Hour of Code
Corporate Partner Toolkit

**Anybody can learn
December 7-13, 2020**

HOUR
OF
CODE

Every student should have the opportunity to learn computer science

Computational thinking helps nurture problem-solving skills, logic, and creativity. And technology is transforming every industry on the planet. Students today should learn how to create technology, not just use it. By starting early, they'll have a foundation for success in any 21st-century career path.

During the Hour of Code campaign, your company can help raise awareness of the computer science movement, and your employees can volunteer and inspire more students to try computer science, particularly young women and students from historically marginalized racial and ethnic groups. This guide will provide you some basic ways to participate remotely or in-person in the Hour of Code, but we encourage you to get creative!

Thank you for joining Code.org to help introduce millions of students to computer science during the Hour of Code!

Inside this toolkit

Volunteering with a classroom

One of the easiest and most fulfilling ways to participate in the Hour of Code is to volunteer with a local classroom, either in-person or virtually.

Who can volunteer?

Anyone passionate about computer science education and increasing diversity in tech can be a volunteer! We'd love to see volunteers of all 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!

Why volunteer?

Check out some testimonials from 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."
- "Especially enjoyed getting to encourage young girls in technology. Felt like I was **helping the next generation** in my local area."
- "I LOVED seeing how excited the kids were. One amazing thing was that 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**."

How do volunteers get selected?

- Teachers can search for volunteers on our volunteer map.
- If you're located near their classroom, teachers will review your profile on the map, so try to complete as much as possible to increase the chance that a teacher will contact you.
- A teacher will contact you through the platform (we will never share your email address with the teacher).
- Work with the teacher to determine how you can best contribute to their event, and if you'll be visiting in-person or volunteering virtually.
- If you are receiving too many requests from teachers, you can always update your preferences or unsubscribe by clicking the link provided at the bottom of any email request from a teacher.

You don't have to use our volunteer map in order to volunteer! If you have a child in your life, the best place to start is with their classroom. For guardians, we recommend reaching out to one of your child's teachers directly. You can also find additional contact information on their school's website.

Preparation for your Hour of Code

Before you volunteer:

- Try out some of the activities yourself.
- 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? Why is computer science important to you? What are some things you do as part of your job and how does that relate to technology?
- Consider the students you will be speaking to and what might resonate with them. As a volunteer, you can help them to realize that computing is everywhere and they too can become computer scientist.
- Get the students excited! Work with the teacher to pick out an inspirational video that can 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. Consider making a few slides as part of your presentation.
- If you'll be volunteering in-person, make sure you're up to date on both local and school health and safety guidelines. Depending on their procedures you may need to arrive a little early.

Need more resources? Check out these other tips.

Messaging to inspire company participation

Here are sample emails to help you rally your employees to engage with the Hour of Code. You can encourage them to participate by signing up to volunteer, making a donation, or participating in your organization's own event.

Email 1 - Call for Volunteers

Subject: Volunteer to help students with one Hour Of Code!

Hello [NAME],

I am excited to announce that [COMPANY] will be joining Code.org this year to help promote the Hour of Code! 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 1 million teachers, and 50 million students of all backgrounds in 180+ countries.

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

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

How to get involved:

Volunteer with a classroom
Volunteer in-person or virtually and inspire students to try an Hour of Code!
- **October - December:** If you signed up to volunteer as an individual, teachers may reach out to you to starting planning. If you don't hear from a teacher, try reaching out to local schools that you'd be interested in volunteering with. The best place to start is a school you already have a connection with such as an alma mater or your child's school.
- **Early December (Computer Science Education Week):** Have fun volunteering at Hour of Code events!

Participate in [COMPANY]'s Hour of Code event
Join us in hosting an Hour of Code! [INCLUDE EVENT DETAILS]

Of course, if you're unable to volunteer you can always donate or visit Code.org/Help for ideas on how to support this movement.

[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.

-SIGNED

P.S. Try an Hour of Code activity yourself!

As we near the Hour of Code, follow up with your employees and give them a look at past volunteer experiences.

Email 2 - Volunteer Reminder

Subject: It's not too late to volunteer for the Hour of Code!

Hello [NAME],

There's still time to sign up to volunteer for the Hour of Code! Join [COMPANY] and Code.org to help give every student in every school the opportunity to learn computer science.

Many careers begin with one spark of inspiration early in life. Help inspire local students to learn through the Hour of Code—and support a passionate, diverse next generation of computer science professionals.

What volunteers have said:

- *"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."*
- *"Especially enjoyed getting to **encourage young girls in tech**. Felt like I was helping the next generation in my local area."*
- *"I LOVED seeing how excited the kids were. One amazing thing was that 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."*

How to get involved:

Volunteer with a classroom
Volunteer in-person or virtually and inspire students to try an Hour of Code!
- If you haven't already, sign up to volunteer! If you don't hear from a teacher, try reaching out to local schools that you'd be interested in volunteering with. The best place to start is a school you already have a connection with such as an alma mater or your child's school.

