CORPORATE PARTNER TOOLKIT

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Girls Who Code is a national non-profit organization working to close the gender gap in technology. Our programs inspire, educate, and equip girls with the computing skills they'll need to pursue 21st century opportunities.

THE PROBLEM

COMPUTER SCIENCE GRADUATES THAT ARE WOMEN

IN 1984 **37%**

CURRENTLY **18%**

Tech jobs are among the fastest growing in the country, yet girls are being left behind. While interest in computer science ebbs over time, the biggest drop off happens between the ages of 13-17.

OUR SOLUTION

Founded in 2012, Girls Who Code offers year-round program opportunities to girls in grades 6-12 across the nation through our Summer Immersion Program and Clubs Program. Our programs focus on three specific outcomes for the girls involved:

CAPABILITIES

We offer learning opportunities for our students and alumni to deepen their computer skills and confidence.

CAREER

Our programs create clear pathways for Girls Who Code alumni from middle and high school into the

COMMUNITY

We build a supportive sisterhood of peers and role models who help our students and alumni persist and succeed.
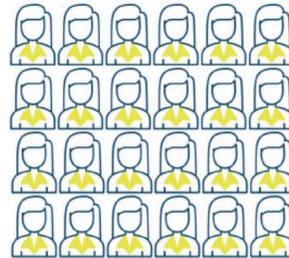
OUR RESULTS

WE'RE BUILDING THE LARGEST PIPELINE OF FUTURE FEMALE ENGINEERS IN THE UNITED STATES WITH 90,000 GIRLS REACHED TO-DATE

Girls Who Code is the only organization in the nation providing high-impact, in-depth computer science education in a supportive environment to girls -- and we're the only organization with outcomes that clearly show our programs are producing significant numbers of college-aged alumni who are interested in STEM fields.

WE ARE ON TRACK TO ACHIEVE GENDER PARITY IN COMPUTER SCIENCE BY 2027

Our college-age alumni are majoring in computer science and related fields at **15 TIMES** the national average.

Girls Who Code will serve more than **200,000 GIRLS** directly and **60 MILLION GIRLS** indirectly through spring 2019.

50%

HALF of girls served are from historically underrepresented groups. This includes girls who are Black, Latina, and from low-income households.

PARTNERSHIP IDEAS

1. **Percent of sales**
   - Donate a percent of sales for a fixed timeframe. See Eileen Fisher's successful campaign for inspiration (right).
2. **Flat donation**
   - Give a fixed donation to Girls Who Code to support our work.
3. **Point of sale**
   - At the end of a transaction, ask your customers to donate to Girls Who Code in addition to their purchase. For example, you could ask customers to round up to the nearest dollar or to donate a fixed amount at checkout during online or in store purchases.
4. **Transactional campaign**
   - Offer to donate to Girls Who Code in direct relation to customer action, such as sharing a social media post or purchasing a product.
5. **Brand licensing**
   - Use our logo and branding to bolster sales of a certain product and in return give a percent of sales or fixed donation to Girls Who Code.
6. **Co-brand an event or campaign**
   - Team up with Girls Who Code to co-brand an event or marketing campaign. Whether it's a product launch or series of advertisements promoting girls in technology, we'd love to partner with your organization.
7. **Employee engagement**
   - Check out our **Fundraising in the Workplace Toolkit** for more information on how to inspire your employees through an employee engagement programs.
8. **Annual fundraising event**
   - Turn your successful fundraiser into an annual event by increasing customer and employee excitement and arranging for recurring resources.

EILEEN FISHER

A Love that Lasts

The Spring Event

EILEEN FISHER

Saturday, March 25

$30 off* anything you truly love.

10%** of the day's proceeds will benefit Girls Who Code, a nonprofit working to close the gender gap in computer science, inspiring girls to see a future in tech.

Visit a retail store, enjoy free shipping online or call our personal shoppers at 866.512.5197.

CAUSE - RELATED CAMPAIGN GUIDELINES

Corporate partnerships are vital to Girls Who Code in our mission to close the gender gap in technology, and we are grateful to partner with many amazing companies in our work to close the gender gap in tech.

