



CLUBS

Find a Club Site Toolkit

Thanks for your interest in joining our movement to close the gender gap in tech! If you are ready to become a Clubs Facilitator but need to find an organization to host your Club, use this toolkit to help!

Contents:

- **Page #2:** Organizations that are eligible to host a Club
- **Page #3:** Host site email copy
- **Page #4:** Lift note email copy
- **Page #4:** Social media posts
- **Page #5:** Schedule for recruitment emails & social media posts
- **Page #6:** Host site phone script
- **Page #8:** How to launch a Club after identifying a host site
- **Page #9:** FAQs

Resources to reference or share:

- [Clubs Curriculum Overview: Shows what girls will learn in Clubs](#)
- [Facilitator Support Flyer: Explains how Girls Who Code supports Clubs](#)
- [Facilitator Recruitment Flyer: Explains requirements to start a Club](#)

Organizations that are eligible to host a Club:

The table below includes many of the different types of nonprofit organizations that are eligible to host a **Girls Who Code Club**. You can use the links embedded in the table to find organizations near you. The table also includes recommendations as to which staff may be most helpful to contact.

Before reaching out to an organization, make sure to check if the organization already has a Girls Who Code Club listed on our **Clubs Map**. If they already have a Club, you may still be able to join as an additional Facilitator or start another Club at the same location!

| Organization Type Click the link for help finding one near you | Who to Email/Call We recommend sending the “host site email” below to as many relevant staff as possible |
|--|--|
| All Nonprofits | |
| Schools | Titles: Principal, Assistant Principal, Director, Administrative Assistant. Departments/Function: Teaching & Learning, Secondary, Curriculum, Science, STEM, STEAM, Computer Science, After-School, Technology. |
| Libraries | Title: Branch Director/Manager/Supervisor Departments/Function: Youth services, Young adult, Volunteer Services, Outreach, Programs, Computer |
| Colleges/Universities | Departments/Programs: Computer Science, Coding, Engineering Majors, College of Education (e.g. departments like Middle Grades Education, Secondary Education, STEM Speciality Fields), Community Outreach, Community Service, Centers of Leadership, Fraternities, Sororities |
| After-School Programs | Titles: CEO, Director, Youth Outreach Departments/Functions: Programs |
| 21st Century Learning Centers | 21st Century Learning Centers are community learning centers that are established through federal grants given to educational organizations. The primary contacts for these centers will depend on the type of organization. |
| Community/Recreation Centers | Departments/Functions: After-School Services, Advocacy Services |
| Churches, Synagogues, Religious Organizations | Departments/Functions: Youth Outreach, Youth Education, Community Service |

Host Site Email Copy:

Subject Option A: Opportunity to bring free computer science program to girls at your school/organization/library etc.!

Subject Option B: Let's partner to prepare girls for the future of work!

Email Copy:

Dear **[NAME OF ORGANIZATION/NAME OF CONTACT]**,

My name is **YOUR NAME** and I'm reaching out to you because I've signed up to be a **Facilitator** with Girls Who Code to help build the next pipeline of female computer scientists through their free **Girls Who Code Clubs**. I would like to partner with **[ORGANIZATION NAME]** to launch a Club for the girls in our community.

Computing skills are the most sought-after in the US job market, with demand growing 3X the national average, but girls across the US are being left behind. Computing is where the jobs are — and where they will be in the future — but fewer than 1 in 5 computer science graduates are women. Girls Who Code is working with organizations like yours across the country to reverse this decline.

About Clubs:

Girls Who Code **Clubs** are FREE after-school programs for 6-12th grade girls to use computer science to impact their community and join a sisterhood of supportive peers and role models. Take a look at the Clubs **curriculum overview** to learn more about the program!

Other than a Facilitator, all you need to launch a Club is:

- Space to host the Club
- Computers/laptops
- Internet

All materials from Girls Who Code are provided for FREE to the Club, including:

- 120+ hours of curriculum, activity sets, and an online learning management system
- Recruitment materials, including student and volunteer flyers
- Program management support, including field trip and grant opportunities
- Facilitator trainings, resources and real-time support

If you have any questions about the Clubs program, please contact **clubs@girlswhocode.com**. If you'd prefer, Girls Who Code hosts regular webinars for you to join at whichever time is most convenient for you. You can **sign up here** for one of their upcoming webinars.

