



Camp Invention®

# PROMOTIONAL GUIDE

## EXPLORE



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!**

[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” 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 a lot of easy-to-use resources — from program write-ups to social media posts to Zoom backgrounds 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 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 dates.

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

# PROGRAM WRITE-UPS

The write-ups below can help you promote this summer's all-new Camp Invention program, Explore! 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 take on creative adventures with the all-new Camp Invention® program, Explore! [LOCATION] will host this K-6 program from [DATE] to [DATE]. Register [at invent.org/mylocalcamp. or INSERT REGISTRATION INFORMATION]

Unlock your child's potential at Camp Invention®! This nationally acclaimed K-6 program comes to [LOCATION] from [DATE] to [DATE] with all-new, hands-on STEM adventures. Register [at invent.org/mylocalcamp. or INSERT REGISTRATION INFORMATION]

Your kid can stretch their imagination with new, hands-on STEM adventures at Camp Invention®! This K-6 program comes to [LOCATION] from [DATE] to [DATE]. Register [at invent.org/mylocalcamp. or INSERT REGISTRATION INFORMATION]

The nationally acclaimed Camp Invention® program comes to [LOCATION] from [DATE] to [DATE] with an exciting new K-6 adventure: Explore! Register [at invent.org/mylocalcamp. or INSERT REGISTRATION INFORMATION]

Camp Invention® is bringing new, creative adventures for grades K-6 to [LOCATION] the week of [DATE]! Register [at invent.org/mylocalcamp. or INSERT REGISTRATION INFORMATION]

Thanks to rave reviews from campers, parents and teachers, we're bringing Camp Invention® back for its [NUMBER] year at [LOCATION]. Even better, our 2022 program is full of all-new, hands-on STEM fun! Register [at invent.org/mylocalcamp. or INSERT REGISTRATION INFORMATION]

# PROGRAM WRITE-UPS

## 50-WORD

Inspire your kid's creativity and confidence with our new Camp Invention® program! At [LOCATION] the week of [DATE], children in grades K-6 will collaborate in fun, hands-on STEM adventures. They'll adopt an aquatic friend, develop inventions for space exploration and more! [Visit [invent.org/mylocalcamp](https://invent.org/mylocalcamp) to secure your spot! or INSERT REGISTRATION INFORMATION]

Thanks to rave reviews from parents, teachers and — most importantly — campers, Camp Invention® returns to [LOCATION] the week of [DATE] with an all-new program! Kids in grades K-6 will collaborate in fun, hands-on STEM adventures, like adopting an aquatic friend, developing inventions for space exploration and more! [Spots are filling up, so visit [invent.org/mylocalcamp](https://invent.org/mylocalcamp) to secure your spot today! or INSERT REGISTRATION INFORMATION]

## 75-WORD

Inspire your kid's creativity and confidence with our all-new Camp Invention® program, Explore! At [LOCATION] from [DATE] to [DATE], children in grades K-6 will team up with friends for fun, hands-on STEM adventures. From adopting an aquatic friend to exploring space to building robotic artists and marble arcades, each activity is designed to give your explorer an unforgettable summer experience. [Visit [invent.org/mylocalcamp](https://invent.org/mylocalcamp) to secure your spot! or INSERT REGISTRATION INFORMATION]

Camp Invention® is coming back to [LOCATION]! This inspiring experience has received rave reviews from campers, parents and teachers, and now it's returning with an all-new program, Explore! From [DATE] to [DATE], children in grades K-6 will team up with friends for fun, hands-on STEM adventures, from adopting an aquatic friend to exploring space to building robotic artists and marble arcades! Each activity sparks creativity and builds confidence. [Visit [invent.org/mylocalcamp](https://invent.org/mylocalcamp) to secure your spot! or INSERT REGISTRATION INFORMATION]

# PROGRAM WRITE-UPS

## 100-WORD

Spark your kid's creativity and build their confidence with our new Camp Invention® program, Explore! When this nationally acclaimed program comes to [LOCATION] from [DATE] to [DATE], children in grades K-6 will collaborate with friends in hands-on, open-ended STEM adventures. They'll dive into ocean research with their own aquatic friend, develop inventions for space exploration, build a spinning robotic artist and design a mega marble arcade! Each activity is designed to inspire curiosity, stretch imaginations and give your explorer an epic summer experience. [Visit [invent.org/mylocalcamp](http://invent.org/mylocalcamp) to secure your spot! or INSERT REGISTRATION INFORMATION]

