



Camp Invention®

# PROMOTIONAL GUIDE

For Two-Week Programs Only



A NATIONAL INVENTORS HALL OF FAME® EDUCATIONAL PROGRAM

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**CLICK THE BUTTON BELOW TO DOWNLOAD ALL YOUR PROMOTIONAL IMAGES, BANNERS, POSTERS AND MORE!**



To download the assets, click the button above. Files should appear in your downloads folder — go to your downloads folder and locate the “Promotional\_all\_downloads\_combo” folder. Double-click to open the file and access the content. Save the files to your computer for use.

# GETTING STARTED

**DEAR CAMP INVENTION PROGRAM TEAM MEMBER,**

We can't thank you enough for joining us as a Camp Invention® Director, Instructor or Camp Parent. Your enthusiasm, support and dedication are essential to everything we do.

You are an integral part of Camp Invention's mission to spark the innovative spirit and help as many children as possible to reach their creative potential. The best way to do this is to promote your local program and drive enrollment.

In this promotional guide, you'll find lots of easy-to-use resources — from program write-ups to social media posts and web banners! You'll have everything you need to create excitement in your community and encourage families to register for this one-of-a-kind, hands-on summer experience.

As you review these resources, you'll see that many of the templates include placeholders for discount codes and deadlines, as well as information specific to your local program. These placeholders are highlighted in yellow. Please be sure to fill in these highlighted sections with your local camp details and discount amounts and dates. You can use the discount calendar on the next page as a reference.

Throughout this guide, you'll find suggestions for how to use the resources provided. But remember — we are all about creativity and innovation! So as always, we encourage you to customize your own awareness-building activities to work for your community.

Thank you again for all your support. We can't wait for this summer's new adventures!

Your National Inventors Hall of Fame® (NIHF) Team

# 2022 DISCOUNT CALENDAR

## EXCITING NEWS!

We can't wait to see all our friends at camp — so we're providing Camp Invention discounts for **both new and returning campers!**

Below are the 2022 discounts and discount deadlines — mark your calendar or set a reminder with these dates, and check these tips off your list:



Send a final discount reminder to parents a few days before the deadline



Update any current communications with the next discount code and deadline



## EVEN MORE EXCITING NEWS!

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 including 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.

# PROGRAM WRITE-UPS

The write-ups below can help you promote this summer's exciting Camp Invention programs! These write-ups are perfect for emails, text messages, morning announcements, district all-calls, digital advertising (including on your school or district website), school newsletters or e-newsletters, community calendars and more! Get creative as you spread the word beyond your school or district.

*Note: Be sure to update the highlighted information with your local program details.*

## 30-WORD

Your child can get creative this summer at Camp Invention®! **[LOCATION]** will host two weeks of this fun K-6 program from **[DATE]** to **[DATE]**. Register using **[CODE]** by **[DATE]** at [invent.org/mylocalcamp](http://invent.org/mylocalcamp) to save **[AMOUNT]** on week one and unlock a \$60 savings for week two.

Unlock your child's potential at Camp Invention®! This nationally acclaimed K-6 program comes to **[LOCATION]** for two weeks from **[DATE]** to **[DATE]** with creative, hands-on STEM adventures. Register using **[CODE]** by **[DATE]** at [invent.org/mylocalcamp](http://invent.org/mylocalcamp) to save **[AMOUNT]**!

Your kid can stretch their imagination with hands-on STEM adventures at Camp Invention®! This K-6 program comes to **[LOCATION]** from **[DATE]** to **[DATE]**, and each week offers a different experience. Register using **[CODE]** by **[DATE]** at [invent.org/mylocalcamp](http://invent.org/mylocalcamp) to save **[AMOUNT]**!

The nationally acclaimed Camp Invention® comes to **[LOCATION]** from **[DATE]** to **[DATE]** for two weeks of creative, hands-on STEM adventures for kids in grades K-6! Register using **[CODE]** by **[DATE]** at [invent.org/mylocalcamp](http://invent.org/mylocalcamp) to save **[AMOUNT]**!

This summer, Camp Invention® comes to **[LOCATION]** for two weeks of action-packed STEM fun! Week one begins on **[DATE]** and week two begins on **[DATE]** with a different program for grades K-6 each week. Register using **[CODE]** by **[DATE]** at [invent.org/mylocalcamp](http://invent.org/mylocalcamp) to save **[AMOUNT]**!

Thanks to rave reviews from campers, parents and teachers, we're bringing Camp Invention® back for its **[NUMBER]** year at **[LOCATION]**. This two-week program is full of all-new, hands-on STEM fun! Register at [invent.org/mylocalcamp](http://invent.org/mylocalcamp) by **[DATE]** using **[CODE]** to save **[AMOUNT]**!

# PROGRAM WRITE-UPS

## 100-WORD

Spark your kid's creativity and build their confidence at Camp Invention®! **[LOCATION]** is hosting two weeks of fun where children in grades K-6 will learn STEM concepts by collaborating with friends, building creative problem-solving power, sketching, building and testing inventions, and completing high-energy challenges inspired by world-changing innovators! Week one begins **[DATE]** and week two begins **[DATE]**, with each week offering a different, exciting program. Register for both weeks for double the fun and extra savings. Visit [invent.org/mylocalcamp](https://invent.org/mylocalcamp) and use promo code **[CODE]** by **[DATE]** to save **[AMOUNT]** off your first registration. Then, use the unique URL in your registration confirmation email to register and save \$60 off week two.