If you are interested in discussing how I can Facilitate a Girls Who Code Club for the girls you serve, please feel free to contact me directly at **[ENTER YOUR EMAIL]** or **[ENTER YOUR PHONE NUMBER]**

Best,

[ENTER YOUR NAME]

Lift Note Email:

A “lift note” is a message that you add on top of an email when you forward it. We recommend adding a lift note when you forward the host site email above to your personal contacts. That way, you can add a message tailored to them and their interests - while still including the information in the recruitment email.

Liftnote Copy:

Hi **[NAME]** -

I’m reaching out to ask if you or anyone you know would be interested in hosting a **Girls Who Code Club** this school year. I’m thrilled to become a **Facilitator** and am excited to find an organization to host a Club this school year.

Please share the email below with your network and let me know if you have any questions!

Thanks,

[ENTER YOUR NAME]

Social Media Posts:

Twitter

Join the movement to close the gender gap in tech! I’m bringing a @GirlsWhoCode Club to our community, but need your help to find a space. Reply for info!

*Help me bring FREE computer science to **[ENTER YOUR COMMUNITY NAME]** with our @GirlsWhoCode Club. Reply for info!*

Looking for an opportunity to give back? We need space to host our @GirlsWhoCode Club. Reply for info!

Facebook

Join the @GirlsWhoCode movement to close the gender gap in tech! Volunteer your space as a host site for our 2017-2018 Clubs program. Comment for more info!

The future of work starts with you! Computing skills are the most sought-after in the US job market, with demand growing 3X the national average - but girls across the US are being left on the sidelines. Today, less than a quarter of computing jobs are held by women, and that number is declining. Our country can’t afford to leave half the population behind! Join the movement by helping us to find space for our @GirlsWhoCode Club! Comment for more info!

*@GirlsWhoCode Clubs help girls achieve the American dream. Help bring FREE computer science to **[ENTER YOUR COMMUNITY NAME]** with space for our @GirlsWhoCode Club. Together, we can prepare our girls for tomorrow’s jobs. Comment for more info!*

Schedule for Recruitment Emails & Social Media Posts:

Email:

- Once you have identified potential host sites in your community - send the lift note and recruitment email to all organizational contacts, particularly those with which you have a connection.
- Two weeks after sending recruitment/lift note Email - send a reminder email and ask all recipients to share with their networks. Feel free to include suggested social media posts when you ask to share!
- One month after sending recruitment/lift note Email - send a final email to grab the attention of anyone who may have been traveling and/or on vacation when you sent the first email.

Social Media:

- Facebook and Twitter: One post per week

Host Site Phone Script:

Introduction & Agenda

Hi! My name is **[YOUR NAME]**. Thank you for taking the time to speak with me. I'm prepared to:

- Give an overview of Girls Who Code and the mission of the organization
- Share information about the Clubs program
- Discuss the benefits of hosting a Girls Who Code Club at **[ORGANIZATION NAME]**

In order to make the best use of your time, where would you like to start?

Introduction to Girls Who Code

About Girls Who Code : Girls Who Code is a national nonprofit organization working to close the gender gap in technology and change the image of what a programmer looks like and does. With their 7-week Summer Immersion Program, 2-week specialized Campus Program, after school Clubs, and a 13-book New York Times best-selling series, they are leading the movement to inspire, educate, and equip young women with the computing skills to pursue 21st century opportunities. By the end of the 2018 academic year, Girls Who Code will have reached over 50 thousand girls in all 50 states and several US territories.

- **The Problem:** Computing jobs are some of the highest paying and fastest growing in our country, yet less than a quarter of computing jobs are held by women, and that number is declining. Of those women, only 3% are African American, 2% are Latino, and 5% are Asian.
- **Economic Opportunity:** Currently there are 500k open computing jobs and a massive skills gap (only 40k CS grads, 7k women CS grads); we're missing out on this huge economic opportunity and leaving behind our daughters and girls.

The Solution: To close the gender gap in tech, we need to start in middle and high school. Research has shown that while girls' interest in computer science declines over time, the greatest drop-off happens in middle and high school. If girls don't take CS by the end of high school, then they're unlikely to major in it in college or go into a career in technology. That's why GWC programs are designed to inspire girls to see CS as part of their college and career plans at an early age.

At this point, pause and give the organization an opportunity to chime in with questions about Clubs.

