Hour of Code Corporate Partner Toolkit

Anybody can learn.

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

Inside this Toolkit

- Volunteering in a classroom
- Internal messaging for employee engagement
- How to host an Hour of Code event
- External messaging
- Frequently asked questions

Volunteering in a classroom

One of the easiest and most fulfilling ways to participate in the Hour of Code is to volunteer in a local classroom.

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 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!

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 will be searching for volunteers on our volunteer map.
- Teachers will be reviewing your profiles on the map, so 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 always update your preferences or unsubscribe by clicking the link provided at the bottom of any email request from a teacher.

Preparation for your 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.

Rally your employees and encourage them to participate in the Hour of Code 2017 by signing up to volunteer. Here's a sample email to get you started.

Email 1: Volunteer in a classroom!

Subject: Calling all Hour of Code Volunteers!

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 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

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

- October - December: Teachers will reach out to you to plan
- December 4-10 (Computer Science Education Week): have fun volunteering at Hour of Code events!

Participate in [COMPANY]'s Hour of Code event <if applicable>

Join us in hosting an Hour of Code! [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!

Internal Messaging

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

Email 2: It's not too late to volunteer!

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 via the Hour of Code—and support a passionate, diverse next generation of computer science professionals.

How to Volunteer:

Help out a school in your community. Sign up NOW!

Important Information:
- Watch the Volunteer Training Webinar: What to expect when volunteering in a classroom
- December 4-10: Computer Science Education Week - Hour of Code volunteer events will happen throughout this week

Past volunteer testimony:

"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."

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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.
- 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.
- If you are unable to connect with a school, please email giving@code.org and we will connect you with one of our local partners if possible.
- 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? Check out pair programming.

Hour of Code classroom visit sample schedule and guide	
Time	**Activity**
5-10 minutes	Introduce yourself: • What 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 minutes	Show an inspirational video.
5-10 minutes	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 you think they are built? • Do the students have any questions for you?
60 minutes	**Code!** 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 answer themselves what went wrong, and encourage students to ask each other if they have questions. Learning from each other is a great learning opportunity.
1-3 minutes	Thank everyone and print certificates!

External Messaging

Spread the word to promote the Hour of Code and help raise awareness of the computer science movement. Below are sample content to post on social media and 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 40% of schools teach computer science? Give every student the chance to learn one #HourOfCode https://hourofcode.com/
- Only 26% of software professionals are women. Introduce more girls to computer science with #HourOfCode https://hourofcode.com/
- 67% of computing jobs 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

External messaging

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
- Host an Hour of Code event
- Share your experience on social media with #HourOfCode
- Sign this petition to make sure that every student has the opportunity to learn computer science
- Promote through Code.org SWAG (all proceeds go to supporting more students gain access to computer science education)

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 the teacher to do a Skype or Google Hangout virtual classroom visit.

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 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, 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 working to improve our selection but for now we only have a recommendation for Quorum. This lesson plan is for an activity designed for visually challenged students.