Participate in [COMPANY]'s Hour of Code event
Join us in hosting an Hour of Code! [INCLUDE EVENT DETAILS]

Of course, if you're unable to volunteer you can always donate or visit Code.org/Help for ideas on how to support this movement.

The Hour of Code is an important movement that has reached over 1 million teachers, and 50 million students of all backgrounds in 180+ countries. The best part? Students love it! [COMPANY] is proud to participate in this worldwide campaign and I hope you'll join us.

-SIGNED

How to host an Hour of Code event

Host an Hour of Code event for students! Here's how:
- Select a date and location for your event. For a virtual Hour of Code, determine which conferencing platform you'll use ahead of time.
- Invite a local school or school district. We recommend starting with a local school you have a relationship with or browsing our map of Hour of Code events.
- If you are unable to connect with a school, please contact us and we'll connect you with one of our local partners if possible.
- Promote your event through social media.
- Choose an activity and try it prior to your event. You can check out our activities here!
- Plan for your technology needs, especially if you'll be hosting a virtual event.
- For in-person events: Not enough devices? Check out pair programming.

Hour of Code sample schedule and guide	
Time	**Activity**
5-10 min	Introduce some of your staff and/or guests. They can talk about topics like: • 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? • Share a story about how tech affects everyone.
1-5 min	Show/stream an inspirational video.
5-10 min	Ask the students questions and leave time for Q&A. • What jobs are they interested in, what are their favorite tech gadgets or apps, and how do they think they are built? • What are some examples of technology or computer science, that they use everyday? • Do the students have any questions for you?
60 min	**Code**! If you are volunteering in-person, answer questions, and guide students through tough puzzles. Try not to give them the solution outright, instead, try asking them questions so they can answer themselves what went wrong, and encourage students to ask each other if they have questions. If you are volunteering virtually, work with the teacher on what the best approach might be. It may make more sense to return at the end of the session to see what progress students have made.
1-3 min	Thank everyone and share completion certificates to celebrate! Encourage them to keep learning.

Day of - Hour of Code Event
- Share your photos and stories with us by posting on social media and include #HourofCode.
- If your company has a volunteer tracking portal, remember to enter in your volunteer hours.
- Celebrate! You can end your event with a dance party, swag prizes, and more.

Spread the word to promote the Hour of Code and help raise awareness of the computer science movement. Below is some sample content to post on social media and some inspirational resources to share with your friends, family, and community.

Post on Social Media — Sample Content

Hour of Code general announcement
- The #HourOfCode is coming again—join the movement. https://hourofcode.com/
- 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/

Stats
- More girls have tried computer science through #HourOfCode than in the last 70 years. Help us make history again. https://hourofcode.com/
- Did you know only 45% of U.S. schools teach computer science? Give every student the chance to learn one #HourOfCode https://hourofcode.com/
- In the U.S., only 26% of software professionals are women. Introduce more girls to computer science with #HourOfCode https://hourofcode.com/
- 67% of computing jobs in the U.S. are not in the tech sector. Help put computer science in the standard curriculum with #HourOfCode https://hourofcode.com/

Create your own
- One #HourOfCode can lead to [fill in your story]. https://hourofcode.com/
- I'm supporting #HourOfCode because [fill in your thoughts]. Join us https://hourofcode.com

Engineer-specific
- If your very first line of code changed your life, help students near you do their first #HourOfCode https://code.org/volunteer
- If you learned to code—what's your story? Inspire a student near you through their first #HourOfCode https://code.org/volunteer
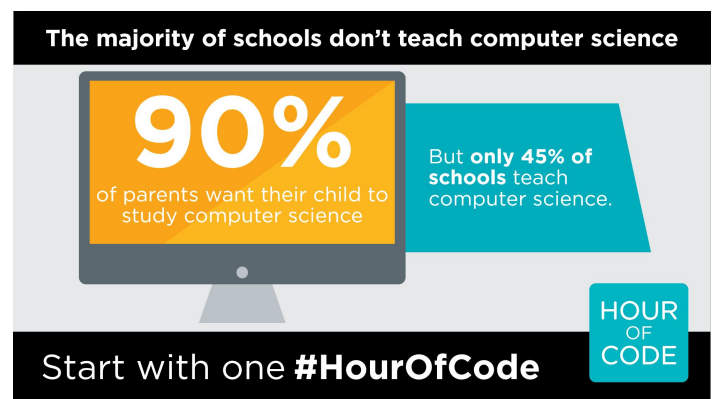
Every girl deserves to take part in **creating the technology that will change our world**, and change who runs it.