Introduction to Clubs

The Clubs program is a FREE after-school program for middle and high school students. Through the Clubs program, girls learn to use computer science to impact their community, join a supportive sisterhood of peers within their Club, and connect with a network of alumni across the US.

- Clubs are typically hosted at schools, libraries, colleges, and other nonprofits.
- It's completely free to host a Club and free for students to join.
- The only requirements are space, one computer per girl, internet, and a volunteer facilitator!
- Girls Who Code provides the full curriculum, an online learning platform, facilitator training, and ongoing program support.

Logistics

- **Who:** Clubs must include a facilitator and *ideally* at least 10 girls. I'd be happy to serve as a Facilitator if you're interested in hosting a Club!
- **When:** Typically Clubs meet once a week for 1-2 hours, but you can decide what works best for your organization. i.e. twice a week for 45 minutes to an hour. Ideally, Clubs meet for a at least 15 sessions, but there's also an option for a condensed Club that meets for 10 sessions.

At this point, pause and give the organization an opportunity to chime in with questions about Clubs.

Introduction to Curriculum

The Clubs curriculum is designed for students with a wide range of computer science experience. The curriculum is designed to empower girls to work together to address problems in their community using computer science. I'll tell you a bit more about each component of our curriculum:

- **Impact:** Clubs are designed to teach girls that they can become problem solvers in their community. That's the idea that is at the foundation of the curriculum, which is centered around an interest-driven Computer Science "CS" Impact Project, where girls identify and work to solve real world problems that they care about through code.
- **Sisterhood:** It's important that girls in Clubs learn that they don't need to address issues in their community alone. That's why Clubs are designed to provide girls with a safe and supportive environment where girls can learn to see themselves as computer scientists.
- **Coding:** Clubs teach girls that Computer Science is a powerful way of addressing issues in their community. While they are brainstorming, designing and building their CS Impact project, girls learn computer science concepts that form the basis of all programming languages. Beyond hard coding skills, girls gain exposure to real-world project management and problem-solving techniques.

Sample Clubs agenda:

- *Woman in tech spotlight* - Girls research a female computer scientist to show them what is possible in the computer science space and that women are a huge part of it.
- *Stand-up* - Girls build community by sharing what they're working on and why it matters to them. Stand-ups keeps the whole Club on the same page as to what the team is working on.
- *Computer Science Impact project work and activity sets* - Girls spend time coding independently or work together to design and build their Computer Science Impact project.

At this point, pause and give the organization an opportunity to chime in with questions about Clubs.

Impact

- In our last survey, 65% of Clubs graduates said they intend to major or minor in computer science in college.
- In 2016, we launched nearly 1000 Clubs in all 50 states. We have reached a total of 40,000 girls across the US.

Next Steps

At this point, ask whether or not the organization is interested in hosting a Club and make sure to thank them for their time. The FAQ below is helpful for questions that may come up. If you aren't sure of the answer to a question, let the organization know that you'll get back to them soon, then email clubs@girlswhocode.com for an answer.

How to launch a Club after identifying a host site:

After you've identified a host site to host your Club, please complete the steps below to get started. Please note that the steps below are only applicable if you are **not** employed by the the host site.

1. Identify a *decision maker* that is employed by the host site. This person will serve as the main point of contact for Girls Who Code but is not required to be actively engaged with the Club as a Facilitator;
2. Complete the eligibility section of our [Clubs application](#); *some tips*:
 - a. Select "Other" for question 8. *Your affiliation with the Club location*;

8. Your affiliation with the Club location *

Other

- b. Depending on the nature of the *decision maker's* relationship to the host site, enter either "My Club's decision maker is employed by the site" or "My Club's decision maker holds a manager, board member, founder, executive or some other leadership position at the site" for the prompt that will appear after selecting "Other" for question 8;

Your Club needs a **main point of contact** that has a professional relationship with either your **host site** or **hosting non-profit organization** supporting your Club. This **point of contact** will serve as your Club's **decision maker** for such things like applying for a [Clubs Fund](#).

Define this relationship below: *

- My Club's decision maker is employed by the site.
- My Club's decision maker holds a manager, board member, founder, executive, or some other leadership position at the site.
- My Club's decision maker is not employed by the site.