Thanks to amazing reviews from parents, teachers and — most importantly — campers, we're bringing Camp Invention® back to [LOCATION] from [DATE] to [DATE]! Spark your kid's creativity and build their confidence with our all-new program, Explore! Campers in grades K-6 will collaborate with friends in hands-on, open-ended STEM adventures designed to inspire curiosity, stretch imaginations and give your explorer an epic summer experience. They'll dive into ocean research with their own aquatic friend, develop inventions for space exploration, build a spinning robotic artist and design a mega marble arcade! [Spots are filling up quickly, so visit [invent.org/mylocalcamp](http://invent.org/mylocalcamp) to secure your spot today! or INSERT REGISTRATION INFORMATION]

# PROGRAM WRITE-UPS

## 100-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, weeklong 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.

The week begins on [Start Date] with [Director Name] serving as Director. The all-new 2022 program will thrill both new and returning campers with an expedition full of far-reaching explorations, fascinating discoveries and exhilarating “a-ha” moments!

During this dynamic, high-energy program, young innovators will:

- Dive into cutting-edge ocean research as they adopt their own aquatic animal, design and patent aquatic plants, and take their aquatic friend home in a mini tank.
- Discover real space exploration technology when they create Spacepacks and Astro-Arm devices, mine an asteroid and observe erupting ice volcanoes.
- Combine science and art to build their own robotic artist, engage in design thinking, make spin art and learn how inventions can change the way people create.
- Experiment with the fun of physics, engineering and gaming as they design, build and test their own mega marble arcades.

[Availability is limited, so visit [invent.org/mylocalcamp](https://invent.org/mylocalcamp) or call 800-968-4332 to secure your child's spot today! or  
INSERT REGISTRATION INFORMATION]

[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

## 100-PLUS-WORD

Camp Invention® is coming back to [School District Name] with an all-new program, Explore!

In partnership with the National Inventors Hall of Fame® (NIHF), [School District Name] is pleased to once again 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 who join this exciting, weeklong summer adventure will engage in 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.

The week begins on [Start Date] with [Director Name] serving as Director. The all-new 2022 program will thrill both new and returning campers with an expedition full of far-reaching explorations, fascinating discoveries and exhilarating “a-ha” moments!

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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

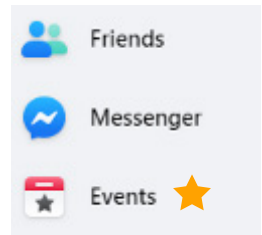
## CREATING A FACEBOOK EVENT

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

#### STEP 1

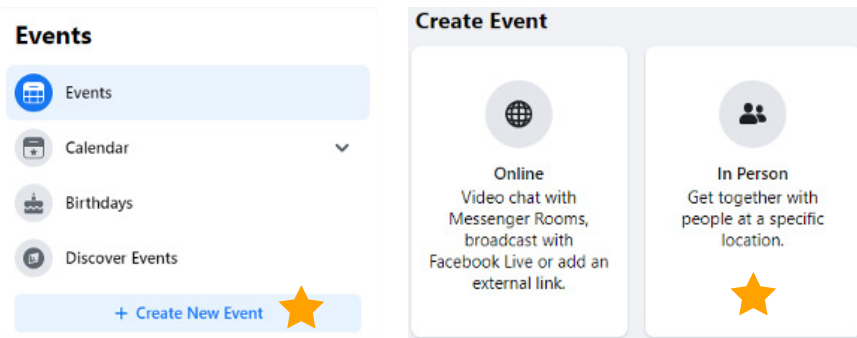
Log into your personal Facebook account. From your HOME view (not PROFILE view) you will see a list of options on the left-hand side of your screen. Click on Events. You may need to click on the “see more” arrow depending on how many items your sidebar on your personal Facebook profile has.

