



Camp Invention®

CAMP PARENT RECRUITMENT TOOLKIT



A NATIONAL INVENTORS HALL OF FAME® EDUCATIONAL PROGRAM

WELCOME!

DEAR CAMP INVENTION® DIRECTOR,

Congratulations on leading the way as Director for Camp Invention this year! Did you know that camps with Camp Parents have on average 40% more registered campers than those without? When more campers sign up, you also have the potential to bring on additional Instructors and ensure a bigger stipend for your team.

By recruiting a great Camp Parent, you can reach even more families who will be interested in signing up for camp. This passionate team member can help you spread the word about hands-on STEM fun that will turn curious campers into confident, capable creators and innovators.

We are grateful that you are committed to bringing Camp Invention to life for children in your community, and we know it takes a dedicated team to make that happen — a team that values the joy of learning. Together with NIHF, your Program Team Members will promote an exciting summer adventure designed to build memories, skills and mindsets that will last a lifetime.



TABLE OF CONTENTS

Welcome2

- a. What Makes a Good Camp Parent?... 4
- b. What’s In It for a Camp Parent?..... 5

Resources6

- a. Role Description.....7
- b. Sample Email Templates..... 8
- c. Recruitment Flyer Template 10
- d. Social Media Post Templates11

What’s Next?12



CLICK THE BUTTON BELOW TO DOWNLOAD ALL YOUR PROMOTIONAL IMAGES, 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_Parent_Recruitment” folder. Double-click to open the file and access the content. Save the files to your computer for use.

**For Ohio programs, please be sure to include this disclaimer in any communications:
“Camp Invention is not a school-sponsored program or school-affiliated activity.”**

WHAT MAKES A GOOD CAMP PARENT?

YOUR BEST CAMP PARENT WILL BE:

- Engaged in social media like:
 - Facebook
 - Twitter
 - Instagram
- Actively involved in their children's extracurricular and/or community activities.
- Committed to getting as many children enrolled in the program as possible.
- Well connected in the local community.
- Enthusiastic and able to generate excitement when representing the program.
- Creative, flexible and resourceful.
- Self-directed and a natural problem solver.



WHERE TO FIND CAMP PARENTS:

- Previous Program Team Members.
- PTA/PTO members.
- Parents who are heavily involved in extracurricular and/or community activities.
- Parents who have children of multiple ages, so they can be involved in the Camp Parent role for a longer time.



Your Camp Parent could even be a teacher who doesn't want to be an Instructor during the week of camp, but who still wants to be involved and get a discount for their child!

WHAT'S IN IT FOR A CAMP PARENT?

CAMP PARENTS GET :



Discounts for their child/children to attend camp.

An **opportunity** to promote creativity and advance the spirit of innovation in your community.



A chance to **develop skills** in marketing and promotion through hands-on experience.



Turnkey implementation, with all promotional materials provided, including flyers, posters, social media templates and **more!**



RESOURCES

WE ARE HERE TO HELP!

To ensure that building your Program Team is as easy as possible, we've gathered all the resources you need to recruit a Camp Parent. If you have questions about any of the provided resources or need additional assistance, remember your Regional Representative will be happy to help.



Emails and phone calls are great ways to reach out to potential Camp Parents! Need contact information for your past Camp Parents? Your Regional Representative can provide you with their email addresses and phone numbers!

CAMP PARENT ROLE DESCRIPTION

To give potential Camp Parents an understanding of what to expect, share this helpful Camp Parent Role Description. All the expectations are detailed here, helping you recruit the best parent to make your camp a success.



CAMP PARENT ROLE DESCRIPTION

OVERVIEW

The Camp Parent is responsible for assisting Directors in promoting their program at a local level. Camp Parents help further the mission of Camp Invention® and the National Inventors Hall of Fame® by making their local camp a success through increased enrollment. Camp Parents receive one (1) complimentary base price registration for their immediate child in return for their completion of the responsibilities below.

Our Best Camp Parents:

- Engage in social media (Facebook, Twitter and Instagram)
- Are actively involved in their children's extracurricular and/or community activities
- Are committed to getting as many children enrolled in the program as possible
- Are well connected in the local community
- Exhibit excellent interpersonal skills with both children and adults
- Demonstrate enthusiasm and generate excitement when representing the program
- Display creativity, flexibility and resourcefulness
- Are self-directed and natural problem solvers

Camp Parent Responsibilities Include:

- Post on social media sites to gain interest in the program
- Conduct a parent-to-parent email campaign
- Work with the PTA/PTO council to help further promote the program
- Distribute flyers and posters in the community, including at the public libraries, grocery stores, coffee shops, etc.
- Set up a camp booth at community events: swimming lesson sign-ups, Little League or soccer games, school carnivals, kindergarten roundup (many children have older siblings), etc.
- Distribute flyers and brochures to private schools and schools in other districts
- Give information to leaders of local Scout troops
- Arrange for dates to be placed on community bulletin boards, including the local newspaper and outdoor displays in the community

invent.org | 800-968-4332 | 3701 Highland Park NW | North Canton, OH 44720



[CLICK TO DOWNLOAD](#)

To download the resources, click the button above. Files should appear in your downloads folder. Go to your downloads folder and locate the "Camp_Invention_Camp_Parent_Role_Description" PDF. Double-click to open the file and access the content. Save the files to your computer for easy use.



NOTE: All resources can be found on the Resource Center.

SAMPLE EMAIL TEMPLATES

Template: Email to nonregistered alumni parents

Subject: Free spot at Camp Invention in exchange for your help!