- c. You've completed the eligibility section!
3. Later, in the full application enter the First Name, Last Name, and Email address for the *decision maker* from the host site. Please note that the decision maker will be sent a copy of our Clubs participation agreement. The decision maker will need to sign the participation agreement before your Club can be approved;

21. Please provide your host site's **decision maker** information. *

Note: Your decision maker will be sent a copy of our Participation Agreement once you have finished the application.

First Name *

Last Name *

Email address *

- a. Complete the rest of the application as prompted.

FAQS:

How do I start a Club? Who can start a Club? I don't see a Club nearby!

If you have an affiliation with a school, university, library, community center, faith-based organization, or nonprofit, you and your organization can start a Girls Who Code Club. To start a Club, you must:

- Secure a regular space to host the Club, such as a classroom or computer lab
- Provide a desktop or laptop computer and reliable Internet access to all members of the Club. Sorry, tablets and phones are not allowed.
- Identify leadership that can do the following. Ideally, these responsibilities are overseen by one person.
 - Administration: Handle administrative details of the Club such as securing space, recruiting students, and liaising with Girls Who Code
 - Facilitation: Lead Club girls through the Girls Who Code curriculum every week throughout the academic year. Many Facilitators have NO technical experience and learn to code alongside their Club members.

Who leads a Club?

Girls Who Code Clubs are led by Facilitators, who can be teachers, computer scientists, librarians, parents, or volunteers from any background or field. Many Facilitators have NO computer science experience and learn to code alongside their Club members. That's why we use the term "Facilitator" instead of "teacher." Our Club Facilitators guide Club girls through the curriculum, help them become better problem solvers and build their confidence.

The minimum requirements to be a Club Facilitator are:

- Be 18+
- Ability to pass a background check
- Commit 3-4 volunteer hours per week, including travel and prep time.
- Be comfortable learning alongside Club girls as they explore the foundational computer science concepts of variables, loops, conditionals and functions. Our curriculum is designed so that anyone can facilitate a Club; no computer science experience is needed! In fact, many Facilitators have NO technical background.
- Have a passion for Girls Who Code's mission to close the gender gap in technology and the ability to foster community within your Girls Who Code Club.

What does Girls Who Code provide for Clubs?

Here's how Girls Who Code supports Clubs:

- Recruitment Toolkits to --
 - Identify a Facilitator
 - Recruit girls to participate
- Program Management Assistance --
 - Grants to cover the cost of experiences such as guest speakers, field trips, events, workshops, snacks, and materials that will encourage Club girls to get excited about learning computer science.
 - Opportunities to participate in field trips with corporate partners.
- Curriculum & Learning Management System -- Club Facilitators and girls will have access to Girls Who Code's online learning management system where they'll access our curriculum.
 - For Facilitators: Session Guides with --
 - Detailed schedules for each Club session to help build community and guide girls to design their CS Impact Project.

- Instructions on how to present the fundamental computer science concepts of loops, variables, conditionals, and functions.
 - Examples of common errors
 - Scripts for Facilitators to read when girls get stuck
 - For Girls: Self-paced curricula that features curated tutorials for --
 - Beginners to explore the fundamental computer science concepts of loops, variables, conditionals, and functions through their own interests
 - Advanced Club members to deepen their programming skills in algorithms, circuitry, robotics, databases, object-oriented programming, and web development.
- Custom online training --
 - "Launch your Club" Training Webinar
 - "How To" videos to guide Facilitators through the curriculum
 - Curated list of Girls Who Code-approved online courses and trainings
- Real-time support
 - A technical content team will be available to answer questions during Club sessions
 - Text message reminders and administrative nudges
- A community to engage with:
 - Quarterly newsletters
 - Online forum moderated by GWC to share best practices with Facilitators across the country
 - Virtual and in-person meetups to connect with other Facilitators

How can I lead a Girls Who Code Club if I have no computer science experience?

Girls Who Code Clubs are led by Facilitators, who can be teachers, computer scientists, librarians, parents, or volunteers from any background or field. Many Facilitators have NO technical experience and learn to code alongside their Club members. That's why we use the term "Facilitator" instead of "teacher." Our Club Facilitators guide Club girls through the curriculum, help them become better problem solvers and build their confidence.

Girls Who Code provides Facilitators with training and support materials to ensure that each Facilitator can successfully run their Club.

