



Camp Invention®

PROMOTIONAL GUIDE

WONDER



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, Wonder! 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 inspiring challenges with the all-new Camp Invention® program, Wonder! [LOCATION] will host this K-6 program from [DATE] to [DATE]. Register [at invent.org/mylocalcamp. or INSERT REGISTRATION INFORMATION]

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

Your kid can spark their curiosity with new, hands-on STEM challenges 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 inspiring new K-6 experience: Wonder! Register [at invent.org/mylocalcamp. or INSERT REGISTRATION INFORMATION]

Camp Invention® is bringing new, imaginative experiences 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 2023 program is packed with brand-new, hands-on STEM adventures! Register [at invent.org/mylocalcamp. or INSERT REGISTRATION INFORMATION]

PROGRAM WRITE-UPS

50-WORD

Spark your child's creativity and confidence with our new Camp Invention® program! At [LOCATION] the week of [DATE], children in grades K-6 will team up and take on fun, hands-on STEM challenges. They'll build their own mini skate park, turn a robot into a stuffie and more! [Visit invent.org/mylocalcamp to secure your spot! or INSERT REGISTRATION INFORMATION]

Thanks to awesome 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 team up for exciting STEM challenges, like building a mini skate park, turning a robot into a stuffie and more! [Spots are filling up, so visit invent.org/mylocalcamp to secure your spot today! or INSERT REGISTRATION INFORMATION]

75-WORD

Spark your child's curiosity and creativity with our all-new Camp Invention® program, Wonder! At [LOCATION] from [DATE] to [DATE], campers in grades K-6 will collaborate with friends to take on fun, hands-on STEM challenges. From building a mini skate park to launching a pop-up shop to transforming a robot into a stuffie, each experience adds up to an imagination-stretching, confidence-boosting summer. [Visit invent.org/mylocalcamp to secure your spot! or INSERT REGISTRATION INFORMATION]

Camp Invention® is coming back to [LOCATION]! After earning rave reviews from campers, parents and educators, this action-packed program is returning with a brand-new program, Wonder! From [DATE] to [DATE], children in grades K-6 will collaborate with friends to take on fun, hands-on STEM challenges, from building a mini skate park and planning a celebration to launching a pop-up shop and transforming a robot into a stuffie! Each experience inspires creativity and boosts confidence. [Visit invent.org/mylocalcamp to secure your spot! or INSERT REGISTRATION INFORMATION]

PROGRAM WRITE-UPS

100-WORD

Inspire your child's creativity and watch their confidence soar with our all-new Camp Invention® program, Wonder! When this nationally acclaimed program comes to [LOCATION] from [DATE] to [DATE], campers in grades K-6 will team up with friends for hands-on, open-ended STEM fun. They'll build their own mini skate park, become an imaginative event planner, launch their own pop-up business and transform a robot into a stuffie! Each experience is designed to spark curiosity, build persistence and create an unforgettable summer. [Visit 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]! Your child's curiosity, creativity and confidence will soar with our brand-new program, Wonder! Campers in grades K-6 will team up with friends in hands-on, open-ended challenges designed to deliver an unforgettable summer packed with imagination-stretching fun. They'll build their own mini skate park, become an awesome event planner, launch their own pop-up business and transform a robot into a stuffie! [Spots are filling up quickly, so visit 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®, [School District Name] is excited to offer the nationally acclaimed Camp Invention program to children entering kindergarten through sixth grade. This inspiring, weeklong summer experience provides opportunities for open-ended, hands-on exploration of science, technology, engineering and more! Taking on a variety of exhilarating 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 2023 program will spark the imagination of both new and returning campers with an adventure full of inspiration, innovation and unforgettable discoveries!