If you wish to use the Girls Who Code (GWC) registered logo you must sign a Cause Marketing Agreement and make a minimum donation commitment in accordance with GWC's Corporate Partnership program. Each potential partner is requested to complete and submit a proposal describing the intended campaign. GWC welcomes all companies and brands to inquire about creating a cause-related program with GWC as the beneficiary.

➡ **Mailing Lists**
- As per privacy policies, GWC will not sell its mailing list and will not release its mailing list or email list to companies or individuals.

➡ **Agreement**
- Use of GWC's Registered Marks is prohibited unless there is a fully executed Cause Marketing Agreement. A fully executed Cause Marketing Agreement must be in place prior to the release of Registered Marks.

➡ **Full Disclosure**
- GWC requires that every product, brand, and/or company that displays the GWC logo or any other Registered Mark discloses the exact and full benefit to the organization in plain and explicit language on all materials available to the public. GWC complies with Attorney General and the Better Business Bureau guidelines for cause marketing and charitable giving. Thus, the actual or anticipated amount of the purchase price that will benefit GWC must be clearly stated. GWC will not accept or approve any promotions or promotional materials that state "a portion of the proceeds" or other vague statements. Note that the donation statement must be stated in retail terms (not wholesale).

➡ **Minimum Donation/Type of Partnership**
- In order to ensure that GWC can continue to provide free programming for our students, a guaranteed minimum donation for each partnership is required. Minimum required commitments are scaled based on the company, the program, and the type of partnership. Your program can be based on volume of sales, a flat donation, or a donation up to a maximum amount, etc. Please contact us for more information about what a minimum donation might look like for your company.
- Companies must be in business for more than 12 months.

➡ **Registered Marks**
- All GWC Registered Marks must be utilized in accordance with GWC Brand Guidelines.

If you have any questions about the proposal or GWC's guidelines please contact: **corporatepartners@girlswhocode.com**.

STEPS TO START

Starting a cause-marketing campaign is an easy, effective way to invest in the future of female computer scientists and engineers.

1. **Get inspired**
   - Select a cause-related marketing campaign that will work best for your customers and company
     - Need help? Refer to page 4 for some ideas to get you started
2. **Read and understand our Guidelines**
   - Find them in their entirety on page 5
3. **Complete the proposal form on page 7**
   - Email your responses to **corporatepartners@girlswhocode.com**.
4. **Begin your campaign**
   - Once you have received confirmation from Girls Who Code, you can begin implementing your campaign
   - Publicize final results and highlight outstanding participants
   - Share your results with Girls Who Code at **corporatepartners@girlswhocode.com**.

PROPOSAL FORM

Each potential partner is requested to complete and submit a proposal describing their intended campaign.

Proposals are reviewed regularly on a case-by-case basis to ascertain the program's compatibility with Girls Who Code's mission and determine the best fit for the campaign within our initiatives. We ask that you read our Guidelines on page 5 before before emailing your responses to **corporatepartners@girlswhocode.com**.

- Company name.
- Please provide the email address for the best point of contact.
- Please describe your company, including how long it has been in existence, what product or service you provide, and a brief description of your average client.
- Please describe your proposed program/product.
- What will be the timing of the promotion, and length of time?
- What is the connection between girls in technology and the program?
- How much will the item or product line retail for, if applicable?
- What percentage or dollar amount of every sale or transaction will be donated to Girls Who Code, if applicable?
- Can you provide an estimated total donation amount for the promotion?
- In accordance with New York Attorney General and the Better Business Bureau, it is customary for cause-marketing partners to commit to a certain gift amount regardless of the campaign's success. Can you commit to a minimum donation guarantee to Girls Who Code, regardless of sales?
- What are your expectations of support from Girls Who Code?

CONTACT US

STILL HAVE QUESTIONS?

We are here to help, and welcome your ideas about partnering with Girls Who Code. Please contact our Development team and we'll get back to you as soon as we can.

corporatepartners@girlswhocode.com
(646) 629 - 9735

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