Thanks to amazing reviews from parents, teachers and — most importantly — campers, we're bringing Camp Invention® back to **[LOCATION]** for two weeks, from **[DATE]** to **[DATE]**! Spark your kid's creativity and build their confidence with a different, exciting program each week! Campers in grades K-6 will collaborate with friends in hands-on, open-ended STEM adventures that inspire curiosity and stretch imaginations. Register for both weeks for double the fun and extra savings. Visit [invent.org/mylocalcamp](https://invent.org/mylocalcamp) and use promo code **[CODE]** by **[DATE]** to save **[AMOUNT]** off your first registration. Then, use the unique URL in your registration confirmation email to register and save \$60 off week two.

## 150-WORD

Spark your kid's creativity and build their confidence at Camp Invention® this summer! At **[LOCATION]** during the weeks of **[DATE]** and **[DATE]**, children in grades K-6 will team up to take on fun, hands-on STEM challenges. In week one, children will find all-new adventures with chances to dive into innovation and boost their social skills while collaborating with friends. In week two, they will encounter even more opportunities to sketch their biggest ideas, build and test their invention designs, and practice persistence. Each week is designed to provide an unforgettable summer experience! Register for both weeks for double the fun and extra savings! Visit [invent.org/mylocalcamp](https://invent.org/mylocalcamp) and use promo code **[CODE]** by **[DATE]** to save **[AMOUNT]** off your first registration. Then, use the unique URL in your registration confirmation email to register and save \$60 off week two.

Spark your kid's creativity and build their confidence at Camp Invention®! This nationally acclaimed program will be hosted by **[LOCATION]** the weeks of **[DATE]** and **[DATE]**! This creative camp invites kids in grades K-6 to collaborate with friends in hands-on, open-ended STEM challenges. In week one, children will find all-new adventures with chances to dive into innovation, boost their social skills and use their imagination. In week two, they will encounter even more opportunities to sketch their biggest ideas, build and test their invention designs, and practice persistence. Register for both weeks for double the fun and extra savings! Visit [invent.org/mylocalcamp](https://invent.org/mylocalcamp) and use promo code **[CODE]** by **[DATE]** to save **[AMOUNT]** off your first registration. Then, use the unique URL in your registration confirmation email to register and save \$60 off week two.

# PROGRAM WRITE-UPS

## 150-PLUS-WORD WRITE-UP FOR RETURNING DISTRICTS

Spark your kid’s creativity and build their confidence when Camp Invention® returns to **[LOCATION]** this summer! Thanks to rave reviews, this popular program will be back for two weeks, from **[DATE]** to **[DATE]**. Kids in grades K-6 will team up to take on fun, hands-on STEM challenges with a different program each week! In week one, children will find all-new adventures with chances to dive into innovation and boost their social skills while collaborating with friends. In week two, they will encounter even more opportunities to sketch their biggest ideas, build and test their invention designs, and practice persistence. Each week is designed to provide an unforgettable summer experience! Register for both weeks for double the fun and extra savings. Visit [invent.org/mylocalcamp](https://invent.org/mylocalcamp) and use promo code **[CODE]** by **[DATE]** to save **[AMOUNT]** off your first registration. Then, use the unique URL in your registration confirmation email to register and save \$60 off week two.

## 200-PLUS-WORD

Camp Invention® is coming to **[School District Name]**!

In partnership with the National Inventors Hall of Fame® (NIHF), **[School District Name]** is pleased to offer the nationally acclaimed Camp Invention program to children entering kindergarten through sixth grade. This exciting summer adventure provides opportunities for open-ended, hands-on exploration of science, technology, engineering and more! Rotating through a variety of exciting activities each day, children have fun collaborating with friends, thinking creatively and inventing their own solutions to real-world challenges.

This summer, there are two sessions of Camp Invention for double the fun! Week one begins on **[START DATE]** and week two begins on **[START DATE]**. **[DIRECTOR NAME]** will be the Director of both sessions.

Both new and returning campers will have an unforgettable time as they take on an expedition full of far-reaching explorations, fascinating discoveries and exhilarating “a-ha” moments!

In week one, children will find all-new adventures with chances to dive into innovation and boost their social skills while collaborating with friends.

In week two, they will encounter even more opportunities to sketch their biggest ideas, build and test their invention designs, and practice persistence.

Register for both weeks for double the fun and extra savings. Visit [invent.org/mylocalcamp](https://invent.org/mylocalcamp) and use promo code **[CODE]** by **[DATE]** to save **[AMOUNT]** off your first registration. Then, use the unique URL in your registration confirmation email to register and save \$60 off week two.

**[Extended Day — if applicable]** Exciting news for this location — we are offering an optional Extended Day experience! Your program will run from 7:30 a.m. to 5:30 p.m. for an additional registration cost of \$80 per week. Traditional program hours are 9 a.m. to 3:30 p.m.

# PROGRAM WRITE-UPS

## 200-PLUS-WORD WRITE-UP FOR RETURNING DISTRICTS

Camp Invention® is coming back to **[School District Name]**!

In partnership with the National Inventors Hall of Fame® (NIHF), for the **[NUMBER]** year, **[School District Name]** is pleased to offer the nationally acclaimed Camp Invention program to children entering kindergarten through sixth grade. This popular program has earned rave reviews from parents, teachers and — most importantly — campers! Children will engage in opportunities for open-ended, hands-on exploration of science, technology, engineering and more! Rotating through a variety of exciting activities each day, kids have fun teaming up with friends, thinking creatively and inventing their own solutions to real-world challenges.

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Register for both weeks for double the fun and extra savings. Visit [invent.org/mylocalcamp](https://invent.org/mylocalcamp) and use promo code **[CODE]** by **[DATE]** to save **[AMOUNT]** off your first registration. Then, use the unique URL in your registration confirmation email to register and save \$60 off week two.

