Community Event Guide

screen-free week

fairplay
childhood beyond brands

Building a great Screen-Free Event

Thank you for your interest in planning an event for Screen-Free Week! You're amazing and we love you for stepping up to support this global celebration.

Not sure where to start? We got you covered!

COME UP WITH AN IDEA
Your Screen-Free Week event **can be as big or small as you like.** (This flyer will help you plan both!)

For instance, if you want to host a screen-free neighborhood block party on the weekend, that's great! Simply post the info on your neighborhood Facebook page, register the event at screen-free.org/events, and have an amazing time!

Ideas for smaller events are endless. You could have your book club read something about screen time and talk about it the first week in May, schedule a screen-free family reunion, or plan a tournament with your pickleball league. Do whatever feels meaningful and enjoyable to you.

Remember, **you don't have to get folks to totally turn off ALL screens forever.** Your goal is simply to encourage them to try living without entertainment screens for as much of the week as they are comfortable, to evaluate their long-term relationship with technology.

GATHER YOUR CREW
If you want to host a **bigger event or plan events for multiple days**, it may make sense to create an informal Screen-Free Week planning committee comprised of yourself and your friends, colleagues, family, neighbors, etc.

Gather your committee together for a kick-off meeting. Talk to them about what Screen-Free Week is and why you'd like their help to plan events to celebrate it. Brainstorm some ideas as a group.

Introduce your committee to the Resource Library at screenfree.org/resources, follow Screen-Free Week on Facebook and Instagram, and take the Screen-Free personal pledge to participate at screenfree.org/pledge so all of you stay in the loop for event emails and promotional materials.

GET SPECIFIC
Who do you want your Screen-Free Week event(s) to reach? The whole community? Youth in schools? Faith-based organization? Libraries? Health professionals? Environmental groups? Bookstores and other businesses? Museums and other cultural institutions? There are no wrong answers here. You and your planning committee should bite off only what you can chew, given your time, resources, and connections.

PIGGYBACK
Look on your local event calendars for the first week in May and see what's already listed. Is there something that would be a good fit for your Screen-Free Week? (For instance, a monthly nature walk at a park or a traditionally free day at a museum?)

Ask those organizations if you can piggyback and **add their event(s) to your Screen-Free Week calendar, building the rest of your week around it.** Offer to cross-promote and share resources with the hosts of those events.

HELP IT GROW
When it comes to programming the rest of your Screen-Free Week, take it slow. No need to program something for every single day. (If you only do ONE day, we'd suggest celebrating **Screen-Free Saturday**.)

Build partnerships to help lighten the workload and give you a wider audience. Consider reaching out to any of the following in your community:

- Library systems
- Regional chapters of YMCA or Boys and Girls Club
- Your Department of Public Health
- Your city's Parks and Rec Department
- Local organizations already offering free services (i.e. zoos, museums)
- School district representatives
- Places of worship (churches, synagogues, mosques, etc)
- Artist organizations
- PTAs or PTOs
- Bookstores or craft stores

COLOR WITHIN THE LINES

There aren't "rules" for your Screen-Free Week per se, but there are some best practices we'd encourage you to follow.

- Ensure your events are as close to **being actually screen-free** as possible. Avoid partnering with places like movie theaters, virtual reality or immersive display experiences, arcades, etc.

- Arrange for **as many of your events to be free of charge as possible.** (A mix of outdoor and indoor locations may also be helpful, as some still have public health concerns.) Discounts on admission to a place in your community isn't a *bad* option, but ideally combine that discount with some sort of free element.

- Please register your event at screenfree.org/events. **Tracking participation is how we continue to keep Screen-Free Week free and open to all!**

SPREAD THE WORD

Please take advantage of our **multilingual Screen-Free Week resource library** at screenfree.org/resources to access everything you need to promote your event. The library includes education materials, template press releases and social media content, pledge forms, logos, and more. Not finding what you need? Email us at screenfreeweek@fairplayforkids.org!