Malala Yousafzai
Nobel Peace Prize Winner

Start with one **#HourOfCode**

HOUR OF CODE

The majority of schools don't teach computer science

90%
of parents want their child to study computer science

But **only 45% of schools** teach computer science.

Start with one **#HourOfCode**

HOUR OF CODE

You can find more social media tidbits and graphics to share at HourofCode.com

Videos to share

Women in tech-related videos
- Change the world: Starring Sheryl Sandberg, Jasmine Lawrence, Karlie Kloss, May-Li Khoe, Mia Epner, Alice Steinglass, Jess Lee, Paola Mejía Minaya, Malala Yousafzai, and Susan Wojcicki.
- Malala challenges girls to do an Hour of Code: Starring Malala Yousafzai: activist for female education and Nobel Prize laureate.

Hour of Code videos
- Hour of Code - WORLDWIDE
- Hour of Code 2015 - WORLDWIDE
- The Hour of Code is Here (2015)
- President Obama asks America to learn computer science (2014)
- The Hour of Code is Here (2013)

General inspirational computer science videos
- Anybody Can Learn: (1 min) A short message from Bill Gates, Mark Zuckerberg, will.i.am, NBA all-star Chris Bosh, Gabe Newell of Valve, Drew Houston of Dropbox, Elena Silenok of Clothia, and other tech heroes, to inspire students to learn to code.
- What Most Schools Don't Teach: (6 min) Learn about a new "superpower" that isn't being taught in 90% of US schools. Starring Bill Gates, Mark Zuckerberg, will.i.am, Chris Bosh, Jack Dorsey, Tony Hsieh, Drew Houston, Gabe Newell, Ruchi Sanghvi, Elena Silenok, Vanessa Hurst, and Hadi Partovi.
- "Code Stars" - short film: (9 min) Learn about a new "superpower" that isn't being taught in 90% of US schools. Starring Bill Gates, Mark Zuckerberg, will.i.am, Chris Bosh, Jack Dorsey, Tony Hsieh, Drew Houston, Gabe Newell, Ruchi Sanghvi, Elena Silenok, Vanessa Hurst, and Hadi Partovi.

Other resources

- Hour of Code promotional resources: Includes brochures, one-pagers, images, stats, posters, etc.
- About Code.org

Unable to volunteer? Here are others ways to get involved

- Donate to Code.org.
- Share your experience on social media with #HourOfCode.
- Sign this petition to make sure that every student has the opportunity to learn computer science.
- Spread awareness by wearing Code.org swag (all proceeds go to supporting more students gain access to computer science education).
- Choose to benefit Code.org when you shop on AmazonSmile.

For more suggestions on how to support Code.org, vitist Code.org/help

Frequently asked questions

Do I have to be a software engineer to participate?
No, all employees are encouraged to volunteer. When they fill out the form, they can select "software engineer" or "Other". If "Other", employees can provide what makes them passionate about tech so that teachers are excited to bring them into the classroom.

Can international employees participate?
Yes, international employees can coordinate with a teacher to do a Cisco Webex, Google Meet, Microsoft Teams, Skype, or Zoom virtual classroom visit. Discuss and test platform options with the teacher prior to their Hour of Code event.

Do you have offices in other countries? Encourage them to host an Hour of Code locally as well! We have activities available in more than 45 languages.

If you want to do even more, international employees can help Code.org with our translation efforts. Contact international@code.org if this is something you're interested in helping with.

Will all employees that register get a volunteer position?
Over 6,000 teachers are interested in having volunteers! We are confident that there will be an opportunity for most employees. Those who are not matched are encouraged to reach out directly to local schools or create their own Hour of Code event and invite local students.

How can employees get their children's schools to host volunteers?
Employees can use this email to encourage principals and local schools to participate.

I haven't heard from any teachers yet. Is there anything else I can do while I wait?
You don't have to wait for a teacher to contact you to get started! Search in your area for local schools and school districts. You can email the principal, computer science teachers, or technology teachers and ask them if they're doing the Hour of Code and are looking for volunteers. Or, reach out to local organizations like Boys and Girls Club, Boys or Girls Scouts, Junior Achievement, etc.

The school I'm working with has little or no internet. What Hour of Code activities are available to them?
There are lots of options for unplugged activities. Visit code.org/learn and look for the "No internet" option under the "Classroom technology" filter. We also have offline versions of Star Wars and Minecraft that can be downloaded by the teacher and installed on each computer in advance of their Hour of Code event.

How do I see or edit my information?
When you signed up you should have received a confirmation email with a link to view/edit your information. If you're unable to locate that email or edit your information, please email volunteers@code.org for support.

Are there any Hour of Code activities for students with disabilities?

We're continuously working to improve our selection of activities for students with impairments or disabilities.

If you have a student with a disability, you can review this how-to guide on how your student can participate in the Hour of Code. We also have resources for students using assistive technology.