During this action-packed, confidence-boosting program, young innovators will:

- Design and build their own mini skate park, customize their mini skateboard and practice persistence as they take on ramps, bowls, rails and more
- Transform a robot into a one-of-a-kind stuffie while exploring genetics, finding inspiration in nature and taking pride in their individuality
- Take on the role of event planner as they design a grand celebration, invent a Party Assistant and create a light-up party hat and bubble art banner
- Launch their own pop-up business while building entrepreneurship skills, making smart financial choices, using green energy and attracting customers

[Availability is limited, so visit 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 \$100 per week. Traditional program hours are 9 a.m. to 3:30 p.m.

PROGRAM WRITE-UPS

100-PLUS-WORD WRITE-UP FOR RETURNING DISTRICTS

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

In partnership with the National Inventors Hall of Fame®, [School District Name] is excited 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 inspiring, weeklong summer experience will engage in open-ended, hands-on exploration of science, technology, engineering and more! Taking on a variety of exhilarating activities each day, campers 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 2023 program will spark the imagination of both new and returning campers with an adventure full of inspiration, innovation and unforgettable discoveries!

During this action-packed, confidence-boosting, young innovators will:

- Design and build their own mini skate park, customize their mini skateboard and practice persistence as they take on ramps, bowls, rails and more
- Transform a robot into a one-of-a-kind stuffie while exploring genetics, finding inspiration in nature and taking pride in their individuality
- Take on the role of event planner as they design a grand celebration, invent a Party Assistant and create a light-up party hat and bubble art banner
- Launch their own pop-up business while building entrepreneurship skills, making smart financial choices, using green energy and attracting customers

[Availability is limited, so visit 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 \$100 per week. Traditional program hours are 9 a.m. to 3:30 p.m.

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 Facebook Live instructions, 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

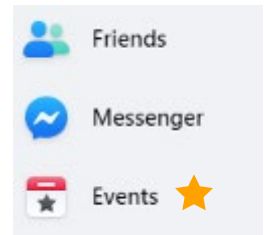
CREATING A FACEBOOK EVENT

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

STEP 1

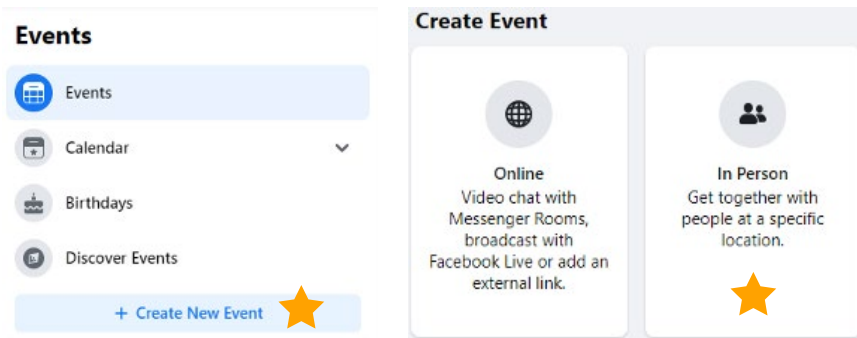
Log into your personal Facebook account. From your HOME view (not PROFILE view) you will see a list of options on the left-hand side of your screen. Click on Events. You may need to click on the “see more” arrow depending on how many items your sidebar on your personal Facebook profile has.

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

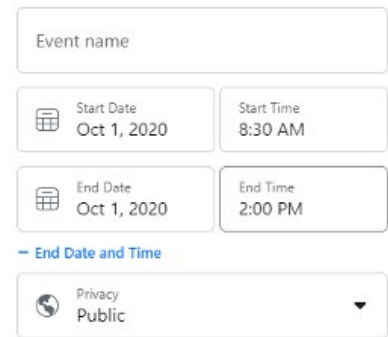
Complete the fields under Event Details.

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.”



The screenshot shows the Facebook Event Details form. It includes a text input field for the event name, followed by two rows of date and time selection fields. The first row shows 'Start Date' as 'Oct 1, 2020' and 'Start Time' as '8:30 AM'. The second row shows 'End Date' as 'Oct 1, 2020' and 'End Time' as '2:00 PM'. Below these is a section titled '- End Date and Time' which contains a 'Privacy' dropdown menu currently set to '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.



