

# #HourOfCode 2022

## Partner Toolkit

Anybody can learn  
December 5-11, 2022

HOUR  
OF  
CODE



**Every student should have the opportunity to learn computer science**

The **Hour of Code** aims to introduce computer science early—because students today should learn how to create technology, not just use it. During Computer Science Education Week, your company can inspire more students to try computer science, particularly girls and underrepresented students of color. This guide will provide you some basic ways to participate in the Hour of Code, but we encourage you to get creative!

**Thank you for leading the way.**

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## Overview

As the largest learning event in history, the Hour of Code has widespread reach and there is concentrated visibility on computer science during CS Education Week. Thousands of classrooms all over the world will be participating. **It's an ideal time to engage employees.** Your company can help demystify computer science for the next generation!

**1.5B**

Hour of Code  
engagements

**180+**

countries

**200K**

educators

**86K**

events  
registered in  
2021

**400**

partners

## Explore, play, and create during the 10th Hour of Code

This year, we're celebrating how computer science helps us **explore, play, and create!**

With computer science, we can do all sorts of awesome, inspiring, thrilling, and downright fun things. We're exploring outer space (and traveling way back in time as we do). We're helping athletes and teams improve their performance, making soccer *even more* exciting in the process. And we're creating art — from the weird and wonderful, to our most beloved music and movies.

## Key messages

These are our key messages — you can emphasize these in your own messaging!

- Anyone can learn computer science — try it out!
- There are many ways to try computer science: Explore, play, and create!
- Computer science inspires joy, amazement, and delight.
- With computer science, you can express yourself, do cool things, and share what you make with the world.
- Spend an hour exploring, playing, and creating with code.

# Ways to participate

Your company can participate in Hour of Code by volunteering in a classroom or hosting your own Hour of Code event. Here's everything you need to know to get started:

## Volunteer in a classroom

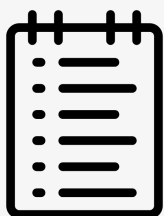


**Who can volunteer?** Anyone passionate about computer science education and increasing diversity in tech can be a volunteer! We love to see volunteers of all ages and backgrounds participate. The Hour of Code features a large variety of activities for all ages and skill levels, so you don't need to be a programming expert to volunteer!



### How do volunteers get selected?

- Teachers search for volunteers by reviewing profiles on our [volunteer map](#). Try to [make your profile](#) as complete as possible to increase the chance that a teacher will contact you.
- A teacher will contact you through the form linked in your profile (we will never share your email address with the teacher).
- If you are receiving too many requests from teachers, you can update your preferences or unsubscribe by clicking the link provided at the bottom of any email request from a teacher.



### How do I prepare for Hour of Code? Before you volunteer:

- [Try out some of the activities yourself](#) before heading to the classroom.
- Discuss your role at the event with the teacher. You may want to prepare to share your story: How did you get involved in a career in tech or why is tech important to you?
- Get the students excited! Pick out a [video](#) to help focus the class and get them excited to do an Hour of Code.
- If you are a virtual volunteer, test A/V and screen sharing capabilities beforehand.

## Why volunteer? Take it from some of our past volunteers:

"The best part of my experience was that the entire class were women and people of color. It bodes well for the future of our industry to have a chance to reach and excite these kids."

"The teachers noticed that some of the students who didn't do as well academically were excelling at thinking like a developer and helping others — giving them a place to feel confident."

"Especially enjoyed getting to encourage young girls in technology. Felt like I was helping the next generation in my local area."



# Ways to participate

## Host your own Hour of Code event

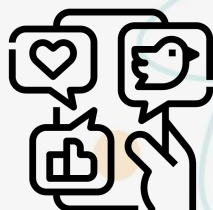


Whether it's in a technology class, a school assembly, or a student-parent coding night, students in your area will be talking about the Hour of Code. Use this excitement to rally your CS education community. **Here's how you can get started:**

- Select a date and location for your event.
- Invite a local school or school district.
- Reach out to a local school you have a relationship with and invite them to your event - [check out our map of Hour of Code events](#).
- Promote your event through social media.
- Choose an activity. You can [try out our activities here!](#)
- Plan for your technology needs—computers aren't required for all lessons! (Not enough devices? Try [pair programming](#).)