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# SOCIAL MEDIA PROMOTIONS

Creating a buzz about your local Camp Invention program on social media is a quick and easy way to reach parents and spread the word! Below, you will find our how-to guides for creating and promoting a Facebook Event, as well as prewritten posts and images to use on your personal and/or school/district social media profiles.

## CREATING A FACEBOOK EVENT

Creating an event for your local Camp Invention program, rather than a profile or company page, is much more beneficial to your program for numerous reasons:



### EFFECTIVE COMMUNICATION:

When a parent/participant selects “Attending” on the event page, they will receive notifications every time there is an update on the event page. This means that every time you post a status update, make a logistical change or upload pictures, this information will show in every attendee’s News Feed and alert them to check the event page. This does not happen with a Facebook profile. Only a fraction of followers will see updates from profiles, so keep in mind that any urgent or time-sensitive issues will not be seen by all participants!

You can also share a Facebook Event as a Facebook post from your personal social profile. Detailed steps to do so are included in the [“Promoting your Facebook Event”](#) section below.



### SAVES YOU TIME:

Creating and maintaining an event is easy. In the next section, we have step-by-step guides detailing how to create one.

# SOCIAL MEDIA PROMOTIONS



## ELIMINATES CONFUSION:

We have a [Camp Invention Facebook page](#) and a dedicated team of social media professionals to maintain our social profiles and respond to parent inquiries year-round. **Creating additional Camp Invention Facebook profiles could cause confusion for parents.**

Through advertising campaigns and responding to parent questions, we are always working to support local programs and boost registration!

Your Facebook Event is a great way to share relevant details about your local program while the Camp Invention Facebook page promotes camp registrations nationwide and manages parent inquiries. Please feel free to utilize any of the content that is posted on our Facebook page for your event page.



## A CURRENT ERROR THAT CAN AFFECT FACEBOOK EVENT PAGES:

There is currently an issue with Facebook automatically adding an inaccurate price of “Free” and an inaccurate event duration to Facebook Event pages. Users are not able to change these automatically added settings on their event pages.

If you create a Facebook Event page for your local program and experience this issue, we recommend adding the following line of text to the beginning of your event page description:

Please note that there is an error with Facebook resulting in inaccurate pricing and duration information being listed above. This program will run from **[Start Date]** to **[End Date]** and is \$**[Price]**. We apologize for any confusion.

**Now that you understand the numerous benefits that Facebook Events offer, follow the detailed steps on the next page to create your own!**

# SOCIAL MEDIA PROMOTIONS

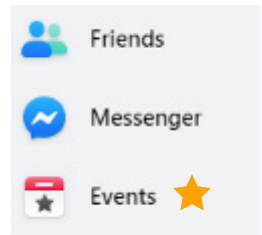
## CREATING A FACEBOOK EVENT

### CREATING A FACEBOOK EVENT: A STEP-BY-STEP GUIDE

#### STEP 1

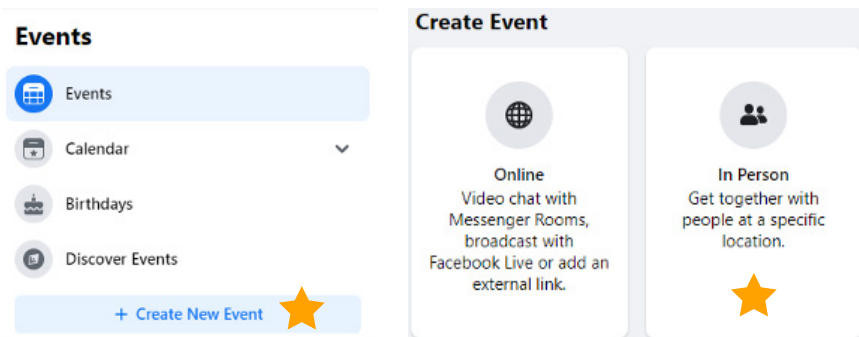
Log into your personal Facebook account. From your HOME view (not PROFILE view) you will see a list of options on the left-hand side of your screen. Click on Events. You may need to click on the “see more” arrow depending on how many items your sidebar on your personal Facebook profile has.

Please Note: The additional options pictured here might appear in a different order or some options might not appear at all.



#### STEP 2

On the left side of the Events page, click on “+ Create New Event” and select “In Person” from the Create Event options that appear.



# SOCIAL MEDIA PROMOTIONS

## CREATING A FACEBOOK EVENT

### STEP 3

#### Complete the fields under Event Details.

Your Event Name should use the following format:

“Camp Invention – [Your Location’s Name]”

Use your first day of camp to set the Start Date/Time for when participants are to arrive at the program on the first day. The End Date/Time should be the final day and ending time of your program.

Set the event Privacy to “Public.”

Event name	
Start Date Oct 1, 2020	Start Time 8:30 AM
End Date Oct 1, 2020	End Time 2:00 PM
- End Date and Time	
Privacy Public	▼

### STEP 4

#### Enter the Location of your program site on the next page.

Please use the location of your school or organization as the event location.

#### Location

Add a physical location for people to join your event.

Location	📍
----------	---

⌚ Time zone set by the location

# SOCIAL MEDIA PROMOTIONS

## CREATING A FACEBOOK EVENT

### STEP 5

Click the Description box on this page to enter the details for your program. Please use the program text provided below, and be sure to update the information highlighted to reflect your local program details.

Camp Invention® is coming back to **[School District Name]**!

In partnership with the National Inventors Hall of Fame® (NIHF), for the **[NUMBER]** year, **[School District Name]** is pleased to offer the nationally acclaimed Camp Invention program to children entering kindergarten through sixth grade. This popular program has earned rave reviews from parents, teachers and — most importantly — campers! Children will engage in opportunities for open-ended, hands-on exploration of science, technology, engineering and more! Rotating through a variety of exciting activities each day, kids have fun teaming up with friends, thinking creatively and inventing their own solutions to real-world challenges.