Hello Camp Invention Families,

I am in search of a Camp Parent to help me promote Camp Invention® at [Camp Name]. In return for assisting with promotions, the Camp Parent can register one immediate child for FREE (with the exception of any up-charges or facility fees that have been added on by the district)! If you have additional children, you can also take advantage of the Program Team discount of \$130 off the price of camp!

As a Camp Parent, you will NOT be required to be at camp during the week of the program. You would simply provide assistance with marketing the program leading up to the week of camp.

Our Camp Parent can help support our Camp Invention program by:

- Posting on social media sites to generate interest in the program.
- Communicating with your parent organization (PTA/PTO) to promote the program.
- Distributing flyers and posters in the community, including at schools in other districts, public libraries, grocery stores, coffee shops, etc.
- Giving information to leaders of local Scout troops.
- Sharing Camp Invention details on community bulletin boards including the local newspaper and outdoor displays in the community.

To make sure you're successful, all the tools are provided for you. We just need your enthusiasm and influence! As a Camp Parent, you'll receive promotional materials, customized flyers, posters, social media sample posts, giveaways and support directly from Camp Invention.

If you are interested in filling the position or would like to discuss the position further, please respond to this email or call me at [number]. Please let me know either way by [date].

Thank you!

[Name]

Camp Invention Director

SAMPLE EMAIL TEMPLATES (CONTINUED)

Template: Email to a parent from a recommendation

Subject: Free spot at Camp Invention in exchange for your help!

Hi [Name],

I am reaching out because you were recommended as a parent who may be interested in getting involved with Camp Invention® this year. I am in search of a Camp Parent for this summer's Camp Invention program that will take place at [Location] from [start date to end date].

As a Camp Parent, you will assist me in promoting the program in our community. In return for assisting with promotions, you can register one immediate child for FREE (with the exception of any up-charges or facility fees that have been added on by the district) and your additional children for \$130 off the price of camp! You are NOT required to be at camp during the week of the program. We simply need you to help us build excitement for the camp and generate enrollment using your influence and community network.

Our Camp Parent can help support our Camp Invention program by:

- Posting on social media sites to generate interest in the program.
- Communicating with your parent organization (PTA/PTO) to promote the program.
- Distributing flyers and posters in the community, including at schools in other districts, public libraries, grocery stores, coffee shops, etc.
- Giving information to leaders of local Scout troops.
- Sharing Camp Invention details on community bulletin boards including the local newspaper and outdoor displays in the community.

To make sure you're successful, all the tools are provided for you. We just need your enthusiasm and influence! As a Camp Parent, you will receive promotional materials, customized flyers, posters, social media sample posts, giveaways and support directly from Camp Invention.

If you are interested in filling the position or would like to discuss the position further, please respond to this email or call me at [number]. Please let me know either way by [date].

Thank you!

[Name]

Camp Invention Director

RECRUITMENT FLYER TEMPLATE

Once you download the flyer template, type in your local program information and print this flyer out on 8.5" x 11" paper for the best results.

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



DOWNLOAD FLYER



NOTE: You can also distribute flyers electronically to your best candidates!

SOCIAL POSTS AND IMAGES

Below you will find prewritten social media posts to promote your search for Camp Parents through your Facebook Event page or Twitter page, as well as personal and/or school district social media profiles.



Give back to your community and get a discount by becoming a Camp Parent at this year's Camp Invention® program. Message us by [\[date\]](#) if interested!

We need creative and enthusiastic people to spread awareness by becoming a Camp Parent for this year's Camp Invention®. Bring creativity to your city, gain promotional skills and get a discount for camp. Message us by [\[date\]](#) if interested!



Parents, want to develop your marketing skills and help your community? Become a Camp Parent for Camp Invention®! We'll provide the promotional materials; you bring the strategy and get a discount on your child's registration. Contact us at [\[contact info\]](#).



Help promote creativity and advance the spirit of innovation in your community by becoming a Camp Parent at Camp Invention® this summer! Message us by [\[date\]](#) if you are interested.



Hey parents! Want a discount for your child's Camp Invention® enrollment? Become a Camp Parent! Use the promotional materials provided to bring hands-on creativity to children in your area. Spots are limited, so contact us at [\[contact info\]](#).

We are looking for several enthusiastic parents to become a Camp Parent at Camp Invention® this summer. Camp Parents will receive a discount on their child's registration. Contact [\[contact info\]](#) to learn more!



Do you have a local PTA/PTO?
Ask if they can share some of these posts in their newsletters or social media groups!

DOWNLOAD SOCIAL 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_Parent_Recruitment" 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 above 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.

WHAT'S NEXT?

CONGRATULATIONS on recruiting the Camp Parent you need for your Camp Invention program this summer! Continue to build on this excitement and keep your Camp Parent involved by following these tips:

- Make sure your Camp Parent has **completed their Agreement**. This will give them access to the Resource Center and more promotional tools they can use to help market your program!
- Your Director Box has a kit for your Camp Parent to help them promote your program. **Be sure to share these resources with them!**
- **The Camp Invention Promotional Guide** is a great tool for your Camp Parent to have as well.

CAMP INVENTION EXPLORE PROMOTIONAL GUIDE

*There are many different Camp Invention program options. If you are not running the one-week Explore program, visit the [Resource Center](#) to find the promotional guide designed for your camp program.

- If your Camp Parent has children, **make sure they sign up for camp!** Ask your Regional Representative for the Camp Parent promo code!



Camp Parents are not required to attend the week of camp, but often they like to attend because they have been so involved leading up to the program.



THANK YOU

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

TO LEARN MORE, CONTACT:



National Inventors
Hall of Fame®

Inspiring Future Innovators®

In partnership with



UNITED STATES
PATENT AND TRADEMARK OFFICE