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<br>Oct 1, 2020 | Start Time<br>8:30 AM |
| End Date<br>Oct 1, 2020   | End Time<br>2:00 PM   |
| - End Date and Time       |                       |
| Privacy<br>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 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, weeklong 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.

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- Combine science and art to build their own robotic artist, engage in design thinking, make spin art and learn how inventions can change the way people create.
- Experiment with the fun of physics, engineering and gaming as they design, build and test their own mega marble arcades.

[Availability is limited, so visit [invent.org/mylocalcamp](https://invent.org/mylocalcamp) or call 800-968-4332 to secure your child's spot today! or

INSERT REGISTRATION INFORMATION]

[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](#).

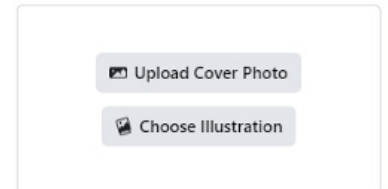
Click on Event Settings to add any additional Facebook users as Co-hosts for the event. If you would like to share the responsibility of managing the event page with other Program Team Members such as a Co-Director or Instructor, you can add them as Co-hosts here. This can be very beneficial as questions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

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

1. Visit [invent.org/camp](http://invent.org/camp).
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



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.



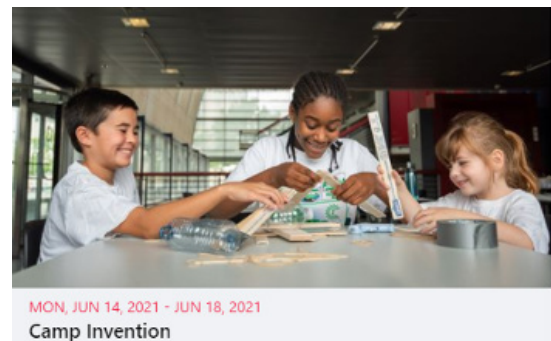
#### EMAIL/SHARE THE URL

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.

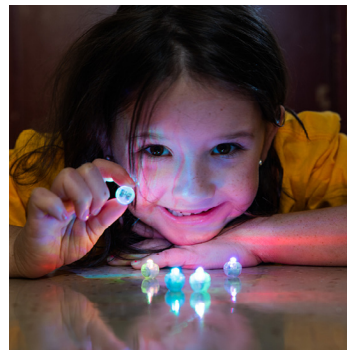
Once you have officially joined a group, be sure to follow the rules that have been posted by the group admins, as these rules can sometimes relate to what members may post to the group. Two types of content that you could potentially post in Facebook groups to begin sharing information about your upcoming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

# SOCIAL MEDIA PROMOTIONS

## 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 “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** Exciting news! Thanks to the incredible feedback from teachers, parents and campers, we are bringing @CampInvention back for its [number of years] year! Don't miss out — secure your innovator's spot today for the ALL-NEW STEM adventures this summer! [invent.org/mylocalcamp or INSERT REGISTRATION INFORMATION]

**f** In the ALL-NEW Explore program at @CampInvention, children will get to design their own marble arcade, build an underwater habitat for their aquatic friend, explore space and discover different inventions that have transformed the way people create. Camp will be coming to [Site Name] this summer during the week of [Date] and [Date]. Register your rising K-6th grader for a week of fun at [invent.org/mylocalcamp. or INSERT REGISTRATION INFORMATION]

**f** Campers will gain confidence and discover the power of their imaginations at @CampInvention! This summer, [Site Name] will be hosting a week of camp from [Date] to [Date]. Campers will create custom Spacepacks, design a mini tank for their aquatic friend and roll into gaming as they build a mega marble arcade! [Save your child's spot today at invent.org/mylocalcamp. or INSERT REGISTRATION INFORMATION]

**f** This summer, during the all-new Explore program at @CampInvention, children will jump into space missions and discover the science behind physics. [Site Name] will host a week of camp from [Date] to [Date]. Register today [at invent.org/mylocalcamp. or INSERT REGISTRATION INFORMATION]

**f** This year will be the best summer ever @CampInvention at [Site Name]! We'll be hosting camp during the week of [Date] for children entering grades K-6. Check out this preview of some of the fun, hands-on activities your kiddo will get to enjoy: <https://youtu.be/ozX4K30N-Ww>

**f** In the weeklong Explore program at @CampInvention, children will dive into ocean research with their own aquatic friend. Visit invent.org/mylocalcamp to sign up for a week of STEM fun at [Site Name] this summer.