This summer, there are two sessions of Camp Invention for even more fun! Each week offers a different, exciting program. Week one begins on **[START DATE]** and week two begins on **[START DATE]**. **[DIRECTOR NAME]** will be the Director of both sessions.

Both new and returning campers will have an unforgettable time as they take on an expedition full of far-reaching explorations, fascinating discoveries and exhilarating “a-ha” moments!

In week one, children will find all-new adventures with chances to dive into innovation and boost their social skills while collaborating with friends.

In week two, they will encounter even more opportunities to sketch their biggest ideas, build and test their invention designs, and practice persistence.

Register for both weeks for double the fun and extra savings. Visit [invent.org/mylocalcamp](https://invent.org/mylocalcamp) and use promo code **[CODE]** by **[DATE]** to save **[AMOUNT]** off your first registration. Then, use the unique URL in your registration confirmation email to register and save \$60 off week two.

**[Extended Day — if applicable]** Exciting news for this location — we are offering an optional Extended Day experience! Your program will run from 7:30 a.m. to 5:30 p.m. for an additional registration cost of \$80 per week. Traditional program hours are 9 a.m. to 3:30 p.m.

# SOCIAL MEDIA PROMOTIONS

## CREATING A FACEBOOK EVENT

### STEP 6

**On the next page, you will be able to add a Cover Photo, Event Description, any Co-hosts to the Facebook Event, and adjust additional event options.**

Upload a Cover Photo for your program. We have created a banner photo for you to use on your event page. You can download the banner photo [here](#).

Click on Event Settings to add any additional Facebook users as Co-hosts for the event. If you would like to share the responsibility of managing the event page with other Program Team Members such as a Co-Director or Instructor, you can add them as Co-hosts here. This can be very beneficial as questions and inquiries can be addressed faster with more than one person managing the event page.

In your event description, you can also include the unique URL for each program week by following the steps below:

1. Visit [invent.org/mylocalcamp](http://invent.org/mylocalcamp).
2. Click on the “Find a Camp Near Me” button at the top of the screen.
3. Enter your ZIP code to find your Camp Invention location.
4. Once you’ve found your camp location and program dates for week one, select the “Register/More Info” button. This will open your program listing.
5. Copy the entire web address from the top of your program listing (the URL should start with “http://inventweb.ungerboeck.com”) and paste this link in your Event Description.
6. Repeat steps 4-5 for your second program week.

#### Additional Details

Cover Photo

Upload Cover Photo

Choose Illustration



Description  
Add a description

### STEP 7

**Click SAVE and PUBLISH EVENT.**

Check out the information provided under [“Promoting Your Facebook Event”](#) to learn about the best ways to promote your Camp Invention Facebook Event and increase your registration numbers!

Please Note: Public and private questions, comments or concerns must always be answered in a timely manner. We ask that you always like and comment on the posts. This improves parent experiences substantially.

# SOCIAL MEDIA PROMOTIONS

## PROMOTING YOUR FACEBOOK EVENT

### Three tips to promote your Camp Invention Facebook Event.



#### INVITE FRIENDS

**Step 1:** After the event has been created, click on the “Invite” button.

**Step 2:** A list of all your Facebook friends will appear.

**Step 3:** We suggest selecting any of your friends with children, grandchildren, nephews or nieces who are old enough to attend the program and live within driving distance of the host site. Also, send it to friends who are active on social media because they will love to spread the word!

**Step 4:** Once you have selected your friends who you would like to invite, click “Send Invites.”



#### SHARE EVENT

**Step 1:** Click on the “Share” button.

**Step 2:** You will see these options:

- Share as Post
- Send in Messenger
- Share to a Page
- Share to a Group
- Share on a Friend's Timeline

**Step 3:** You can now share the event on your own Facebook timeline, on a friend's timeline, in a group where you're active or on a Facebook page you manage.

**Step 4:** Another option is to private message a friend letting them know about the event through Facebook Messenger, but we suggest publicly promoting the event rather than privately.



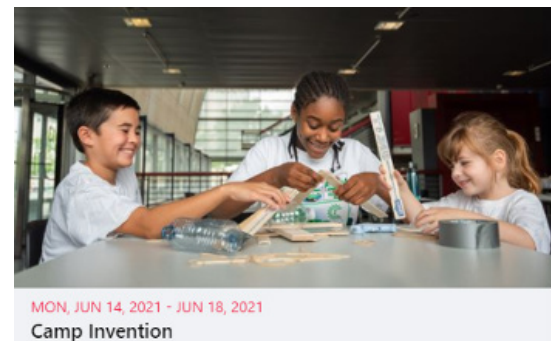
#### EMAIL/SHARE THE URL

You can copy the URL of the Facebook Event and email it to the host school and other local organizations that would be willing to share the event on their Facebook page as their own post. Although the URL might seem long, you can assure them that once it is typed into the Status Box on Facebook (where you would share a status or photo), a preview will appear, and then the long URL can be deleted.

**Step 1:** Copy the information in this box at the top of your web browser:

<https://www.facebook.com/events/578084279008171/>

**Step 2:** Next, paste the URL into the Status Box and the preview of the event information will automatically appear. For example:



**Step 3:** Once the preview box appears, delete the long URL (the preview box will remain intact), replace it with a message inviting people to learn more and click “Post.”

