



Boys & Girls Clubs
of Canada



On June 1st, Unplug to Connect

Teenagers today have spent their entire adolescence in a world with smartphones, and the feeling of constantly being “plugged in” is having a significant impact on their overall happiness. Children spend more time in front of screens (computers, tablets and televisions) than ever before. While the internet and social media can be great resources for children and youth, it’s also critical that they have space to unplug and engage with others in a meaningful way.

Boys and Girls Clubs of Canada understand that in order to be happy and healthy, children and youth need to be a part of a community where supportive relationships are fostered, and where they have the opportunity to explore the world around them. At Boys and Girls Clubs, kids spend time away from smartphones and computers every single day—playing together, learning together, and being mentored by caring adults.

On **June 1**, our Clubs invite Canadians to join us to Unplug to Connect. For at least one hour, we ask people to spend time together and participate in a variety of activities that allow them to interact with their friends and share the kinds of experiences that can only happen when people put down their phones and make time for real connections. We invite **(Donor X)** to be a part of this inaugural year and launch Unplug to Connect as a monumental day for Canadians.

Why is it important to Unplug?

- Today, people consume 3x as much information as they did in the 1960s
- 61% of people can’t ignore their electronic devices. They check them within an hour after getting an email, text, or alert
- 3 out of 5 people spend more time on their computer than they do with their significant other
- 73% of people believe their use of electronic devices has contributed to stress in their life
- 81% of people admit to interrupting conversation, mealtime, or playtime with family or friends to check their social media, text messages, or email
- 61% of people have felt jealous, depressed, sad or annoyed after checking updates on their social media devices



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Support Unplug to Connect – Come Play with Us!

Participate with Boys and Girls Clubs across the country and bring Unplug to Connect to your office on June 1st. This event provides the opportunity to both celebrate **(Donor X)**'s commitment to Boys and Girls Clubs and educate your employees on the work we do together!

In order to make this as plug and play as possible we've outlined some unique ways you can activate:

- Help Boys and Girls Clubs spread the word! Promote the initiative on your internal screens and bulletin boards, and share the important message of Unplug to Connect using our poster or video.
- Host an Unplug to Connect event and tell us your plans at <http://www.unplugtoconnect.ca/share/>
- Host an Unplug to Connect Lunch and Learn Pot Luck!
 - On June 1st, invite employees to each bring an item to contribute to a shared meal together in a common space. No electronic devices allowed.
 - Invite a Boys and Girls Clubs staff or participant, or office champion, to speak to the work Boys and Girls Clubs does and your company's contribution. BGCC will equip you with resources to make the conversation interactive and entertaining.
- Volunteer or attend the Unplug to Connect event at our Club
- Show your support for Unplug to Connect on social media using the suggested posts included in the social media kit below. Get loud on social and let other companies know your commitment to the Boys and Girls Club movement.
- Host an Unplug to Connect Relay
 - Not everyone can realistically unplug from all devices for the day, but an hour is manageable for almost anyone. Provide a signup sheet and ask employees to sign up for 1-hour time slots on June 1st, providing them with the out of office template below to let employees know they are participating in Unplug to Connect for one hour as part of your company's commitment to Boys and Girls Clubs.
 - We encourage staff during this hour to walk to each other's offices to talk face to face rather than sending emails



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Out of Office Reply

Greetings,

Today I am participating in Unplug to Connect, a national movement led by Boys and Girls Clubs that encourages people to put away all electronic devices and connect with friends, family, and colleagues. At Boys and Girls Clubs across the country, kids spend time away from smartphones and computers every single day—playing together, learning together, and being mentored by caring adults.

For more information, please visit www.unplugtoconnect.ca.

Please expect a delayed response as a result. I look forward to connecting with you shortly.

Social Media Toolkit

1. General

On June 1, we will be joining our partner <insert @ tag for Club> to #UnplugToConnect! Learn more at www.unplugtoconnect.ca.

<insert social media graphic or use automatic image from website>

< or add link to video : <https://youtu.be/N41zsD2XkIM> >

2. Day of - announcement

Starting at <insert time>, we will be putting our electronic devices and screens away to help <insert Club name> celebrate #UnplugToConnect!

<insert social media graphic>

3. After event

We had a blast <insert brief description of event> with our staff for #UnplugToConnect! We're proud to partner with <insert Club name> for this amazing initiative. Learn more at www.unplugtoconnect.ca.

<insert a few photos of event—don't forget to select someone to take photos during your event!>