



Camp Invention®

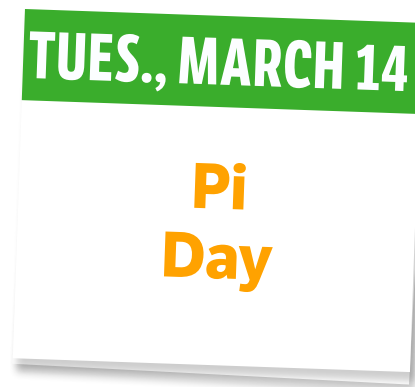
# MARCH PROMOTIONAL GUIDE



# MARCH PROMOTIONAL DATES

Happy March! We are excited to share the new resources below to support your Camp Invention® promotions leading up to this month's **\$25 discount deadline**. Because of your support, nearly **40% of parents** say that the reason they registered for Camp Invention is because of a school or teacher referral. Your efforts allow more children to experience the magic of Camp Invention and we cannot thank you enough!

In this guide, you will find resources for the following holidays/observances as well as the March discount deadline to help boost your program registration:



## EVEN MORE EXCITING NEWS!

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

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

# SOCIAL MEDIA CONTENT - FACEBOOK

When promoting the \$25 discount deadline for Camp Invention through your Facebook event page or personal social media profiles, we recommend that you use the posts below.

Please Note: The Facebook and Twitter posts below include the national Camp Invention page tag (@CampInvention). This allows viewers the ability to visit our page to learn more information before registering for your local program. To activate the tag, click on it after pasting in the copy; the text will turn blue to confirm the tag is activated.

## ALL MONTH LONG



When children are introduced to relatable STEM role models through programs such as @CampInvention, they can see how they too can become innovators. During #WomensHistoryMonth, sign up your young inventor for Camp Invention® at [Site Location] to help her discover innovative role models through the real-world inventors that inspired the camp activities. Register by 3/30 and save \$25 on your camp registration by using promo code SUM25!  
invent.org/mylocalcamp



This summer at @CampInvention, we're going to have tons of fun creating, inventing and collaborating with friends! From bringing their ideas to life to discovering their creativity, your child will gain confidence and have a blast! Save \$25 by using code SUM25 when you sign up for camp at [Site Location] by 3/30. Register now: invent.org/mylocalcamp

## TWO-WEEK CAMP



@CampInvention at [Site Location] will inspire confidence and creativity this summer! Camp is running for two weeks, and will be filled with lots of fun, hands-on #STEM activities. We can't wait to see your young inventor at camp! Register using code SUM25 by 3/30 to save \$25 off week one and unlock a savings of \$60 off week two! invent.org/mylocalcamp

## PI DAY – MARCH 14



Happy Pi Day! Baking a pie with your creative thinker is a great way to celebrate and introduce them to real-world STEM concepts! Extend #STEM learning into the summer during the [Site Location] @CampInvention program from [Date] to [Date]. Save \$25 off your camp registration by using promo code SUM25 by 3/30. Register today:  
invent.org/mylocalcamp

## FIRST DAY OF SPRING – MARCH 20



Spring has sprung and we're already looking forward to all the fun we'll have this summer at @CampInvention! Sign your child up for the [Site Location] camp program by 3/30 and use the coupon code SUM25 to save \$25 on your registration. invent.org/mylocalcamp

## END OF THE MONTH



There is only one week left to save \$25 on your registration for @CampInvention at [Site Location]! Register today for hands-on STEM fun for your child this summer using the code SUM25. invent.org/mylocalcamp



Don't miss an immersive STEM experience for your child this summer! There are only a few days left to save \$25 on your registration for the all-new @CampInvention program at [Site Location]. Register today using SUM25 to save your spot!

# SOCIAL MEDIA CONTENT - TWITTER

## ALL MONTH LONG



Name  
@Username

Sign up your young inventor for @CampInvention at [Site Location] to help them discover innovative role models and learn how to bring their creative ideas to life. Save \$25 through 3/30 with the coupon code SUM25. [invent.org/mylocalcamp](http://invent.org/mylocalcamp)



Name  
@Username

When girls are introduced to relatable STEM role models, they start to see how they too can invent. During #WomensHistoryMonth, register your child for @CampInvention at [Site Location] and use the promo code SUM25 by 3/30 to save \$25! [invent.org/mylocalcamp](http://invent.org/mylocalcamp)