# SOCIAL MEDIA PROMOTIONS

## BEST PRACTICES

**After you have created your Camp Invention Event page, and you have invited and shared it with all your friends in the local area, incorporate these best practices to ensure your Event page is a success.**



### ALWAYS RESPOND

While social media has brought the world into the palm of people's hands, people still use this platform for one-on-one, human interaction. Therefore, whenever a parent posts on your Event page's timeline, comments on a picture or sends a private message, it is important that you respond in a timely manner.

Always comment on and "like" comments, pictures or any other post that a parent might share.

If a parent asks a question publicly or privately, always answer to the best of your ability. If it is a question that you do not know how to answer, suggest that they contact Camp Invention's Customer Relations Team at 800-968-4332, and visit our [Parent Resource Center](#).

Please share any complaints with the Customer Relations Team by calling 800-968-4332.



### SHARE AND FOLLOW CAMP INVENTION

Camp Invention is very active on social media. Please "follow" us and encourage friends, Program Team Members and others in the community to do the same. Links to Camp Invention's social media pages are listed below. Keep an eye out for shareable information.



[www.facebook.com/campinvention](http://www.facebook.com/campinvention)



[www.twitter.com/campinvention](http://www.twitter.com/campinvention)



[www.pinterest.com/campinvention](http://www.pinterest.com/campinvention)



[www.youtube.com/NationalInventorsHallofFame\\_NIHF](http://www.youtube.com/NationalInventorsHallofFame_NIHF)

For your Facebook Event: [The Camp Invention Facebook page](#) will share numerous promo codes and program information throughout the year. You should share this content on your Event page because it presents an excellent opportunity to drive traffic to your page and increase enrollment! It is also a best practice to personally share the post and direct people to your Camp Invention Event page, where they can learn more about camp and register their child!



# SOCIAL MEDIA PROMOTIONS

## BEST PRACTICES



### USE THE CONTENT WE PROVIDE

Posts: [Click here](#) to jump to the prewritten posts. This text is also perfect to use when you share the event publicly on your timeline, with your friends or on group pages!

Banners: [Click here](#) to download the Camp Invention social media banners designed by our creative department.

Images: [Click here](#) to jump to a select group of images that you can use with the prewritten social media posts provided below.



### PROMOTE SCHOLARSHIPS

*(If your Camp Invention location offers them)*

This one is simple! If your location supplies scholarships, that is exciting information to share. It also catches the eyes of parents who might have initially been priced out of Camp Invention. We strongly suggest you share this publicly, outside of your event, as well. Be sure to include any details on the scholarships available, such as the total number available or if they must register by a specific date to be eligible, so potential attendees understand limitations.



### SHARE CAMP PICTURES

*(During the week and within a week after)*

Parents want to see their kids having fun! Update your Event page with pictures of campers participating in the activities and when camp is over, post a collection of images for parents to view. This simple step goes a long way with parents of campers. (Note: Be sure to only take photos if the child has a signed photo release form.)



### HOST A FACEBOOK LIVE BROADCAST ABOUT YOUR LOCAL PROGRAM

Hosting a Facebook Live broadcast about your local Camp Invention program is a great way to build anticipation before your program begins. Follow the instructions provided [here](#) to host a Facebook Live broadcast using your computer or mobile phone.



### JOIN LOCAL FACEBOOK GROUPS TO CONNECT WITH PARENTS AND OTHER EDUCATORS

You can join local Facebook groups for parents, educators or PTAs to help share information about your upcoming program with people in your community more directly. Look for potential groups to join on your Groups page on Facebook by selecting the “Discover” option.

You will be able to browse all of the Facebook groups that are suggested for you or that are popular near you. You can also browse groups by top categories, such as Education.

When you have found a group that you would like to join, click on the “Join Group” button underneath it. Some groups may use short questionnaires before allowing you to join to ensure that you are not a bot or spam account.

Once you have officially joined a group, be sure to follow the rules that have been posted by the group admins, as these rules can sometimes relate to what members may post to the group. Two types of content that you could potentially post in Facebook groups to begin sharing information about your upcoming program are sample social media posts provided [here](#) or information about an upcoming or recent Facebook Live broadcast related to your program.

# SOCIAL IMAGES

Below you will find prewritten social media posts to promote your local Camp Invention program through your Facebook Event page, and personal and/or school district social media profiles. Be sure to update the highlighted information to reflect your local program details.

Click on an image below to download the individual file or click the button to download all social media 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 “Promotional\_Social\_Images” 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 below 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.*

## SOCIAL MEDIA PROMOTIONS

# FACEBOOK POSTS

**f** Back by popular demand, Camp Invention® is gearing up for another summer of fun at [Site Location] for two weeks, from [Date] to [Date] and [Date] to [Date]! Each week K-6 kiddos will experience a new set of unique hands-on challenges. Register your children today for opportunities to be creative, collaborate with friends and create their own inventions. [invent.org/mylocalcamp](http://invent.org/mylocalcamp)

**f** Campers will create inventions, make new friends and build confidence this summer at Camp Invention® at [Site Location] for two weeks, from [Date] to [Date] and [Date] to [Date]! Each week will be filled with different activities and experiences that will have your kiddo saying it's the best summer ever! Register by [Date] to save [Amount] on week one and unlock a \$60 savings for week two. [invent.org/mylocalcamp](http://invent.org/mylocalcamp)

**f** Camp Invention® is returning to [Site Location] this summer with all-new lessons and challenges to take on! Children will harness their creative problem-solving skills to bring their ideas to life, while learning what it takes to become the world's next great innovator. Camp takes place for two weeks, from [Date] to [Date] and [Date] to [Date], and spots are filling up, so make sure to register before it is too late. [invent.org/mylocalcamp](http://invent.org/mylocalcamp)

