



Camp Invention®

# APRIL PROMOTIONAL GUIDE



# APRIL PROMOTIONAL DATES

Happy April! We are excited to share the new resources below to support your Camp Invention® promotions leading up to the upcoming **\$15 DISCOUNT DEADLINE**. 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 May discount deadline to help boost your program registration:

**APRIL 2-10**

**National  
Robotics  
Week**

**FRI., APRIL 22**

**Earth  
Day**

**WED., MAY 18**

**\$15  
Discount  
Deadline**

## EVEN MORE EXCITING NEWS!

If you are offering two weeks of camp, parents who would like to register for both weeks of Camp Invention can save **\$60 off their second week** registration. Once they complete their first registration, a confirmation email will be sent. That email will contain a unique URL. They will need to register for the second week using the unique URL, and a promo code for \$60 off will automatically be applied to their next registration.

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

# SOCIAL MEDIA CONTENT - FACEBOOK

When promoting the \$15 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.

## DEADLINE REMINDERS



Today is the last day to save \$15 off your child's @CampInvention registration! You don't want to miss out on this summer camp, and you definitely don't want to miss out on this discount! Join us this summer at [Location] for an exciting week of all-new STEM fun! Hurry to save your spot and save using SUM15. [invent.org/mylocalcamp](http://invent.org/mylocalcamp)



Confidence, creativity and friendship are what @CampInvention is all about! Only one more week left to save \$15 when you register for STEM fun at [Location]. You won't want to miss this! Use SUM15 to save. [invent.org/mylocalcamp](http://invent.org/mylocalcamp)

## ALL MONTH LONG



Turn your curious kids into innovative thinkers this summer at @CampInvention at [Location]. Camp will take place the week of [Date] and spots are running out! Secure your spot today and save \$15 by using SUM15! [invent.org/mylocalcamp](http://invent.org/mylocalcamp)

## TWO-WEEK CAMP



This summer [Location] is offering two weeks of @CampInvention for double the fun! Each week has a different set of hands-on activities to boost confidence and encourage creative problem solving. Register today using SUM15 to save \$15 off registration. Once you register for week one, check your email for a \$60 off coupon code for week two! [invent.org/mylocalcamp](http://invent.org/mylocalcamp)

## HOLIDAY SPECIFIC



Did you know it's #NationalRoboticsWeek? What better way to join in the celebration than signing up for Camp Invention at [Location], where kids will get to be the driver of their own inventions through hands-on STEM fun – bots included! Register your curious innovator for camp the week of [Date] and save \$15 using SUM15! [invent.org/mylocalcamp](http://invent.org/mylocalcamp)



Happy #EarthDay! Celebrate by registering for @CampInvention, where kids are encouraged to think creatively to solve problems through hands-on fun. These skills can help your kid one day determine ways to reduce landfill waste or remove pollution from the ocean! Camp will run the week of [Date] at [Location]. Register today using SUM15 to save \$15. [invent.org/mylocalcamp](http://invent.org/mylocalcamp)

# SOCIAL MEDIA CONTENT - TWITTER

## DEADLINE REMINDERS



Name  
@Username

Two days left to save \$15 off your child's @CampInvention registration! Join us at [Location] this summer from [Date] to [Date] for an exciting week of all-new, confidence-building #STEM fun! Register using code SUM15 to save! [invent.org/mylocalcamp](http://invent.org/mylocalcamp)



Name  
@Username

Today is the last day to save \$15 off your child's @CampInvention registration! Join us this summer at [Location] from [Date] to [Date] for an exciting week of all-new STEM fun! Hurry to save your spot and save using SUM15. [invent.org/mylocalcamp](http://invent.org/mylocalcamp)



## ALL MONTH LONG



Name  
@Username

Confidence, creativity and friendship are what @CampInvention is all about! Register for exciting STEM fun at [Location] this summer from [Date] to [Date]. Use SUM15 to save \$15! [invent.org/mylocalcamp](http://invent.org/mylocalcamp)



## TWO-WEEK CAMP



Name  
@Username

This summer [Location] is offering two weeks of @CampInvention! Each week has a different set of hands-on activities to boost confidence and encourage creative problem solving. Register today using SUM15 to save \$15 on week one and \$60 off week two! [invent.org/mylocalcamp](http://invent.org/mylocalcamp)



## HOLIDAY SPECIFIC



Name  
@Username

It's #NationalRoboticsWeek! If your child loves to tinker and investigate how things work, check out @CampInvention. Camp is running at [Location] the week of [Date]. Register today and save \$15 by using code SUM15! [invent.org/mylocalcamp](http://invent.org/mylocalcamp)



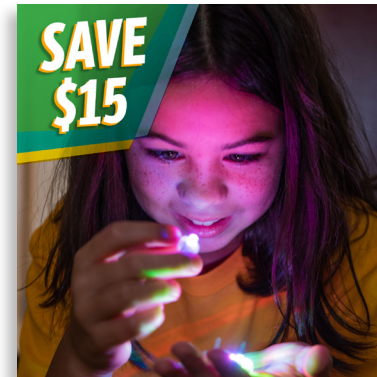
Name  
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# SOCIAL MEDIA IMAGES

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

# EMAIL TEMPLATE

Below, you will find an email template including a link to this [blog post](#) that you can use to send emails to invite parents, colleagues, neighbors and friends, and their future campers to your program!

Hi Parents and Guardians!

As you're gearing up for the summer months, I'm excited to share a great opportunity for your child! This summer, I will be the [\[Director/Instructor\]](#) for Camp Invention® at [\[Location Name\]](#) [\[Dates\]](#).

This program is a fantastic opportunity to introduce your innovator to STEM concepts as they build confidence and strengthen friendships! When your child joins us, they will team up to take on exciting real-world challenges, dive into hands-on learning activities and expand their creativity!

For more information, check out this [blog post](#) to see how children will explore design thinking as they engage in STEM learning at Camp Invention this summer! If you are ready to register, visit [invent.org/mylocalcamp](http://invent.org/mylocalcamp) and use promo code **SUM15 for \$15 off**.

We would LOVE to see your kiddo this summer – please feel free to reach out if you have any questions!

Sincerely,

[\[Name\]](#)



# STEM ACTIVITIES

Below are some timely activities that can be found on the National Inventors Hall of Fame® [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.



Looking for more **STEM** activities to share? New ones are added each month at [invent.org/blog/stem-activities/](https://invent.org/blog/stem-activities/)!

# MORE PROMOTIONAL TOOLS

## Testimonials

Share these camp experiences on social media, on your school website or in parent communications to provide the inside scoop on why parents and kids love Camp Invention.



“

**“I took what was inside my head and made it into an invention! I LOVE inventing!”**

– ASHFORD S., CAMP INVENTION CAMPER



“

**“I just want to let you know how much my girls LOVE Camp Invention. This will be their third year, and it is always one of their favorite things about summer.”**

– MARY P., CAMP INVENTION PARENT

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

