



Camp Invention®

LOCAL FUNDRAISING QUICK START GUIDE



WELCOME TO LOCAL FUNDRAISING!

DEAR CAMP INVENTION® LEADER,

Thank you for your commitment to Camp Invention. We are thrilled to work with you!

At the National Inventors Hall of Fame®, we believe every child should have the opportunity to experience invention education programs. To help children in your area who need financial assistance to participate, this **Quick Start Guide** provides everything you need to become a Local Fundraising pro.

- What is Local Fundraising?**
It's your chance to raise support for local Camp Invention scholarships.
- Who can lead Local Fundraising?**
Camp Invention Directors, Assistant Directors, Parent Volunteers and advocates all can participate.
- Where are Local Fundraising resources?**
Everything you need can be found in this Quick Start Guide, as well as in the Resource Center. Supplemental items are included in the Local Fundraising Bonus Materials and scholarship funds are distributed through your Resource Center.
- When can Local Fundraising begin?**
Right now! Funds raised can be used for current year scholarships, up until two weeks prior to your program start date. Funds raised after this point will be available for use at your location the following summer.
- How do you become a Local Fundraising pro?**
Read on to get started.

We're here to help as you reach out to donors in your area and ensure more children can attend your program. Thanks again for your dedication to Camp Invention and to the children in your community!

Sincerely,

Your National Inventors Hall of Fame Fundraising Team



1

FIND POTENTIAL DONORS

People love to help their community when they know they can make a difference.

Your campaign is an opportunity for everyone to make an impact. Don't hesitate to ask your own connections, including family, friends, Camp Invention Program Team Members, Camp Parents, co-workers, local businesses – anyone who cares deeply for children.

To find community organizations that might offer support, try reading newspapers, reviewing programs from local nonprofit events or asking around.

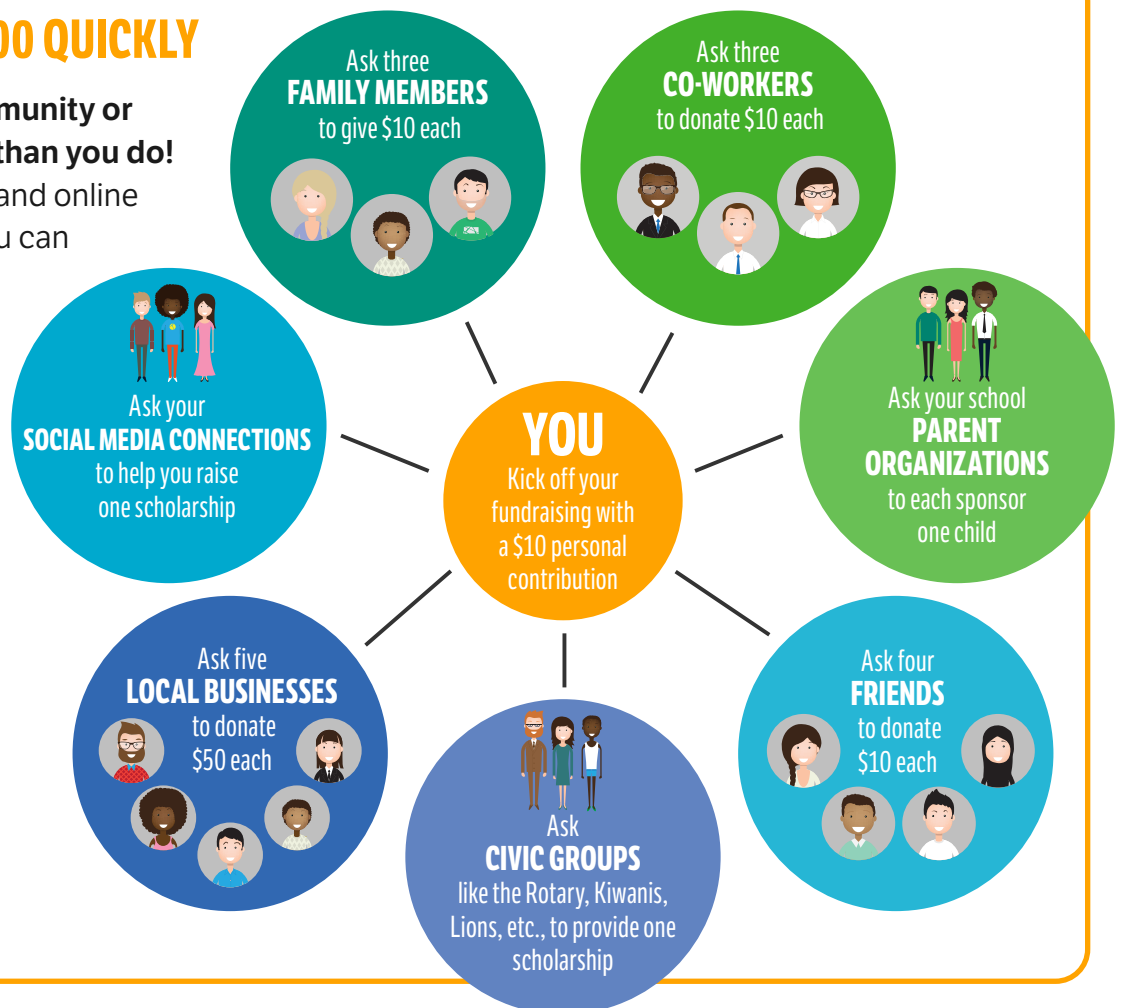
Make a list of two to five organizations, such as:

- Civic organizations like Kiwanis, Lions and Rotary clubs
- Parent Teacher Associations
- Community foundations (for requests of \$2,500 or less)
- Technology, engineering and architectural companies
- Intellectual property attorneys

HOW TO RAISE \$1,000 QUICKLY

No one knows your community or your social circle better than you do!

With our Green Envelope and online crowdfunding options, you can effectively reach potential supporters and secure scholarships for children to attend your program. If you have any questions about these resources, your Regional Program Manager is here to help!



2

PREPARE YOUR ASK

To deliver your message to your potential donors, you can use online Crowdfunding through social media, email templates, or paper letters delivered by hand or mail. Choose one method or try them all!

Funds raised for your program will be available for scholarships through your Resource Center.

Based on your potential donors, decide if you would like a **Crowdfunding** (online) campaign, a **Green Envelope** (physical letters) campaign, or both.

Choose **Crowdfunding** to engage family, friends and co-workers. This online campaign is sharable to reach a wider audience including out-of-state contacts, and to encourage instant donations via credit card.

Choose **Green Envelope** to engage local businesses and organizations, and to contact donors who might appreciate a physical letter about your program's impact and will provide donations via a check.

HOW TO RUN A CROWDFUNDING CAMPAIGN

- **Reach out to your Regional Program Manager**, who will provide a link and QR code leading to a unique URL for your online campaign.
- **Share your campaign link** through social media and emails to direct gifts toward your program.
- **Spread the word!** Ask your Program Team Members, Camp Parents and supporters to share the campaign link with their own families and friends.



PRO TIPS

Never hosted an online campaign before? No worries – these tips can help!

- Focus your campaign on the number of children you hope to help, rather than the amount of money you hope to raise.
- If you can, make your own donation first, and ask a few friends to donate as soon as you post your campaign. Donors want to be part of a successful campaign, and your gift(s) will help build momentum from the start.
- Ask previous donors to consider giving again this year. Your Regional Program Manager can provide a list of past donors to your local program.
- Contact those whose causes you've supported in the past.
- Give the gift of camp! Many children ask friends and family to support a cause in celebration of their birthday or a holiday.
- Post your QR code at your camp's check-in table. Funds raised after the start of your program will be held for next year's scholarships.

2

PREPARE YOUR ASK



HOW TO RUN A GREEN ENVELOPE CAMPAIGN

- **Prepare a list of potential donors**, making sure names are spelled correctly and all addresses are correct.
- **Assemble your Green Envelopes.** Each one must include:
 - *Request Letter and Sponsor Benefits* – [download this file](#), customize the highlighted areas for each potential sponsor, print it and sign your name. Please don't make any other changes.
 - *501(c)(3) Letter* – [download this file](#) and print it, or make a copy of the sample provided. Sponsors often need this letter, which verifies our nonprofit status for tax-deductible donations.
 - *Informational Insert* – this will be pre-stuffed, or you can [download this file](#) if you want to attach it to an email.
 - *Remittance Envelope* – these are pre-stuffed. Be sure to write your program code (Ex: C-OH06-12345-24) on each one – this is the only way the donations can be credited to your program!
- **Mail your Green Envelopes.** Postage is already applied. Please return any unused envelopes with your materials at the end of your program.



PRO TIPS

Want to go the extra mile?

- Use the optional [Callback Script](#) for a follow-up phone call. Making a call within 10 days of sending your Green Envelopes can boost your campaign's success.

Need more Green Envelopes?

- Contact your Regional Program Manager to request additional packets.