**f** Kids can build confidence through creation and collaboration at Camp Invention® this summer. For two weeks, from [Date] to [Date] and [Date] to [Date], children will discover what it takes to bring their ideas to life with guided invention challenges and collaboration showing them that there are no bad ideas! Register today to save [Amount] off week one using [Code] and unlock a super savings of \$60 off week two! Discount ends [Date]. [invent.org/mylocalcamp](http://invent.org/mylocalcamp)

**f** At Camp Invention®, learning is disguised as fun through immersive STEM challenges. For two weeks, from [Date] to [Date] and [Date] to [Date], children will enjoy hands-on experiences where they get to use their creative problem-solving skills to invent new creations with friends! There is something new each day and entirely new challenges each week! Reserve your spot today to not miss out on the fun. [invent.org/mylocalcamp](http://invent.org/mylocalcamp)

**f** Hands-on STEM fun awaits every camper at Camp Invention® at [Site Location] this summer. K-6 kids will get creative, use their imaginations and collaborate with friends for two weeks at [Site Location]. Each week is a new set of adventures! Register using [Code] by [Date] at [invent.org/mylocalcamp](http://invent.org/mylocalcamp) to save [Amount] on week one and unlock a \$60 savings for week two.

**f** An exciting summer adventure is coming to [Site Location] for two weeks! Camp Invention® is a hands-on STEM experience that is sure to be fun for everyone who attends! From [Date] to [Date] children will take on one set of challenges, then in week two from [Date] to [Date] they'll dive into more fun with brand-new challenges. These activities will push their creative limits, boost their imagination and be sure to make this the best summer experience ever. Register today to save your spot. [invent.org/mylocalcamp](http://invent.org/mylocalcamp)

**f** Your children's favorite summer camp at [Site Location] is back by popular demand! Camp Invention® has an all-new set of hands-on activities and fun to explore! For two weeks, from [Date] to [Date] and [Date] to [Date], campers will build their confidence by using the power of their own creativity to come up with solutions for problems only they can solve. Sign your child up by [Date] to save [Amount] off week one using code [Code] and to unlock \$60 off week two!

**f** Prepare your K-6 children to think creatively and invent their own solutions to real-world challenges by registering them for Camp Invention® at [Site Location]! From [Date] to [Date] and [Date] to [Date] kids will rotate through a variety of exciting activities, collaborate with kids and build confidence along the way. Register using code [Code] by [Date] to save [Amount] on week one and unlock \$60 savings for week two. [invent.org/mylocalcamp](http://invent.org/mylocalcamp)

**f** Camp Invention® at [Site Location] is running for two weeks from [Date] to [Date] and [Date] to [Date], and each week will bring about a whole new set of adventures! Register now to save your spot! [invent.org/mylocalcamp](http://invent.org/mylocalcamp)

# SOCIAL MEDIA PROMOTIONS

## TWITTER POSTS



Prepare your kids to think creatively and invent their own solutions to real-world challenges by registering them for Camp Invention® at [Site Location]! Camp will run for two separate weeks, where kids will rotate through a variety of exciting activities. [invent.org/mylocalcamp](http://invent.org/mylocalcamp)



Your kids' favorite summer camp, Camp Invention® at [Site Location], is back with an all-new set of activities! Double the fun with two unique programs running from [Date] to [Date] and [Date] to [Date]. Build their confidence with this fun experience! [invent.org/mylocalcamp](http://invent.org/mylocalcamp)



This summer, children can discover their innovative potential at Camp Invention® with challenges designed to boost their confidence. What will their imaginations come up with? Register at [Site Location] from [Date] to [Date] and [Date] to [Date] today! [invent.org/mylocalcamp](http://invent.org/mylocalcamp)



Camp Invention® is back for two weeks this summer, from [Date] to [Date] and [Date] to [Date], with all-new lessons and challenges! Register your children today for opportunities to be creative, collaborate with friends and create their own inventions. [invent.org/mylocalcamp](http://invent.org/mylocalcamp)



Learning is disguised as fun at [Site Location] Camp Invention®. With immersive #STEM experiences over two weeks and something new each day, kids will have a blast! Register to save [Amount] off week 1 and unlock \$60 off week 2 using [Code] by [Date]. [invent.org/mylocalcamp](http://invent.org/mylocalcamp)



Kids can build confidence through creation and collaboration at Camp Invention® this summer at [Site Location]. Register using code [Code] by [Date] to save [Amount] on week one and unlock \$60 savings for week two. [invent.org/mylocalcamp](http://invent.org/mylocalcamp)



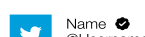
Campers at [Site Location] build confidence through creation and collaboration at Camp Invention®! There are no bad ideas this summer, and children will discover what it takes to bring them to life with guided #invention challenges and collaboration! Register today! [invent.org/mylocalcamp](http://invent.org/mylocalcamp)



Hands-on STEM fun awaits every camper at Camp Invention® at [Site Location] this summer. Register using [Code] by [Date] at [invent.org/mylocalcamp](http://invent.org/mylocalcamp) to save [Amount] on week one and unlock a \$60 savings for week two. Each week is a new set of adventures! [invent.org/mylocalcamp](http://invent.org/mylocalcamp)



Learning + Fun = The Best Summer Ever! Camp Invention® at [Site Location] will run for two weeks, from [Date] to [Date] and [Date] to [Date], where kids will sketch their big ideas, build and test inventions, and more! Register today! [invent.org/mylocalcamp](http://invent.org/mylocalcamp)



Camp Invention® at [Site Location] is learning disguised as fun! For two weeks this summer, from [Date] to [Date] and [Date] to [Date], children will be thrilled to discover they could be the next great inventor! Your child won't want to miss this. Register them today! [invent.org/mylocalcamp](http://invent.org/mylocalcamp)



# LOCAL ADVERTISING

Advertising in local publications (both digital and print) is a great way to spread the word about Camp Invention. At NIHF, we have a dedicated marketing team that researches and secures ad placements in local camp guides, magazines and other promotional outlets, but we could always use your help!

