## Lego Camp

Email Templates

# **Advertising Email**

*If your school or team has run FLL or FTC programs, sending an email to those parents is a great way to get the word out about your camp and boost enrollment.*

**Subject**: Lego Summer Camp 2017!

**Message**: Hello all,

You are receiving this email because you have indicated interest in FLL or FTC and we want to let you know that registration for our Summer Lego Camp is happening now! This summer, camp will be held at [Location] during the week of July 1st - 5th. Camp runs from 9 AM - noon each day.

For more information or to register, please visit our website/registration form.

Thanks for your continued support of STEM programs at [School] and we hope to see you at camp this summer!

[Camp coordinator name]

2017 Lego Camp Coordinator

# **Registration Confirmation Email**

*Be sure to add information about how parents can send payment. You might want to consider setting up an account with PayPal or a similar service so that parents can pay online ahead of time.*

**Subject**: Lego Camp Sign-Up Confirmation

**Message**: Congratulations!

Your child has been registered for Session 1 of Lego Camp, which runs July 1st - 5th. For more information about camp, you can visit our website, [URL]. Please reply to this email to confirm your child’s spot at camp.

The cost of camp is $100, and payment is accepted in the form of cash, check or card on the first day of camp.

Thank you for your support of the STEM programs at [School] and we look forward to seeing you this summer!

[Camp coordinator name]

2017 Lego Camp Coordinator

# **Reminder Email**

*Be sure to include all information parents may need, including where to drop off their child, whether or not snacks and/or lunch will be served, and a quick reminder on how payment can be sent.*

**Subject**: Reminder: Lego Camp Session 1 begins next week!

**Message**: Hello Lego Camp families!

We are looking forward to having your kids at camp with us next week! The first session of Lego Camp begins on Monday, July 1st and each day runs from 9 AM - noon. Snack will be served, and campers can bring a lunch to eat after camp ends at noon if they choose to. Look for the big "Lego Camp" sign near the main entrance when you drop your camper off!

Thanks and we look forward to seeing you on Monday!

[Camp coordinator name]

2017 Lego Camp Coordinator

# **Post-Camp Thank You Email**

*Sending an email out to families after camp has ended will remind them that you appreciate their support and make them more likely to sign up again in the following years. It can also help boost enrollment for your school’s FLL and FTC programs, if applicable.*

**Subject**: Thanks for a great week of camp!

**Message**: Hello Lego Camp families!

We had a great session of camp last week. It was wonderful to see all the campers becoming excited about engineering, coding, and building. We want to thank you again for your support of of all the STEM programs at [School].

If your child enjoyed their time at camp and would like to continue to work with robotics, we have FIRST Lego League and FIRST Tech Challenge teams beginning in the fall. Both involve working with a team to design, construct, and code a robot that can complete a series of challenges, much like what your camper worked on at Lego Camp this week. You can look for more information on FLL and FTC at the beginning of the next school year.

Thanks again for your support!

[Camp coordinator name]

2017 Lego Camp Coordinator