



Camp Invention®

MAY PROMOTIONAL GUIDE



MAY CAMP INVENTION PROMOTIONAL GUIDE

We are excited to share the resources below to support your Camp Invention® promotions leading up to this month's **\$25 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 dates:



SOCIAL MEDIA CONTENT - FACEBOOK

When promoting the \$25 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.



Happy #NationalInventorsMonth! Celebrate your young innovator by registering for the all-new @CampInvention program at [Location Name]! Save \$25 when you register by 5/26 using SUM25. invent.org/mylocalcamp



Still looking for hands-on summer fun for your child? Check out @CampInvention at [Location Name] the week of [Start Date]! During the all-new program, campers will take apart a microphone, build duck-launching devices and gear up their own vehicle for the Super Road Rally! Register with SUM25 by 5/26 to save \$25. invent.org/mylocalcamp



Empower your child's confidence and creativity this summer at @CampInvention! Coming to [Location Name] the week of [Start Date], this one-week program offers exciting #STEM challenges that inspire K-6 children to bring their imaginations to life. Register today to SAVE \$25 on this awesome experience using SUM25. invent.org/mylocalcamp



This month is #NationalInventorsMonth! This summer, your child can become an inventor at [Location Name] @CampInvention program the week of [Start Date]. At camp, children will design, invent and create the next big thing! Register by 5/26 to save \$25 with promo code SUM25. invent.org/mylocalcamp



#STEM concepts come to life through exciting, real-world adventures at @CampInvention! Camp is coming to [Location Name] the week of [Start Date] for K-6 children. Register your innovator by 5/26 to save \$25 with code SUM25! invent.org/mylocalcamp



One week left to save \$25 on your child's @CampInvention registration! Don't miss out on the all-new activities at [Location Name] where children will design and pitch their own inventions, explore landmarks around the world and adopt their own solar-powered cricket! Register for camp the week of [Start Date] by 5/26 using SUM25. invent.org/mylocalcamp

Hashtags to use for social media posts about this Discount Deadline: #CampInventionCountdown #Save25ForCampInvention

SOCIAL MEDIA CONTENT - TWITTER



Happy #NationalInventorsMonth! Celebrate your young innovator by registering for the all-new @CampInvention program at [Location Name]! Save \$25 when you register by 5/26 using SUM25. #summercamp #STEM invent.org/mylocalcamp



Still looking for an exciting, hands-on summer experience for your child? Check out @CampInvention at [Location Name] the week of [Start Date]! Register with SUM25 by 5/26 to save \$25. invent.org/mylocalcamp



Empower your child's confidence and creativity this summer at @CampInvention! Coming to [Location Name] the week of [Start Date], this program offers exciting #STEM challenges to inspire K-6 children. SAVE \$25 using SUM25. invent.org/mylocalcamp



This month is #NationalInventorsMonth! At @CampInvention your child can become an inventor as they design, invent and create the next big thing! Register for camp at [Location Name] by 5/26 with promo code SUM25 to save \$25. invent.org/mylocalcamp



#STEM concepts come to life through exciting, real-world adventures at @CampInvention! Camp is coming to [Location Name] the week of [Start Date] for K-6 children. Register your innovator by 5/26 to save \$25 with code SUM25! invent.org/mylocalcamp



One week left to save \$25 on your @CampInvention registration! Don't miss out on the all-new activities at [Location Name]. Campers will launch ducks, design inventions and adopt a robotic cricket! Register by 5/26 using SUM25. invent.org/mylocalcamp



Hashtags to use for social media posts about this Discount Deadline: #CampInventionCountdown #Save25ForCampInvention

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 “May_Social_Recharge” 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 a write-up including a link to [this blog post](#) that you can use in school or district newsletters, emails and other communications to let parents know Camp Invention is coming to your area.

Attention Parents and Guardians! If you are still looking for an **exciting and fun summer learning** opportunity for your child, check out Camp Invention®!

For students entering grades K-6, this program is a one-of-a-kind experience that will introduce your child to **STEM concepts through engaging, hands-on challenges**. As they rotate through four all-new activities, campers collaborate with friends, develop problem-solving skills and bring their creative ideas to life.

[Location Name] is offering the program in person and at home from [Start Date] to [End Date].

Check out a few Camp Invention FAQs at bit.ly/FAQCampInvention or contact [Name] at [Phone/Email] to learn more!

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:
Solar-Powered Space Station**

Blog available on 5/5/2021



**STEM Activity:
Magnetic Fishing**

CAMP INVENTION VIDEOS

Share the videos below with your classroom or on social media to boost excitement for your upcoming program!



Open Mic



Road Rally

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