## FREE ADVERTISING:

Keep an eye out for free advertising opportunities to utilize the web banners, logos and/or program write-ups provided in this guide to place free ads. Below is a list of locations to help get you started!

### Locations for Local Digital and Print Ads

- Camp guides and directories
- Church bulletins
- Community magazines, newspapers or event guides
- Local newspaper websites
- Local park guides
- Local podcasts
- Local restaurants (placemats)
- Radio station websites (and on air!)
- School and district newsletters
- School event collateral (event programs, logos on scoreboards, halftime shout-outs, etc.)
- Parent and teacher organization newsletters

## PAID ADVERTISING:

Let your Regional Representative know if you have identified a reputable outlet for advertising — our team can take it from there!

# LOCAL ADVERTISING

## WEB BANNER ADS AND LOGOS

Web banner ads are promotional tools we recommend placing on your school’s website to promote the program. We recommend contacting your school or district technology coordinator to add a banner to the website.

You can also get web banner ads placed on local event websites in your area or any other digital ad opportunities you uncover. We recommend using the web banners but if space is minimal, you can use the Camp Invention logo and a program [write-up](#), or just a logo works too!

You can click on the images below to download an individual file, or click the button to download all web banners and logos. If you need additional sizes, please contact [communications@invent.org](mailto:communications@invent.org).

We recommend directing images to your first camp week registration page because there is also information on the second week for parents to easily see. To find your registration link, please follow these steps:

- Visit [invent.org/camp](http://invent.org/camp).
- Click on the “Find a Camp Near Me” button at the top of the screen.
- Enter your ZIP code to find your Camp Invention location.
- Once you’ve found your camp location, select the “Register/More Info” button. This will open your program listing.
- Copy the entire web address from the top of your program listing (the URL should start with “http://invent-web.ungerboeck.com”) and use this link for your image.



[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 “Web\_Banner\_Ads\_Logos” folder. Double-click to open the file and access the content. Save the files to your computer for use.

# SPECIAL HOLIDAY CALENDAR

Looking for extra fun ways to spread the word about Camp Invention? Check out the holiday calendar below featuring STEM activity blogs for another way to promote the hands-on fun of camp this summer.

These STEM activities are a great way for parents and educators to introduce concepts from camp including creative ways to spark children’s confidence and imagination. A few ideas to celebrate these special days and share the STEM activities:



Share the blog links on social media or send them directly to parents via email or text on the appropriate days



Include a short blurb with a link to the blog on school websites or any other homework/assignment sites that are used to communicate with parents



Print a copy of the activity and hand them out to students at school or other events

## You can use the write-ups below to share the STEM activities.

Did you know it’s **[Insert holiday/observance]**? Check out this really cool activity **[Insert blog link]** from the National Inventors Hall of Fame® (NIHF) — the makers of [Camp Invention®](#), a fun K-6 STEM program we are running at **[Insert school/district name]** this summer! Be sure to also check out camp, we’d love to see your child there!

Today is **[Insert holiday/observance]**! Here’s a super fun activity **[Insert blog link]** to celebrate this special day. If your child loves the DIY, hands-on fun in this activity, be sure to check out [Camp Invention®](#) — an awesome K-6 STEM program we are hosting this summer at **[Insert school/district name]**.

Get ready to celebrate **[Insert holiday/observance]** with this free, hands-on STEM activity for your innovator! Looking for more DIY fun? This activity is from the makers of [Camp Invention®](#) — an innovative K-6 program coming to **[Insert school/district]** this summer. Check out [invent.org/mylocalcamp](http://invent.org/mylocalcamp) to learn more, we’d love to create with your child this summer!

For additional STEM activities, we invite you to [visit our blog](#).

# SPECIAL HOLIDAY CALENDAR

## STEM ACTIVITIES FOR HOLIDAYS AND OBSERVANCES



### JANUARY

#### 6 | National Technology Day

[Take Apart](#)

#### 17 | Kid Inventors Day

[Invent Something from Nothing](#)



### FEBRUARY

#### Your 100th Day | 100th Day of School

[100th Day of School Activity](#)

#### 4 | Give Kids a Smile Day

[Smile Map](#)

#### 14 | Valentine's Day

[Valentine's Day Puns](#)

#### 22 | International World Thinking Day

[The Power of Mindset](#)



### MARCH

#### 3 | World Wildlife Day

[X-Ray Exploration](#)

[Wildlife Engineering Design Challenge](#)

#### 14 | Pi Day

[Celebrate Pi Day with the National Inventors Hall of Fame](#)

#### 20 | First Day of Spring

[Spring STEM Activities for the Whole Family](#)



### APRIL

#### 11 | National Submarine Day

[Build a Model Submarine](#)

#### 21 | World Creativity and Innovation Day

[Creativity is PHENOMENAL!](#)

#### 22 | Earth Day

[Ocean Clean-Up Device](#)

[Celebrate Earth Day by Making a Rainbow](#)



### MAY

#### 1 - 7 | National Pet Week

[Celebrate Hug Your Hound Day](#)

#### 6 | International Space Day

[Solar-Powered Space Station](#)



### JUNE

#### 8 | World Oceans Day

[Sea-ing Your Way Across](#)

#### 21 | First Day of Summer

[Spin Your Way to Summer Fun](#)

#### 21 | National Selfie Day

[National Selfie Day](#)