**f** This summer, [Site Name] is excited to host an action-packed week of @CampInvention starting [Date]. During the all-new Explore program, campers will zigzag through engineering as they design, build and test a mega marble arcade. Register your child today [at invent.org/mylocalcamp. or INSERT REGISTRATION INFORMATION]

**f** Let your child's imagination run wild as they explore space, create a mega marble arcade, discover creative inventions and more at Camp Invention®. At [Site Name], we'll be hosting camp from [Date] to [Date]. Tons of awesome, exciting STEM activities await! Sign up today [at invent.org/mylocalcamp. or INSERT REGISTRATION INFORMATION]

**f** Did your camper have a blast at @CampInvention last summer? We are excited to bring the hands-on fun back to [site name] for the [numbers of years] year! From aquatic animals to spinning art and space exploration, there's SO much fun in store. Register [at invent.org/mylocalcamp. or INSERT REGISTRATION INFORMATION]

# SOCIAL MEDIA PROMOTIONS

## TWITTER POSTS



Name  
@Username

The fun, hands-on activities at @CampInvention are just what children need this summer! [Site Name] will be hosting a week of #STEM experiences starting [Date] for children entering grades K-6. Sign up today [at [invent.org/mylocalcamp](https://invent.org/mylocalcamp). or INSERT REGISTRATION INFORMATION]



Name  
@Username

Let your child's imagination run wild as they blast off into outer space, create their own Astro-Arm devices and more during the [Site Name] @CampInvention program! Learn more: <https://youtu.be/ozX4K30N-Ww>



Name  
@Username

This year will be the best #summer ever with a week of @CampInvention at [Site Name]. We'll be hosting the all-new Explore program starting [Date] for students entering grades K-6. Sign up today for all the hands-on fun [at [invent.org/mylocalcamp](https://invent.org/mylocalcamp). or INSERT REGISTRATION INFORMATION]



Name  
@Username

In the all-new Explore program at @CampInvention, children will design their own Spacepacks, adopt an aquatic friend and more! A week of #STEM fun is offered this summer at [Site Name]. Learn more and register [at [invent.org/mylocalcamp](https://invent.org/mylocalcamp). or INSERT REGISTRATION INFORMATION]



Name  
@Username

In the Explore program at @CampInvention, children will discover their innovative potential and become creative entrepreneurs. [Site Name] will host a week of camp starting [Date]. Register today [at [invent.org/mylocalcamp](https://invent.org/mylocalcamp). or INSERT REGISTRATION INFORMATION]



Name  
@Username

Exciting news! A week of @CampInvention is coming to [Site Name] starting [Date]. Children will design invention prototypes, build a robotic artist to help them make spin art and create a marble arcade! Watch some of the fun in action: <https://youtu.be/ozX4K30N-Ww>



Name  
@Username

Camp Invention® is coming to [Site Name] this summer beginning [Date]. This weeklong camp offers unique, hands-on STEM experiences, so your rising K-6th grader will have the best summer ever! Learn more [at [invent.org/mylocalcamp](https://invent.org/mylocalcamp). or INSERT REGISTRATION INFORMATION]



Name  
@Username

At [site name] @CampInvention is returning this summer for the [number of years] year! The 2022 program is full of all-new, hands-on STEM activities and we can't wait for your K-6 students to experience the fun. Register today [at [invent.org/mylocalcamp](https://invent.org/mylocalcamp). or INSERT REGISTRATION INFORMATION]



Name  
@Username

At @CampInvention this summer, campers will gain confidence and discover the power of their imaginations as they bring their biggest ideas to life. Check out the fun in action and register your rising K-6th grader for the [Site Name] camp today: <https://youtu.be/ozX4K30N-Ww>



# 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, papers 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).

Be sure to direct any images you use to your program’s unique registration page so families can easily sign up for your camp! 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 ASSETS

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

# CAMP INVENTION VIDEOS

Get amped for camp with our Camp Invention Explore program videos! Share these fun and exciting videos to promote the all-new program on social media and in emails, or share them with your classroom! Click the images below to view the videos on YouTube.



