



Camp Invention®

# APRIL PROMOTIONAL GUIDE



# APRIL PROMOTIONAL DATES

Happy April! We are excited to share the new resources below to support your Camp Invention® promotions leading up to the upcoming **\$15 DISCOUNT DEADLINE**. 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 May discount deadline to help boost your program registration:

**SAT., APRIL 15**

**World  
Art Day**

**SAT., APRIL 22**

**Earth  
Day**

**WED., MAY 17**

**\$15  
Discount  
Deadline**

## 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. That email will contain a unique URL. They will need to register for the second week using the unique URL, and a promo code for \$60 off will automatically be applied to their next registration.

\*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 \$15 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.

## DEADLINE REMINDERS



We are gearing up for an exciting week of all-new STEM fun this summer at @CampInvention at [Location]! Register your child today and save \$15 with code SUM15. Hurry, these savings won't last long!  
[invent.org/mylocalcamp](http://invent.org/mylocalcamp)



Confidence, creativity and friendship are what @CampInvention is all about! Save \$15 when you register for STEM fun at [Location]. You won't want to miss this! Use SUM15 to save.  
[invent.org/mylocalcamp](http://invent.org/mylocalcamp)

## ALL MONTH LONG



Turn your curious kids into innovative thinkers this summer at @CampInvention at [Location]. Camp will take place the week of [Date] and spots are running out! Register today and save \$15 by using code SUM15.  
[invent.org/mylocalcamp](http://invent.org/mylocalcamp)

## TWO-WEEK CAMP



This summer [Location] is offering double the fun with two weeks of @CampInvention! Each week provides a different set of hands-on activities to boost confidence and encourage creative problem solving. Register today for week one using SUM15 to save \$15 and you'll receive a link to register and save \$60 off week two! [invent.org/mylocalcamp](http://invent.org/mylocalcamp)

## HOLIDAY SPECIFIC



Celebrate #WorldArtDay by registering your curious creator for the hands-on STEM fun of Camp Invention® at [Location] the week of [Date]! This summer campers design and create one-of-a-kind stuffies, rad mini skate parks, awesome pop-up shops and more. Register today and save \$15 with code SUM15. [invent.org/mylocalcamp](http://invent.org/mylocalcamp)



Happy #EarthDay! Celebrate by registering your child for @CampInvention, where kids are encouraged to think creatively to solve problems through hands-on fun. The skills gained at camp can help your child to one day determine ways to reduce landfill waste or remove pollution from the ocean! Camp will run the week of [Date] at [Location] and you can save \$15 with code SUM15!  
[invent.org/mylocalcamp](http://invent.org/mylocalcamp)

# SOCIAL MEDIA CONTENT - TWITTER

## DEADLINE REMINDERS



Join us at [Location] this summer from [Date] to [Date] for an exciting week of all-new, confidence-building #STEM fun! Register using code SUM15 to save \$15 off your child's registration! [invent.org/mylocalcamp](http://invent.org/mylocalcamp)



Get ready for an exciting week of all-new STEM fun this summer at @CampInvention at [Location]! Register your child today and save \$15 with code SUM15. [invent.org/mylocalcamp](http://invent.org/mylocalcamp)



## ALL MONTH LONG



Confidence, creativity and friendship are what @CampInvention is all about! Register for exciting STEM fun at [Location] this summer from [Date] to [Date]. Use SUM15 to save \$15! [invent.org/mylocalcamp](http://invent.org/mylocalcamp)



## TWO-WEEK CAMP



This summer [Location] is offering two weeks of @CampInvention! Each week provides a different set of hands-on activities to boost confidence and encourage creative problem solving. Register today using SUM15 to save \$15 on week one and redeem an additional \$60 off week two! [invent.org/mylocalcamp](http://invent.org/mylocalcamp)



## HOLIDAY SPECIFIC



Do you have a young artist who loves to build and create? Then, check out @CampInvention at [Location]! Register today and save \$15 by using code SUM15! [invent.org/mylocalcamp](http://invent.org/mylocalcamp)



Happy #EarthDay! Celebrate by registering for @CampInvention, where kids are encouraged to think creatively to solve problems through hands-on fun. Register today to join in on the fun at [Location] the week of [Date]. Save \$15 by using code SUM15. [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 “April\_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 including a link to this [blog post](#) that you can use to invite parents, colleagues, neighbors and friends, and their future campers to your program. Be sure you update the template with your unique camp information.

Hi Parents and Guardians!

As you gear up for summertime, I'm excited to share with you an awesome high-energy, hands-on experience for your child! This summer, I will be the **[Director/Instructor]** for Camp Invention® at **[Location Name]** on **[Dates]**.

This program is an exciting chance to introduce your young innovator to STEM (science, technology, engineering and mathematics) concepts as they build confidence and form friendships. When your child joins us, they will team up to take on exciting real-world challenges, dive into open-ended learning adventures and expand their creativity – all while having a ton of fun!

For more information, check out this [blog post](#) to see how kids will explore design thinking as they engage in STEM learning at Camp Invention this summer! If you are ready to register, visit [invent.org/mylocalcamp](http://invent.org/mylocalcamp) and use promo code **SUM15 for \$15 off.**

We would LOVE to see your kiddo this summer! If you have any questions, please don't hesitate to reach out!

Sincerely,  
**[Name]**



# STEM ACTIVITIES

Below are some timely activities that can be found on the National Inventors Hall of Fame® [blog](#). 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.



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.



“

**“I took what was inside my head and made it into an invention! I LOVE inventing!”**

– ASHFORD S., CAMP INVENTION CAMPER



“

**“I just want to let you know how much my girls LOVE Camp Invention. This will be their third year, and it is always one of their favorite things about summer.”**

– MARY P., CAMP INVENTION PARENT

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®