The screenshot shows a text input field labeled 'Location' with a location pin icon on the right side.

⌚ 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®, [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 2023 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:

- Design and build their own mini skate park, customize their mini skateboard and practice persistence as they take on ramps, bowls, rails and more
- Transform a robot into a one-of-a-kind stuffie while exploring genetics, finding inspiration in nature and taking pride in their individuality
- Take on the role of event planner as they design a grand celebration, invent a Party Assistant and create a light-up party hat and bubble art banner
- Launch their own pop-up business while building entrepreneurship skills, making smart financial choices, using green energy and attracting customers

[Availability is limited, so visit 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 \$100 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](#).

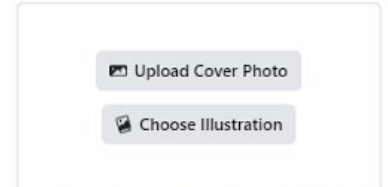
Click on Event Settings to add any additional Facebook users as Co-hosts for the event. If you would like to share the responsibility of managing the event page with other Program Team Members such as a Co-Director or Instructor, you can add them as Co-hosts here. This can be very beneficial as questions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

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



www.twitter.com/campinvention



www.pinterest.com/campinvention



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

HOW TO HOST A FACEBOOK LIVE BROADCAST

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 below to host a Facebook Live broadcast using your mobile phone.

HOW TO HOST FACEBOOK LIVE USING YOUR MOBILE PHONE

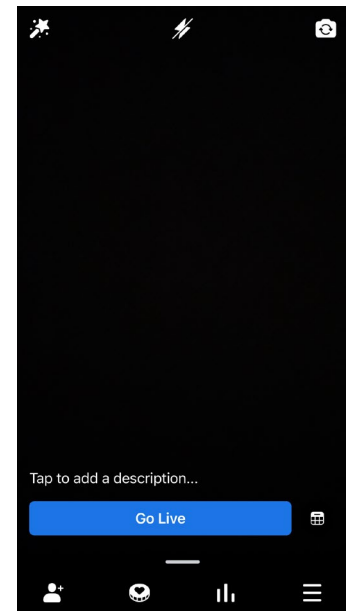
1. Navigate to your camp's Facebook Event page. Click on "Say Something" within the event page as if you are posting a status update.

2. Click on Live Video.



3. You will be redirected to the Facebook Live creator.

- a. Add a description of your live video; this should provide a short overview of what your broadcast will be about. You also can use one of the sample social media posts that are available on page 20 of the Camp Promotional Guide.
- b. If needed, you can toggle recording settings using the buttons in the top, such as whether you are filming with your front- or rear-facing camera, whether to use your camera flash, etc.



4. If you would like to invite someone to co-host the live broadcast with you, tap "Add Friend."



5. Tap "Go Live" to begin your broadcast.

6. Tap "Finish" when you would like to end your Facebook Live broadcast.

SOCIAL MEDIA PROMOTIONS

BEST PRACTICES

POTENTIAL TOPICS FOR YOUR FACEBOOK LIVE BROADCAST

- Introduce your Camp Invention Program Team
- Give a behind-the-scenes look at how you are preparing for the first day of camp
- Announce the beginning of the registration period for your program
- Hold a question-and-answer session

Please Note: The primary use of a Facebook Live broadcast is to help you build a relationship with your viewers, so topics for your broadcast should be engaging for your audience. While you can certainly mention your upcoming Camp Invention program, promoting your program will typically not be the primary focus of your video broadcast.

