInvention At Home! Programs are available throughout the summer. Register today at invent.org/camp and save \$30 with the coupon code SUM30 (expires 4/30).
		When you sign up for @CampInvention At Home, a kit containing all the creative materials you'll need for camp will be sent to you. Use the coupon code [Code] when registering for your at-home STEM adventure to save \$[Amount] (expires [Date])! invent.org/camp
		The creative activities during @CampInvention At Home are perfect for your child to take outside and get active as they're learning. Sign up today at invent.org/camp !
		Explore STEM concepts this summer with @CampInvention At Home, a hands-on, at-home summer experience that is tons of fun and offers limitless options to collaborate with other campers. Sign up at invent.org/camp !
Facebook		During the week of @CampInvention At Home, campers will explore STEM ideas with a set of awesome, themed activities. Hours of fun await your young innovator during this one-of-a-kind, at-home summer experience!



		Be sure to use the coupon code [Code] to save \$[Amount] (expires [Date]) on your registration at invent.org/camp .
Twitter		During the week of #CampInvention At Home, campers will explore STEM ideas with a set of awesome, themed kits. Hours of fun await your young innovator during this one-of-a-kind, at-home summer experience! Sign up today at invent.org/camp .
		@CampInvention At Home, a collaborative, hands-on STEM experience, is available this summer! Use the coupon code [Code] to save \$[Amount] (expires [Date]) on your registration. invent.org/camp

Some Best Practices for Social Media:

- The sample posts above contain a Camp Invention® tag (@CampInvention). Please make sure that the tags are activated before posting. To do this, start by typing the @ symbol and "Camp Invention". You will see a drop-down list with different options and then you will select Camp Invention.
- Some examples of hashtags that you can include with your social posts are:
 - o #NIHF
 - o #CampInvention
 - o #STEMEducation
- Please try to engage with comments on your post. This can include either liking comments or replying to them.
- Please insert the proper promo code, savings amount and expiration date depending on the timing of your post.
 - o SUM30; \$30; expires 4/30
 - o SUM25; \$25; expires 5/26