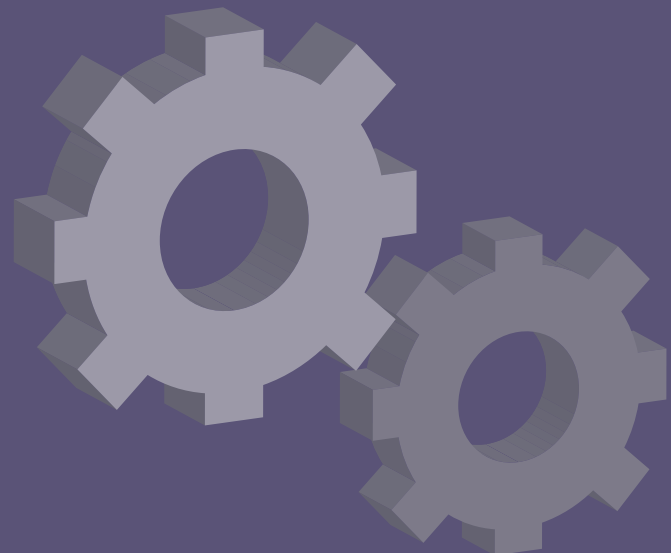


# Virtual Outreach

Images are links!

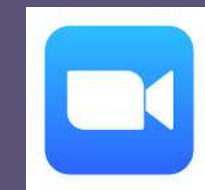
A Quick Start Guide to help SWE sections plan for and engage in outreach efforts virtually!

## Brainstorming



Outreach Toolkit

- Resources needed:
  - Platform, size & duration
  - Activity supplies
  - Volunteers & speakers
  - Event documents/visual aids

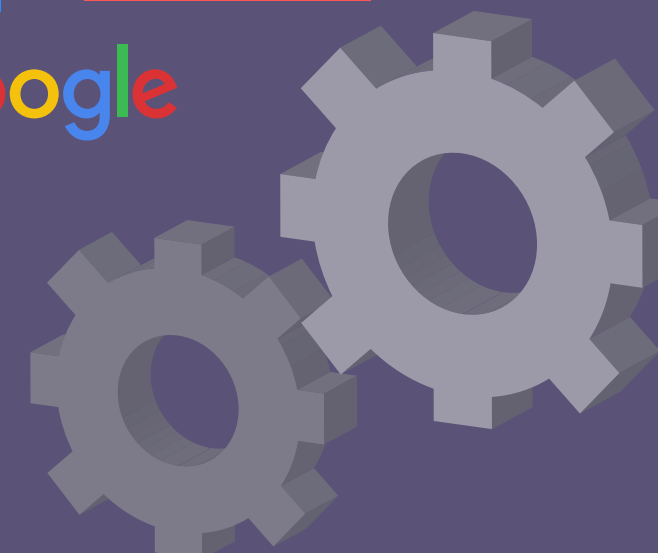


## Marketing & Registration

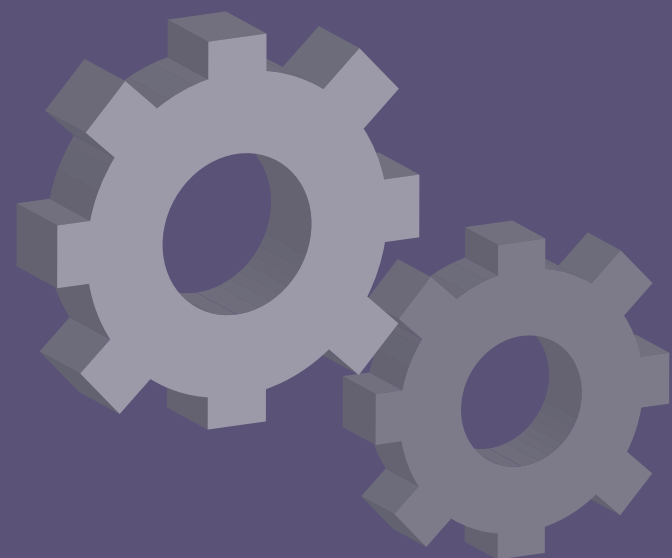
- Advertising strategy
  - Social media
  - Schools
  - Non-profit organizations
  - SWENext Promote Your Event
- Requirements & policies
  - Children's Online Privacy Protection Rule (COPPA)
  - SWE Youth Protection Policy
  - Registration form!

[Zoom](#) [Eventbrite](#)

[Google](#)



## Preparing



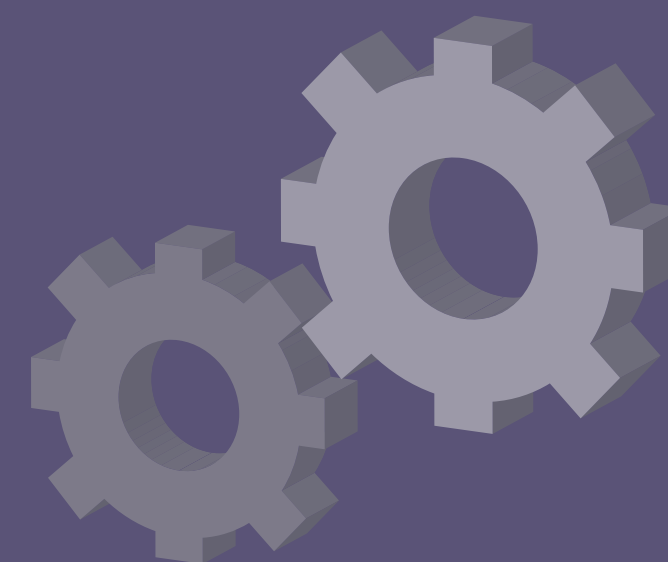
- Finalize roster & content & PRACTICE
  - Check out SWE's Brand Guidelines
  - Train your volunteers
- Gather & test supplies
- Distribute supplies if needed



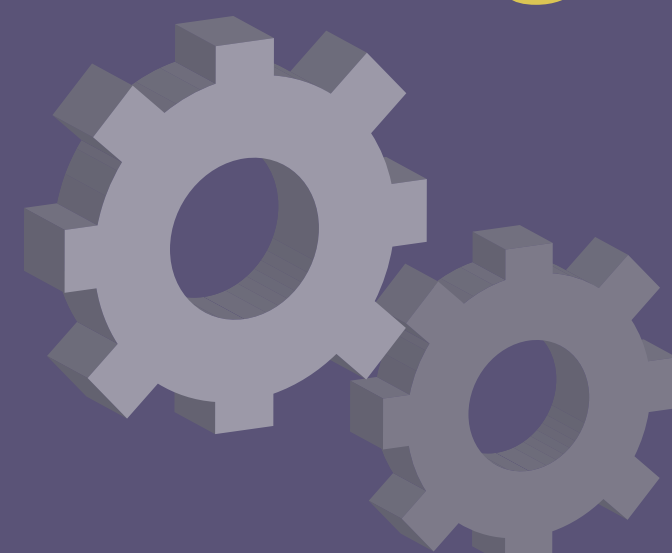
## Going Live



- Engage attendees:
  - Storytelling, ice-breakers
  - Polling/asking questions
  - Pre- and post-event assignments
- Celebrate event and thank all players
- Run technology checks



## Reflecting



- Discuss and take notes for continuous improvement
- Send Thank You notes!
- Submit your event to the OMT

Outreach Metric Tool