BEFORE YOUR FACEBOOK LIVE BROADCAST

- Prepare a list of a few talking points that you would like to cover during your broadcast
- Confirm that you have a strong internet connection on the device you will be using
- Confirm that you have permission to film any other individuals who will be included in your broadcast
- We recommend using a tripod to avoid a shaking camera
- Promote your upcoming Facebook Live broadcast so people in your community know when to tune in and watch it; for example, you could add the following sample text to an email or social media post to let people know about your upcoming broadcast
 - Join us virtually on **[DATE]** for a Facebook Live event about **[TOPIC]**
 - We'll be going live on Facebook on **[DATE]** with more details about **[TOPIC]**

DURING YOUR FACEBOOK LIVE BROADCAST

- Engage with viewers by greeting them at the beginning of your broadcast
- Reply to viewers' questions or comments; we recommend having an additional person off-screen to help you monitor your Facebook Live comments, reply to questions in the video comments and — if needed — let you know when there is a question that you should answer on air
- If possible, broadcast for three minutes or longer because longer videos are more likely to be discovered by Facebook users
- Be conscious of the fact that viewers can join a Facebook Live broadcast at any point, so it can be helpful to occasionally offer a brief recap, such as: "If you're joining us now, welcome! Today, we are talking about **[TOPIC]**, and we've just finished discussing **[PREVIOUS TALKING POINT]**"
- Make sure to have a closing line before ending your broadcast; this can be as simple as "Thank you for joining us today to chat about **[TOPIC]**"

After your Facebook Live broadcast ends, it will be posted as a video on your Facebook page, so you can continue to use the recording in future posts and promotions.

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


 We are excited to have @CampInvention back for its [number of years] year at [Site Name]! Don't miss out – secure your innovator's spot today for the ALL-NEW STEM adventures of Wonder this summer! invent.org/mylocalcamp. #SummerCamp


 Let your child's imagination run wild as they wonder, create and discover at Camp Invention®. [Site Name] will be hosting camp from [Date] to [Date], where tons of awesome hands-on STEM activities await! Sign up today at invent.org/mylocalcamp. #SummerFun


 In the weeklong Wonder program at @CampInvention, children will plan and create an epic celebration of innovation, design a one-of-a-kind animatronic stuffie and more! Visit invent.org/mylocalcamp to sign up for a week of STEM fun at [Site Name] this summer. #STEMCamp


 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 investigating the inner workings of robots to invention celebrations and designing rad mini skate parks, there's SO much fun in store. Register at invent.org/mylocalcamp.


 In the ALL-NEW Wonder program at @CampInvention, children will become innovative entrepreneurs as they design their own mini pop-up business, create a one-of-a-kind MimicBot™, build a mini skate park and become confident event planners. Camp is coming to [Site Name] the week of [Date]. Register your rising K-6th grader for the fun at invent.org/mylocalcamp.

 Push your child's creative limits, boost their imagination and make this the best summer ever! [Site Name] will be hosting @CampInvention the week of [Date]. Register today! invent.org/mylocalcamp. #SummerFun

 This summer, [Site Name] is excited to host an action-packed week of @CampInvention starting [Date]. During the all-new Wonder program, campers will take an exciting ride through science, technology, engineering and art with mini skate parks, MimicBots, mini pop-up businesses and more! Register today at invent.org/mylocalcamp.

 This summer, I have the privilege of inspiring young minds to think big at @CampInvention! We will be taking an exciting ride through #science, #technology, #engineering and #art with mini skate parks, MimicBots, mini pop-up businesses and more! Join us for fun at [Site Name] from [Date] to [Date]. Save your spot today! invent.org/mylocalcamp.

 Campers will gain confidence and discover the power of their imaginations at @CampInvention! [Site Name] will be hosting camp from [Date] to [Date] where children will engineer light-up party hats, explore bubble art and become entrepreneurs. Save your child's spot today at invent.org/mylocalcamp.

 I am excited to encourage children in our community to unlock their creative potential this summer at @CampInvention! Coming to [Site Name] from [Date] to [Date], this #STEM program fosters self-confidence and gives children the resources to explore their big ideas! To register, visit: invent.org/mylocalcamp.

