What I need to do to help Amplify the Call for Code?
Take a few moments to review the material in this digital kit to help you have the discussion with your social networks, colleagues, clients, friends, and family. If you have more questions, feel free to check out the full FAQ at http://ibm.biz/CallforCodeFAQ . We need you can be an ambassador for IBM in support of the Call for Code, it's fast and easy.

Why is this initiative important?
On average, **every day** natural disasters will directly impact 80,000 people, costing the global economy more than $270 million. What if technology could help improve these figures? That's exactly what Call for Code is setting out to do. It asks developers to work out how to use AI, Blockchain, Cloud, Data, and IoT technologies most effectively to improve communities' disaster preparedness and resiliency. Call for Code is supporting the UN Human Rights office, and The International Network of The American Red Cross, and projects will be built on IBM Cloud.

How should the Call for Code be represented?
In written form: Call for Code (two capital C's) or CALL FOR CODE.
It should NOT be represented as c4c, CfC, CALLFORCODE, callforcode (without .org on the end) or any variation other than that outlined above. The logo has several colors that can be used, no other variation or greyscale can be used. The logo should always be used in conjunction with the words. In social media, use #CallforCode

Are there some social media message examples that I can use/adapt?
Use the hashtag #CallforCode on social media.

Proud to be an IBMer involved in supporting and amplifying the #CallforCode. Raising the impact of and credit for developers. developer.ibm.com/callforcode

Excited to be involved in changing the world. #CallforCode asks developers around the world to start building and help save lives which of my friends are in? developer.ibm.com/callforcode

Sharing with my developer friends - the #CallforCode is your chance to respond and help to mitigate the impacts of natural disasters, will you join me? developer.ibm.com/callforcode

Natural disasters have had a $1.5 trillion economic impact since 2003. #CallforCode is an opportunity for developers around the globe to use their tech skills to help humanity better prepare for such disasters before they happen. developer.ibm.com/callforcode

Doctors, Engineers, First Responders, Developers. What do they all have in common? Having an impact in mitigating natural disasters the world today. #CallforCode developer.ibm.com/callforcode

When do I have to do it by?
The Call for Code challenge opened for developers on June 18th and the competition runs through August 31st. **Now** is the time to get the word out!

What else can I do?
Once you receive the names of those who have volunteered their time, there is potentially some dedicated time that could be given to those individuals. They may also reach out to you as the person who sends the emails with questions, fielding them to the callforcode.slack.com would work. But you can be as hands-on as you'd like!