



## CLUBS

# FACILITATOR RECRUITMENT TOOLKIT

Thanks for joining our movement! If you need to find a Facilitator to lead your Club or Clubs, use this toolkit to help with recruitment!

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### Resources to reference or share:

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

## Recruitment Email Copy:

**Subject Option A:** We need your help to bring computer science to our community!

**Subject Option B:** Looking for an opportunity to give back?

### **Email Copy:**

Dear (Name)

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. With women making up almost half our workforce, it's imperative for our economy that we're preparing our girls for the future of work.

We've partnered with Girls Who Code to help build the pipeline of female computer scientists through their **Girls Who Code Clubs**, and are looking for volunteers like you to help facilitate our Club at **[ENTER YOUR CLUB SITE NAME]**.

### **About Clubs:**

**Clubs** are FREE after-school programs for 6-12th grade girls to use computer science to impact their community and join our sisterhood of supportive peers and role models.

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.

**Apply now to be a Facilitator!**

### **To Facilitate a Club, you must:**

- Be 18+
- 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!
- 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.

### **All materials from Girls Who Code are provided for FREE to the Club Facilitator, 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

### **APPLY!**

Questions? Visit [girlswhocode.com/Volunteer](https://girlswhocode.com/Volunteer).

We hope you'll join us this year.

**[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 recruitment 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 volunteering with a **Girls Who Code Club** this school year. We're are thrilled to be part of the **Girls Who Code** movement and there are many opportunities for to get involved.

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

Thanks,

**[ENTER YOUR NAME]**

## Clubs Overview for Newsletters:

**Prepare our students for the future of work! Volunteer with a Girls Who Code Club in your community!**

Computing skills are the most sought-after in the US job market, with demand growing 3X the national average. Computing is where the jobs are — and where they will be in the future — but girls across the US are being left behind. Today, less than a quarter of computing jobs are held by women, and that number is declining.

**You can help reverse the decline. Girls Who Code Clubs inspire, educate, and equip our girls for tomorrow's computing jobs. Help us bring FREE Girls Who Code Clubs to our community by volunteering as a Clubs Facilitator. Applications for Fall 2017 are open now.**

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**Join the movement today!**

## Social Media Posts:

### **Twitter**

*Join the movement to close the gender gap in tech! Volunteer with our @GirlsWhoCode Club. Reply for info!*

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

*Looking for an opportunity to give back? We need volunteers to help lead our @GirlsWhoCode Club. Reply for info!*

### **Facebook**

*Join the @GirlsWhoCode movement to close the gender gap in tech! Volunteer as a Facilitator 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 volunteering with 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]** by volunteering with our @GirlsWhoCode Club. Together, we can prepare our girls for tomorrow's jobs. Comment for more info!*

## Job or Volunteer Board Post:

**Prepare our students for the future of work! Volunteer with a Girls Who Code Club in your community!**

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

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- Recruitment materials, including student and volunteer flyers
- Program management support, including field trip and grant opportunities
- Facilitator trainings, resources and real-time support

**Join the movement today!**

## Schedule for Recruitment Emails & Social Media Posts:

### **Email:**

- Once your Club has been approved - send the lift note and recruitment email to all organizational contacts, particularly those who have expressed interest in volunteering with you.
- 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 recruitment 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 leading up to the launch of your Club

### **Job/Volunteer Boards:**

- We recommend focusing on local volunteer boards and newsletters in your community. Some of the best ways to find frequently-visited volunteer boards are through searching on Facebook, Twitter, word of mouth, and of course, Google!
- Girls Who Code will post the Facilitator opportunity on many national job & volunteer boards such as Idealist - but if you don't see us on your favorite site, please add the opportunity for your Club.

## **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 --
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  - Quarterly newsletters
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- 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:

- Non-profit space to host the Club
- Computers and internet connection for each Club member
- A Faculty member, employee, or college student at their non-profit 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.

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### **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.