SOCIAL MEDIA PROMOTIONS

TWITTER POSTS



Let your child's imagination run wild as they take an exciting ride through physics, design engineering and art as they create their own mini skate park and more during the [Site Name] @CampInvention program! Learn more: invent.org/mylocalcamp. #STEMCamp



At @CampInvention this #summer, campers will gain confidence and discover the power of their imaginations as they bring their biggest ideas to life. Register your rising K-6th grader for the [Site Name] STEM #camp today: invent.org/mylocalcamp.



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



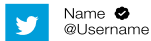
This summer @CampInvention is returning to [Site name] for the [number of years] year! The program is full of all-new, hands-on STEM activities and we can't wait for your K-6 students to experience the fun. Register today at invent.org/mylocalcamp.



In the all-new Wonder program at @CampInvention, children will become confident event planners, investigate the inner workings of their own MimicBot™ and more! A week of #STEM fun is offered this #summer at [Site Name]. Learn more and register at invent.org/mylocalcamp.



Your kids' favorite #summercamp, @CampInvention at [Site Name], is back with an all-new experience! Build their confidence with this fun opportunity and register today! invent.org/mylocalcamp.



Children will discover their innovative potential and become creative entrepreneurs in the all-new Wonder program at @CampInvention. [Site Name] will host a week of camp starting [Date]. Register today at invent.org/mylocalcamp. #SummerCamp



I am excited to have the privilege of inspiring young minds this summer at @CampInvention! Join us for the all-new #STEM fun at [Site Name] from [Date] to [Date]. Register now for the best summer ever! invent.org/mylocalcamp.



We are excited to have @CampInvention back for its [number of years] year at [Site Name]! Don't miss out – secure your innovator's spot today for the ALL-NEW STEM adventures this summer! invent.org/mylocalcamp.



This summer I will be encouraging creativity and the development of #STEM skills in the next generation of innovators at @CampInvention! Join us at [Site Name] from [Date] to [Date]. Don't miss out on all the fun, register today! 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, 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.

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
- 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 Wonder 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® — 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 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](#)

3 | 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

5 | International Space Day

[Solar-Powered Space Station](#)

7–13 | National Pet Week

[Celebrate Hug Your Hound Day](#)



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

16 | 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

23 | First Day of Fall
[First Day of Fall](#)

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



OCTOBER

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

28 | 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](#)

23 | 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, Wonder, 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]**

Building a mini skate park to launching a pop-up shop to transforming a robot into a stuffie are all part of the fun at Camp Invention® this summer. Register today at [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](#) 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-by-17-inch paper for the best results.

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](#)

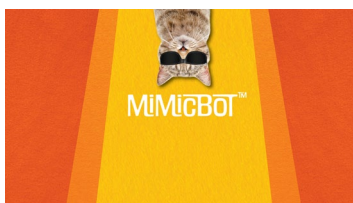
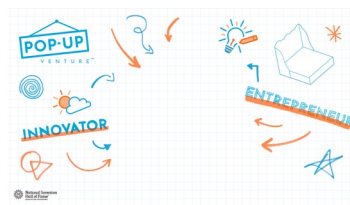
CAMP INVENTION ZOOM BACKGROUNDS

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

WONDER ACTIVITY SHEETS

Print or digitally share the activity sheets provided below with your class for fun ways to introduce each 2023 program experience, as well as a fun activity to complete in school or at home. Each sheet provides families with additional information on each new experience their children will enjoy at your local camp this summer.



[Download Catching Air Activity Sheets](#)



[Download Invention Celebration Activity Sheets](#)



[Download MimicBot Activity Sheets](#)



[Download Pop-Up Venture Activity Sheets](#)

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 <http://experience.invent.org/>. If you need additional sizes, please contact communications@invent.org.



DOWNLOAD ALL BANNERS

THANK YOU

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



National Inventors
Hall of Fame®

Inspiring Future Innovators®



UNITED STATES
PATENT AND TRADEMARK OFFICE®