# 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



## JULY

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

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



## AUGUST

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



## SEPTEMBER

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

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



## OCTOBER

**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](#)



## NOVEMBER

**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](#)



## DECEMBER

**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 or INSERT REGISTRATION INFORMATION]

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 or INSERT REGISTRATION INFORMATION]

Check out this year's Camp Invention® program, Explore, for your rising K-6th grader: [invent.org/mylocalcamp or INSERT REGISTRATION INFORMATION]

Register for Camp Invention® today and get your child ready to EXPLORE hands-on STEM fun this summer! [invent.org/mylocalcamp or INSERT REGISTRATION INFORMATION]

Aquatic animals, outer space adventures and spinning art are all part of the fun at Camp Invention® this summer. Register today [at invent.org/mylocalcamp or INSERT REGISTRATION INFORMATION]

## 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 or INSERT REGISTRATION INFORMATION]

Time is running out! Sign up for Camp Invention® at [Site Name] by [Date] to save your spot. [invent.org/mylocalcamp or INSERT REGISTRATION INFORMATION]

Time is running out! Sign up for the [Site Name] Camp Invention® program by [Date] to save your spot. [invent.org/mylocalcamp or INSERT REGISTRATION INFORMATION]

# EVEN MORE FUN FOR YOUR PROMOTIONS



## CAMP INVENTION POSTER TEMPLATE

Once you download the poster template, type in your local program information and print this poster out 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 this poster in school buildings, main offices, local libraries, grocery stores and any other high-traffic areas to help spread the word!

[DOWNLOAD POSTER](#)

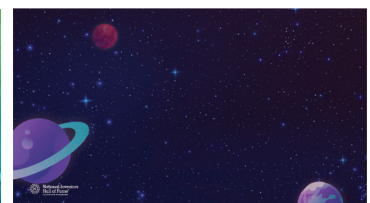
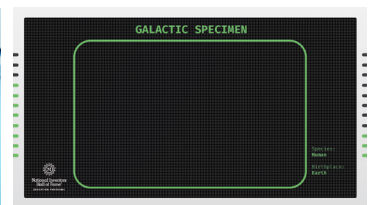
## CAMP INVENTION ZOOM BACKGROUNDS

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](#)

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



# EVEN MORE FUN FOR YOUR PROMOTIONS

## 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.

# EVEN MORE FUN FOR YOUR PROMOTIONS

## DIGITAL FLYER

The digital flyer was created as a replacement for the print flyers used in previous years to allow you to share without the need to print or send along in folders. We recommend using this digital flyer in emails, on your school website, on local sites and anywhere you believe will help promote the program to those who want to learn more about Camp Invention.

### There are three ways you can share the digital flyer:

1. When reaching out to parents about Camp Invention, copy and paste the URL, <https://explore.invent.org/>, in your email message.
2. Choose the image below to download and place it into your email copy for a fun way to make the flyer link stand out. Just be sure to note in the email that they need to click on the image to access the flyer.

#### a. How to link an image in email:

- i. Insert the image by clicking insert > image and selecting the image.
- ii. Right click the image in the email and select “link.”
- iii. In the address box, add <https://explore.invent.org/> and click OK.



#### b. How to link an image in Gmail:

- i. Insert the image by selecting “Insert photo.”



- ii. Highlight the image by clicking and dragging your cursor over the image so that it turns blue and select “Insert link.”

- iii. In the address box, add <https://explore.invent.org/> and click OK.



Note: If your image auto-populates with a different link, be sure to select “change link,” add <https://explore.invent.org/> in the address box and click OK.

Go to link: <http://LINK.jpg> **Change** Remove

- iv. Be sure to keep the “text to display” textbox blank.

# EVEN MORE FUN FOR YOUR PROMOTIONS

3. Click on the banners below to download an individual file or click the button to download all web banners. These banners can be placed on your school website or other local websites. Just make sure when placing these banners that you let them know to link the image to <https://explore.invent.org/>. If you need additional sizes, please contact [communications@invent.org](mailto:communications@invent.org).



DOWNLOAD ALL BANNERS

# 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