



HOUR OF CODE INTERNAL MARKETING TOOLKIT

Purpose of this toolkit: This toolkit is intended to support Foundation/CSR, Diversity, HR and Tech leads with the tools you need to execute the Hour of Code with your colleagues.

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Upcoming resources (coming Oct. 22):

1. Social media sample posts - helping you to promote your participation to key stakeholders
2. [How To Guide for Hour of Code Employee Volunteers](#) - providing employee volunteers with step by step instructions on what to do when they visit a classroom

Thank you for joining with Code.org to expose millions of students, including girls and underrepresented students to computer science!



Hour of Code Timeline for Code.org Corporate Partners

Week-by-Week Timeline

Below is a timeline of lead-up events to the Hour of Code to help corporate partners plan and promote Hour of Code, which culminates during Computer Science Education Week, December 7-11, 2015.

DATE	CODE.ORG	CORPORATE PARTNERS	EMPLOYEE VOLUNTEER EXPERIENCE
October 12-16	<p>Oct. 15 - Campaign launch: Code.org's Hadi Partovi announces the Hour of Code 2015 at Grace Hopper Conference</p> <p>Code.org shares Step by Step Guide for Corporate Partners and Internal Marketing Toolkit</p>	<p>Sign up here for Hour of Code partner call Oct. 20, 21, 22. Choose one of the three time slots.</p>	<p>Employees sign up to volunteer in a classroom</p>
October 19-23	<p>Code.org will share How To Guide for Hour of Code Employee Volunteers</p>	<p>Partner call #1 (Oct. 20, 21, 22)</p> <p>Encourage employees to sign up to volunteer in a classroom.</p>	<p>Employees sign up to volunteer in a classroom</p>



<p>Oct. 26 - 30</p>	<p>Teachers begin outreaching to volunteers (via email) to coordinate event visits</p>	<p>Sign up here for Hour of Code partner call Nov. 17,18, or 19. Choose one of three time slots.</p> <p>Encourage employees to sign up to volunteer in a classroom.</p>	<p>Employees sign up to volunteer in a classroom</p> <p>Teachers reach out to volunteers and schedule classroom visit</p>
<p>Nov. 2-6</p>		<p>Sign up here for Hour of Code partner call Nov. 17,18, or 19. Choose one of the three.</p> <p>Encourage employees to sign up to volunteer in a classroom.</p>	<p>Employees sign up to volunteer in a classroom</p> <p>Teachers reach out to volunteers and schedule classroom visit</p>
<p>Nov. 9-13</p>	<p>Nov 11 - 2015 Hour of Code tutorial launch - check www.hourofcode.com for updates.</p> <p>Code.org PR outreach</p>	<p>Encourage employees to sign up to volunteer in a classroom.</p>	<p>Employees sign up to volunteer in a classroom</p> <p>Teachers reach out to volunteers and schedule classroom visit</p>
<p>Nov. 16-20</p>	<p>Code.org PR outreach</p>	<p>Encourage employees to sign up to volunteer in a classroom.</p>	<p>Watch webinar #1 (Code.org will be recording two webinar - more details to come)</p>



		<p>Partner call #2 (Nov. 17, 18, 19)</p> <p>Employee volunteer webinar #1</p>	
Nov. 23-27	<p>Thanksgiving week</p> <p>Code.org PR outreach</p>	Thanksgiving week	Thanksgiving week
Nov. 30-Dec. 4	<p>GivingTuesday social media promotion</p> <p>Code.org PR outreach</p>	<p>Hour of Code social media posts</p> <p>Employee volunteer webinar #2</p>	<p>Watch webinar #2 (Code.org will be recording webinars - more details to come)</p> <p>Read the How To Guide for Hour of Code Employee Volunteers before visiting the classroom</p>
Dec. 7-13	<p>Hour of Code events during Computer Science Education Week</p> <p>Code.org PR outreach</p>	<p>Employees attend Hour of Code events</p> <p>Hour of Code social media posts</p>	<p>Employees volunteer in a classroom</p> <p>Employees promote their experience on social media</p>
Dec. 15	Code.org sends survey to employees		Employees receive Code.org follow-up participation survey
January-February '16	Code.org reports survey results to companies		



Executive Email Messaging for Hour of Code 2015

I am pleased to announce that [COMPANY] is joining Code.org this year to promote the worldwide campaign, “Hour of Code” and help ensure diversity in tech. The Hour of Code is a global movement that reaches tens of millions of students in 180+ countries every year.

I ask that all [COMPANY] employees [[complete the Hour of Code](#)/participate in [COMPANY] event/[sign up to volunteer](#) in a classroom]. and share this fun, educational tool with your family, local school, and friends.

Why Support it? Computer science is the defining field of the 21st century, yet most of us never learn it, and most schools don’t even offer it.

Take action: In support of our children’s education and our future, I ask that all [COMPANY] employees [[sign up to volunteer](#)/[complete the Hour of Code](#)/participate in [COMPANY] event]. By sharing this fun, educational tool with your family, local school, and friends we can help spread the word that computer science education is a subject that everyone can learn.

About Code.org Since 2013, [Code.org](#) has created one of the fastest growing movements in education – expanding participation in computer science by making it available in more schools, and increasing participation by females and underrepresented students of color.

Last year over 90 million people participated in Hour of Code and during Computer Science Education Week - over 70,000 schools nationwide participated and people from 180 countries.

Now that you’re inspired by Hour of Code, you can get involved in many more ways:



- [Donate](#) to Code.org
- **Get your local school on board** by [sending this email](#) to your principal
- [Host an Hour of Code event](#)
- **Sign this [petition](#)** to make sure that every student has the opportunity to learn computer science
- [Get some Code.org SWAG](#) (all proceeds go to supporting more students gain access to computer science education)
- Share your experience on **social media** **#HourofCode**

I hope you will join [COMPANY] and Code.org and volunteer some of your time to help more students learn computer science and gain new opportunities to thrive in tech! We all know the tech industry has a diversity problem. Here's how we start fixing it. Give it a shot. Try an Hour of Code. Anybody can learn.



Promotional Content

1. View our inspirational videos:
 - i. The original Code.org launch video, featuring Bill Gates, Mark Zuckerberg, and NBA star Chris Bosh (there are [1 minute](#), [5 minute](#), and [9 minute](#) versions)
 - ii. [Hour of Code 2015 video](#), or [Hour of Code 2013 launch video](#)
 - iii. [President Obama calling on all students to learn computer science](#)
2. Read about Hour of Code in these brochures;
 - i. [Hour of Code 2015](#)
 - ii. [About Code.org](#)
3. Visit the Code.org [Website](#) and download posters, videos, and brochures to spread awareness about computer science education.