## TWO-WEEK CAMP



Name  
@Username

Kids can build confidence through creation and collaboration at @CampInvention this summer at [Site Name]. Register using code SUM25 by 3/30 to save \$25 on week one and unlock \$60 savings for week two. [invent.org/mylocalcamp](http://invent.org/mylocalcamp)



## PI DAY – MARCH 14



Name  
@Username

Celebrate #PiDay by signing your child up for a one-of-a-kind summer experience with @CampInvention at [Site Location], where the fun activities will introduce them to real-world math concepts. Save \$25 when you use the coupon code SUM25 by 3/30. [invent.org/mylocalcamp](http://invent.org/mylocalcamp)



## FIRST DAY OF SPRING – MARCH 20



Name  
@Username

Now that spring is officially here, it's a great time to sign up your child for an unforgettable #STEM summer experience at the [Site Location] @CampInvention! You can save \$25 on your registration when you use coupon code SUM25 by 3/30. [invent.org/mylocalcamp](http://invent.org/mylocalcamp)



Name  
@Username

We are already looking forward to #summer because we will be hosting @CampInvention from [Date] to [Date]! Sign up your kiddos for imagination-stretching fun and save \$25 by using code SUM25 by 3/30. [invent.org/mylocalcamp](http://invent.org/mylocalcamp)



## END OF THE MONTH



Name  
@Username

Only one week left to save \$25 off your registration for @CampInvention at [Site Location]! The summer fun runs [Date] to [Date]. Register today with code SUM25 to save on a week of hands-on STEM fun for your child. [invent.org/mylocalcamp](http://invent.org/mylocalcamp)



Name  
@Username

@CampInvention is taking place at [Site Location] from [Date] to [Date]! Your child won't want to miss all the fun, hands-on STEM activities. This is the last day to use code SUM25 and save \$25 on your registration! [invent.org/mylocalcamp](http://invent.org/mylocalcamp)



Name  
@Username

Don't miss an immersive #STEM experience for your child this summer! Only two days left to save \$25 on your registration for the all-new @CampInvention program at [Site Location]. Register today using coupon code SUM25! [invent.org/mylocalcamp](http://invent.org/mylocalcamp)



# SOCIAL MEDIA IMAGES

Below, you will find images that you can use with the social media content provided. You can click on the photos to download individual files or click on the button to download all images.



[DOWNLOAD IMAGES](#)

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

# EMAIL TEMPLATE

Below you will find an email template and a Camp Invention video you can use in your communications as you promote your program to parents and future campers! Be sure to update the email template with your unique camp information.

Hi, Parents and Guardians!

I'm so excited to share that I will be the **[Director/Instructor]** for Camp Invention® this summer! Camp Invention has offered unique, innovative experiences for more than 30 years, and I'm proud to have been a part of it since **[year]**.

At Camp Invention, children are guided to develop real-life skills through real-world challenges. Just one week at camp can drastically impact how they approach creative problem solving - I've seen it firsthand as they discover solutions, build prototypes and gain confidence in their own ideas.

I love this high-energy, hands-on camp, and I'm looking forward to this year's all-new program. Don't just take my word for it — [check out this video](#) where you can walk through a day in the life of a Camp Invention camper!

If you have any questions, please don't hesitate to reach out!

We're looking forward to an exciting week with your young innovator!

**[Name]**



*Click the image above to watch the video mentioned in the email.*

# STEM ACTIVITIES

Below are some timely activities that can be found on the National Inventors Hall of Fame® [blog](#) this month. You can use the following STEM activity blog posts in your classroom, virtual or in person, or share with parents so they can get an inside look at some of the hands-on fun that Camp Invention is all about.



**Celebrate World Water Day with the National Inventors Hall of Fame**



**STEM Activity:  
Carving Out Space to Grow**

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

# MORE PROMOTIONAL TOOLS

## Testimonials

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



“

“My favorite part was sharing my invention idea with everyone. Actually, no, it was making the invention. It was both!”

— LISA K., CAMP INVENTION CAMPER



“

“Camp Invention challenges him to think, design, build and learn from mistakes. It's great that there's opportunity for personal response without a right or wrong answer.”

— BARBARA W., CAMP INVENTION PARENT

## See What It's Like to be a Camp Invention Camper!

You can play this video in your classroom or at assemblies, or even share it with parents to show them the Camp Invention experience from a camper's point of view.



For additional resources to promote your local program, be sure to check out the full Camp Invention Promotional Guide on the [Resource Center!](#)



# THANK YOU

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



National Inventors  
Hall of Fame®

Inspiring Future Innovators®

In partnership with



UNITED STATES  
PATENT AND TRADEMARK OFFICE®