3

THANK YOUR DONORS

Crowdfunding gifts appear in real time on your online campaign page. **Green Envelope** gifts are sent to the National Inventors Hall of Fame home office and directed to your program. All available funds can be found on the Scholarships tab of your Resource Center.

The National Inventors Hall of Fame will send your donors a formal acknowledgment but you are welcome to thank them as well. You can never say “thank you” too much!

Please include any donors at or above \$1,000 in your program newsletter, or include them all! All other benefits are fulfilled by the National Inventors Hall of Fame.

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DISTRIBUTE SCHOLARSHIPS

Visit your Resource Center to distribute scholarships to underserved children in your community.

Each time a new donation is received, your Local Scholarship tab will be updated and your Regional Program Manager will notify you. Please work with them to allocate your funds.



PRO TIPS

To make the best use of scholarship funds:

- Start a waiting list of 10-15 children while school is still in session. Be sure to get each family’s contact information so you can reach them when funds are available.
- When possible, ask families to pay part of their registration fees. This helps ensure attendance and stretches your funds to help more kids. Provide a due date for co-payments, giving enough time for families to complete their registration forms.



RESOURCES

Rely on these resources to help turn your Local Fundraising efforts into the best campaign ever.

EMAIL TEMPLATES

Click to download these templates and easily reach out to your contacts.

- [Green Envelope Email Template](#)
- [Crowdfunding Email Template](#)

PRINTABLE FILES

Click to download and print these resources for your Green Envelope campaign.

- [Request Letter Template and Sponsor Benefits](#)
- [501\(c\)\(3\) Documentation](#)
- [Informational Insert](#)
- [Callback Script](#)



LOCAL FUNDRAISING VIDEO

DOWNLOAD ALL ASSETS

- To download all assets, click the button above
- Files should appear in your downloads folder
- Go to your downloads and locate the ZIP file
- Double-click to open the file and access the content
- Save the files to your computer for use

KEEP THESE POINTS IN MIND AS YOU RAISE FUNDS FOR YOUR PROGRAM

- Scholarships may not be distributed based on verbal donations
- Families who have already paid registration fees may not request a refund so they can receive scholarships
- Online Crowdfunding is only available on our approved platform
- Scholarship funds may be offered to campers and Leaders-in-Training participating in your program
- If applicable to your program, recognize donors during your Inventors Showcase

RESOURCES

Below you will find suggested social media posts to share your campaign on your social media profiles. Be sure to update the highlighted areas to reflect your campaign details.

FACEBOOK POSTS



Profile Name

Today at 12:00pm

I'm thrilled to share that I am part of the program team for [@Camplnvention](#) this summer at [\[location\]](#)! This exciting summer camp provides K-6 children with the necessary tools for fostering creativity and innovation. You can help provide those tools to the children in our community through a donation below or by spreading the word and sharing this link! [\[insert campaign link\]](#)



Profile Name

Today at 12:00pm

Thank you to everyone who has helped provide children with the opportunity to attend [@Camplnvention](#). We are almost to our goal of \$[\[amount\]](#), which will support [\[# children\]](#) children to become creators, inventors and entrepreneurs! Help more children experience a summer of fun and learning, click below to donate! [\[insert campaign link\]](#)

X (TWITTER) POSTS



Profile Name

@Username

You can make it possible for local children to experience [@Camplnvention](#), where they can explore [#STEM](#) concepts through engaging, hands-on activities. Donate today! [\[insert campaign link\]](#)



Profile Name

@Username

Thanks to the support of the community, we have raised [\[percentage\]](#)% of our total goal to help children attend [@Camplnvention](#) this summer. If you would like to donate, visit [\[insert campaign link\]](#) by [\[date\]](#) to join us in our efforts.

SOCIAL IMAGES

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

[DOWNLOAD ALL SOCIAL IMAGES](#)



Please Note: Both Facebook and X (Twitter) posts include the national Camp Invention page tag (@Camplnvention). This allows viewers the ability to visit our page to learn more information before registering for your local program. To activate the tag, click on the tag and after pasting in the copy, the text will turn blue to confirm the tag is activated. You can use the Facebook posts included above to share your Facebook Event by copying and pasting the Event page URL into the post or by sharing the event from your News Feed. Social media posts and accompanying graphics are provided. We recommend that you include both text-only posts and posts with graphics when promoting your local Camp Invention program on social media.

THANK YOU

FOR ALL YOU DO TO PROVIDE OPPORTUNITIES
FOR CHILDREN IN YOUR COMMUNITY!

Please contact your Regional Program Manager
with any questions along the way.



National Inventors
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Inspiring Future Innovators®

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PATENT AND TRADEMARK OFFICE ®