Virtual Outreach

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

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

**Advertising strategy**
- Social media
- Schools
- Non-profit organizations
- SWENext Promote Your Event

**Marketing & Registration**
- Requirements & policies
  - Children's Online Privacy Protection Rule (COPPA)
  - SWE Youth Protection Policy
  - Registration form!

**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 Toolkit**