# SPECIAL HOLIDAY CALENDAR



**17 | National Ice Cream Day**  
[STEM and Sweet Birthday Treat](#)

**20 | Space Exploration Day**  
[Space Exploration](#)



**19 | National Aviation Day**  
[Celebrate National Aviation Day](#)



**22 | First Day of Fall**  
[First Day of Fall](#)

**29 | World Heart Day**  
[Heart Racer](#)



**1 | National Coffee Day**  
[Coffee Compost](#)

**22 | Make a Difference Day**  
[The Invention Superpower of Empathy](#)

**31 | Halloween**  
[Celebrate Halloween with STEM](#)  
[Batty for Sound](#)



**8 | National STEM Day**  
[Be A Solver](#)  
[Waking Up to Invention](#)

**13 | World Kindness Day**  
[Brighten Someone's Day](#)

**24 | Thanksgiving**  
[Innovative Thanksgiving Trivia](#)  
[Turkey Target](#)



**5 - 11 | Hour of Code week**  
[Purple, Pickle, Square...Coding is Everywhere](#)

**21 | First Day of Winter**  
[Let it Snow...Indoors!](#)  
[3 Easy STEM Activities](#)

# EVEN MORE FUN FOR YOUR PROMOTIONS

Email signatures are a quick and easy way to promote your local program every time you send an email. Below you will find suggested email signatures for Camp Invention, registration and discount deadlines. Be sure to update the highlighted information with your local program details.

## EMAIL SIGNATURES ABOUT CAMP INVENTION

Proud to be a [Director/Instructor/Camp Parent] for the [Site Name] Camp Invention® program! [invent.org/mylocalcamp](http://invent.org/mylocalcamp)

I'm celebrating [Number] years of being a Camp Invention® [Director/Instructor/Camp Parent]! Sign up your young inventor for camp here: [invent.org/mylocalcamp](http://invent.org/mylocalcamp)

Check out this year's Camp Invention® program for your rising K-6th grader: [invent.org/mylocalcamp](http://invent.org/mylocalcamp)

Register for Camp Invention® today and get ready for hands-on STEM summer fun! [invent.org/mylocalcamp](http://invent.org/mylocalcamp)

Join us for the best summer ever with TWO weeks of STEM fun! Register for Camp Invention® today at [invent.org/mylocalcamp](http://invent.org/mylocalcamp)

This summer will be double the fun with two weeks of Camp Invention®! Register for the exciting, hands-on STEM program at [invent.org/mylocalcamp](http://invent.org/mylocalcamp)

## EMAIL SIGNATURES ABOUT REGISTRATION DISCOUNTS

Sign up for Camp Invention® by [Date] and save \$[Amount] with the promo code [Code]! [invent.org/mylocalcamp](http://invent.org/mylocalcamp)

Use the promo code [Code] by [Date] to save \$[Amount] on your Camp Invention® registration. [invent.org/mylocalcamp](http://invent.org/mylocalcamp)

Don't miss \$[Amount] off your Camp Invention® registration! Use [Code] by [Date] to save! [invent.org/mylocalcamp](http://invent.org/mylocalcamp)

## EMAIL SIGNATURES ABOUT THE REGISTRATION DEADLINE

Spots for Camp Invention® at [Site Name] are filling fast! Sign up today to save your spot: [invent.org/mylocalcamp](http://invent.org/mylocalcamp)

Time is running out! Sign up for Camp Invention® at [Site Name] by [Date] to save your spot. [invent.org/mylocalcamp](http://invent.org/mylocalcamp)

Time is running out! Sign up for the [Site Name] Camp Invention® program by [Date] to save your spot. [invent.org/mylocalcamp](http://invent.org/mylocalcamp)

# EVEN MORE FUN FOR YOUR PROMOTIONS



[DOWNLOAD POSTER](#)

## CAMP INVENTION POSTER TEMPLATE

Once you download the poster template, type in your local program information and be sure to note that you're offering more than one week of camp.

Print this poster on 11" x 17" paper for the best results. Cut along the vertical dotted lines at the bottom to make the tabs easy to pull off. Hang it in school buildings, main offices, local libraries, grocery stores and any other high-traffic areas to help spread the word!

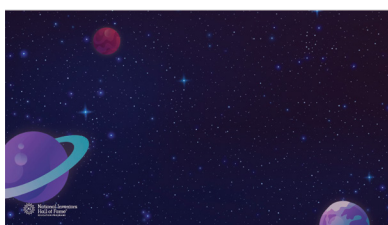
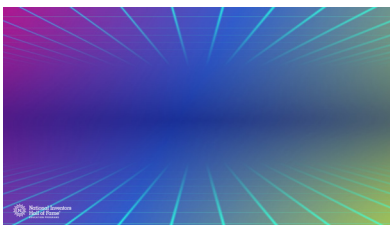
## UTILIZING LOCAL MEDIA OUTLETS TO PROMOTE YOUR PROGRAM

Why contact your local media about Camp Invention? Because camp is a fun and uplifting local story that will interest reporters! Contacting your local media prior to camp can lead to increased registrations for your location, and news coverage from the week of camp will inspire parents to sign up for future programs and encourage kids in your area to become interested in innovation. [Here](#) are tips on how to locate and contact your local media, and how to respond when reporters interview you.

## CAMP INVENTION ZOOM BACKGROUNDS

You can use these fun Zoom backgrounds for virtual classrooms or Zoom meetings! Click on an image below to download a single Zoom background, or use the button below to download all Zoom backgrounds.

[DOWNLOAD BACKGROUNDS](#)



# THANK YOU

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



National Inventors  
Hall of Fame®

*Inspiring Future Innovators®*

In partnership with



UNITED STATES  
PATENT AND TRADEMARK OFFICE