Our support includes:

- Facilitator Session Guides with --
 - Detailed schedules for each Club session to help build community and guide girls to design their CS Impact Project.
 - Instructions on how to present the fundamental computer science concepts of loops, variables, conditionals, and functions.
 - Examples of common errors
 - Scripts for Facilitators to read when girls get stuck
- Custom online training --
 - "Launch your Club" Training Webinar
 - "How To" videos to guide Facilitators through the curriculum
 - Curated list of Girls Who Code-approved online courses and trainings
- Real-time support
 - A technical content team will be available to answer questions during Club sessions
 - Text message reminders and administrative nudges
- A community to engage with:
 - Quarterly newsletters
 - Online forum moderated by GWC to share best practices with Facilitators across the country

- Virtual and in-person meetups to connect with other Facilitators

How much does it cost to start a Club?

There's ZERO fee to start a Club, and most Club Facilitators already have the resources they need to get going. That includes:

- Nonprofit space to host the Club
- Computers and internet connection for each Club member
- A Faculty member, employee, or college student at their nonprofit who will be responsible for leading the Club through the curriculum and communicating with Girls Who Code.

All materials from Girls Who Code are provided for FREE to the Club Facilitator, including 120+ hours of curriculum, online learning management system, recruitment materials, program management support, and Club Facilitator training & resources.

Who is eligible to join a Club?

Clubs serve all girls, especially those who:

- Are middle and high-school-aged
- Are underrepresented in computer science and technology fields in terms of race, creed or background
- Have little to no access or exposure to computer science education in school
- Are Free and Reduced Lunch eligible
- Identify as female regardless of gender assignment at birth or legal recognition

Are boys eligible to join Girls Who Code Clubs?

Our Clubs are created to build a safe and supportive community for all students to learn Computer Science. We emphasize that Clubs should work towards a girls only environment. We do have students within our Clubs program who identify as boys.

How can I join a Club near me? How can my daughter join a Club near me?

To join a Club, [find a Club in your area](#) and contact the Club Facilitator to join. Can't find a Club near you? Learn how to bring a Club to your community on our [start a Club page!](#)

Can my Club have more than one Facilitator?

Yes! Having multiple Facilitators can be a great way to share responsibilities, provide more role models for students, and get more people from your community involved in the Girls Who Code movement! We recommend that Clubs have no more than four Facilitators to ensure consistency for students and familiarity with the material for Facilitators.

Will Girls Who Code send someone to teach my Club?

The majority of Club Facilitators lead the Club themselves or find a volunteer with resources/support provided by GWC. We can try to find a Facilitator for you, but can't guarantee it.

Girls Who Code Clubs are led by Facilitators, who can be teachers, computer scientists, librarians, parents, or volunteers from any background or field. Many Facilitators have NO technical experience and learn to code alongside their Club members. That's why we use the term "Facilitator" instead of "teacher." Our Club Facilitators guide Club girls through the curriculum and learn alongside them.

The minimum requirements to be a Club Facilitator are:

- Be 18+

- Ability to pass a background check
- Commit 3-4 volunteer hours per week, including travel and prep time.
- Be comfortable learning alongside Club girls as they explore the foundational computer science concepts of variables, loops, conditionals and functions. Our curriculum is designed so that anyone can facilitate a Club; no computer science experience is needed! In fact, many Facilitators have NO technical background.
- Have a passion for Girls Who Code's mission to close the gender gap in technology and the ability to foster community within your Girls Who Code Club.

What will girls learn in Clubs?

Through the Clubs program, girls learn to use computer science to impact their community and join a supportive sisterhood of peers and role models across the US. Our curriculum is designed for students with a wide range of computer science experience. We have activities for students with ZERO computer science experience all the way up to activities that introduce college-level concepts.

By the end of the Club year, all girls will:

- Join a safe and supportive environment of peers & role models and learn to see themselves as computer scientists.
- Learn the foundational computer science of loops, variables, conditionals, and functions that form the basis for all programming languages -- whether they want to build a website, an app, or a robot.
- Work on a team to design and build a Computer Science "CS" Impact Project that solves real world problems they care about.
- Gain exposure to real-world project management and problem-solving techniques

How long is the commitment to be a Facilitator?

Facilitating a Club takes 3-4 hours each week (including travel and prep time). Clubs can run for the fall semester, spring semester or the entire year based on the Facilitators' availability.

Can we host a Club during the Summer?

Clubs follow the same schedule as the academic calendar and do not run in the Summer. They can run in the fall semester, spring semester or both.