

Endorser Guide



fairplay
childhood beyond brands



Celebrating Screen-Free Week

Thank you for your endorsement of Screen-Free Week, our annual, global celebration where families, libraries, schools, and even whole communities swap digital entertainment for the joys of life beyond the screen!

This year's event will be held **May 1-7**. We could use your help to support it.

SPREAD THE WORD

We're trying to grow Screen-Free Week back to its pre-pandemic levels, and that means encouraging as many people as possible to either individually [pledge to participate](#) in this year's event or organize some sort of [Screen-Free Week](#) event/series of events for the larger community.

- If you maintain a public events calendar, please add 2023 Screen-Free Week, May 1-7, to it.
- If you have an e-newsletter, please include an announcement about Screen-Free Week (and your endorsement of it) in an upcoming issue. For sample newsletter content, [download our media kit](#).
- If you have a blog, we'd love to guest post on it! (You're invited to guest post on [our blog](#), too.) Contact our event coordinator, jen@fairplayforkids.org to make arrangements.
- Give Screen-Free week a follow or a shout out on social media. We're @screenfreeweek on [Instagram](#) and [Facebook](#). For sample social media content, [download our media kit](#).
- If you'd like to promote your involvement in Screen-Free Week to the media, feel free to [download our press-release template](#) with sample promotional language.





EDUCATE OUR AUDIENCE

For the first time ever, we invite endorsers to submit a resource for inclusion in our multilingual Screen-Free Week [resource library](#)! The audience for this material will be families, schools, and community organizations participating in Screen-Free Week.

Resources should be educational in nature (rather than promotional) and are limited to one submission per endorser. Examples include tip sheets on reducing screen-time, research infographics, screen-free activity suggestions, etc.

For submission guidelines or questions, please contact our Screen-Free event coordinator jen@fairplayforkids.org.

ENCOURAGE EVENTS

Some endorsers encourage their constituents to host or participate in [Screen-Free Week events](#), and some (like schools) even host events themselves. We're here to support both options!

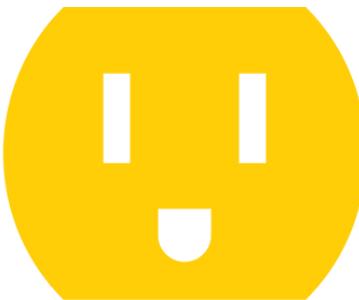
If you are interested in producing a screen-free week event, or supporting your constituents in doing so, please download our free [Organizer's Guide](#).

There's no need to program something every single day of Screen-Free Week. If you choose to only celebrate ONE day, we'd suggest May 5 to celebrate Digital Wellness Day or May 6 to celebrate Screen-Free Saturday.

It's also not necessary to create something entirely new for Screen-Free Week. If your organization already offers screen-free activities, experiences, or services, simply call those your "Screen-Free Week event." We only ask that your event be ideally free (or as low cost as possible) and open to the general public.

Please register any events you plan at screenfree.org/events. Tracking everyone's participation is how we continue to keep Screen-Free Week free and open to all!





CELEBRATE IN YOUR OFFICE

If you decide to pass on planning an event for the community, you can still plan an event for your office! Screen-Free is about taking a break from *entertainment* screens, so it won't conflict with your work deadlines. Instead simply focus on your overall workplace wellness.

What could a Screen-Free Week event look like in your office?

- Keep it extra-curricular and simply [distribute a link to our family guide](#) to employees who'd like to celebrate Screen-Free Week on their own time.
- Bring Screen-Free Week into the workplace by distributing [pledge forms](#) in your office or creating a wall of post-it pledges in a break room, asking for employees to make commitments for the week. These could be your employee's personal pledges, (i.e., go a week without Netflix or Facebook) or even pledges you agree to as a group, (i.e. no phone use in the lunchroom for one week, and then schedule some live music during that time.)
- Propose to your leadership that, just for Screen-Week, you block out one (or more!) reserved hour on everyone's calendar each day for them to do deep, focused work. No Slack chatter. No interoffice pinging. Simply distraction-free time to get into the zone and innovate!
- Take a Screen-Free outing with your staff to visit a museum, go on a nature walk, host a potluck dinner with families invited, etc. See our [resource library](#) for more ideas.
- Try some healthier alternatives for your interoffice meetings during the first week of May. Consider a walk and talk meeting. Hold a team meeting outside beneath some trees. Go the whole week banning PowerPoint presentations and just using your words to tell the story instead. Get creative.

Most importantly, have fun!