### Sample event guide

Time	Activity
5-10 min	Introduce yourself to the students. <i>Where do you work, what do you do, and what do you love most about your job? What or who inspired you? How did you get interested in computer science? Did you have a mentor? Maybe share a story about how tech affects everyone.</i>
1-5 min	Show an inspirational <a href="#">video</a> .
5-10 min	Ask the students questions and leave time for Q&A. <i>What jobs are they interested in, what are their favorite tech gadgets or apps, and how do they think they are built? Do the students have any questions for you?</i>
60 min	<b>Code!</b> Walk around, answer questions, and guide them through tough puzzles. Try not to give students the solution outright, instead, try asking them questions so they can figure it out, and encourage students to ask each other questions.
1-3 min	Thank everyone and hand out <a href="#">certificates</a> ! (Be sure to print enough beforehand)



### Share event photos and stories!

Share your photos and stories on social media. Tag Code.org on Facebook and @Codeorg on Twitter, and we may share your posts! If your company has a volunteer tracking portal, remember to enter in your volunteer hours. (Note: To share photos of students, you need parental permission. View sample permission form [here](#).)

# Engaging employees

## Sample recruitment email



Ready to recruit volunteers? Here's a sample email you can send to get employees excited for your event or a classroom visit. Adjust for your own Hour of Code plans as needed!

**Subject:** Calling all Hour of Code Volunteers!

Hello!

I am excited to announce that [COMPANY] will be joining [Code.org](https://code.org) this year to help promote the [Hour of Code](https://code.org)! If you've never participated before, the global Hour of Code campaign is part of the movement to broaden participation in computer science and increase diversity in tech. It has reached over 100 million students of all backgrounds in 180+ countries.

Computer science is the defining field of the 21st-century, yet most schools don't teach it. Join us in supporting the mission to give every student in every school the opportunity to learn!

Last year, we had over [xxxx] employees volunteer and we hope to exceed that this year!

### How you can get involved:

**Volunteer in a classroom** in-person or virtually and inspire students to try an Hour of Code!

- October - December: Teachers will reach out to you to plan
- December 5-11 (Computer Science Education Week): Have fun volunteering at Hour of Code events!

### **Participate in [COMPANY]'s Hour of Code event**

[INCLUDE EVENT DETAILS]

[COMPANY] is proud to participate in this worldwide campaign. Our efforts will help introduce many students to computer science who might not have discovered it otherwise. Technology is transforming the globe—by expanding opportunity and opening the pathways for our future leaders and innovators, we have the power to transform technology.

[Sign up today](#) to help lead this movement forward!

-[SIGNED]

P.S. [Try an Hour of Code activity](#) yourself!

# Help spread the word

**Ready to share the news?** Use some of our sample copy below, and click the images to download for your posts!

## General Hour of Code

Computer science is changing our world. Help students be part of this change starting with one #HourOfCode.  
<https://hourofcode.com>

Don't just use technology—learn how to build it. Help someone start with an #HourOfCode.  
<https://hourofcode.com>

Every leap forward in technology begins with one #HourOfCode. Help the next generation learn!  
<https://hourofcode.com>

## Statistics about computer science

Did you know only 53% of schools teach computer science? Give every student the chance to learn one #HourOfCode  
<https://hourofcode.com>

Only 22% of software professionals are women. Introduce more girls to computer science with #HourOfCode  
<https://hourofcode.com>

More girls have tried computer science through #HourOfCode than in the last 70 years. Help us make history again.  
<https://hourofcode.com>

## Share your story

I'm supporting #HourOfCode because [fill in your thoughts]. Join us <https://hourofcode.com>

One #HourOfCode can lead to [fill in your story].  
<https://hourofcode.com>

If your very first line of code changed your life, help students near you do their first #HourOfCode  
<https://code.org/volunteer>

We're hosting an  
**Hour of Code!**

Join us at [hourofcode.com](https://hourofcode.com)  
Computer Science Education Week | December 5-11

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