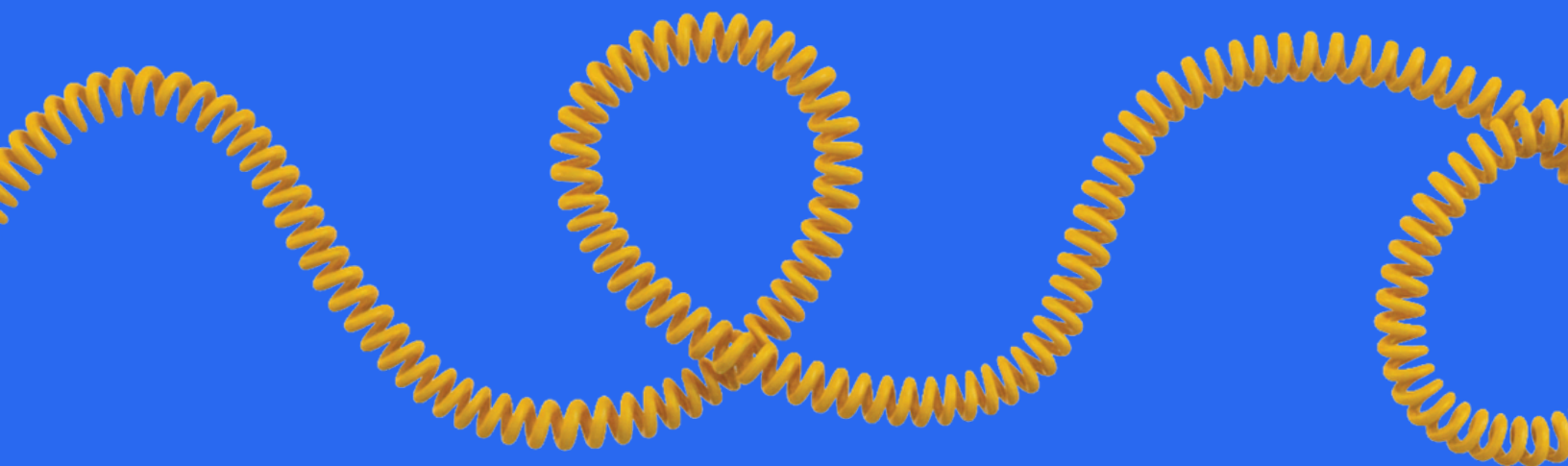


SCREEN
SANITY



PROJECT LANDLINE

operator's manual



here's the 411

on
Project
Landline



Press 1
to get started



Press 2
for timing



Press 3
for fundraising



Press 4
for ordering landlines



Press 5
for community participation



Press 6
for launch & distribution



We're so glad you're here.

Whether you're a longtime landline fan or just joining the club, welcome. At Screen Sanity we couldn't be more excited that these vintage inspired, wi-fi powered, voice-only phones are available for families. They're cute, corded, and ready to help kids build the confidence and relational skills they need to thrive in the real world.

This manual is meant to be your guide to organizing a movement we're calling "Project Landline" — or engaging an entire school or community in collectively bringing back landline phones for kids. By acting together, you can experience what's possible when kids regain access to voice, connection, and independence altogether instead of one family at a time.

On the pages that follow, you'll find examples from real-life Project Landline movements. Tips on what's worked well (and what you might want to avoid), and questions to help you shape a plan that's right for you. There is no one "right" way to launch a movement like this. Every group will have different needs and preferences — our goal is to help you determine the best fit for your community.

— **Your friends at Screen Sanity**

Ready?

**Let's get this
party on
the line!**



timing

One of the early steps to planning your movement is thinking about timing. As with every step of the process, think about your community and what makes the most sense for you.

sample timeline

Below is a sample timeline of one community's landline movement, from start to finish, to help spark ideas as you plan.

Note: This was an accelerated rollout, and we recommend allowing at least 4 months when organizing for an entire school community.

OCTOBER

Idea of grade-wide program introduced to one 5th grade mom

NOVEMBER

Idea is introduced to principal & PTO at PTO meeting

DECEMBER

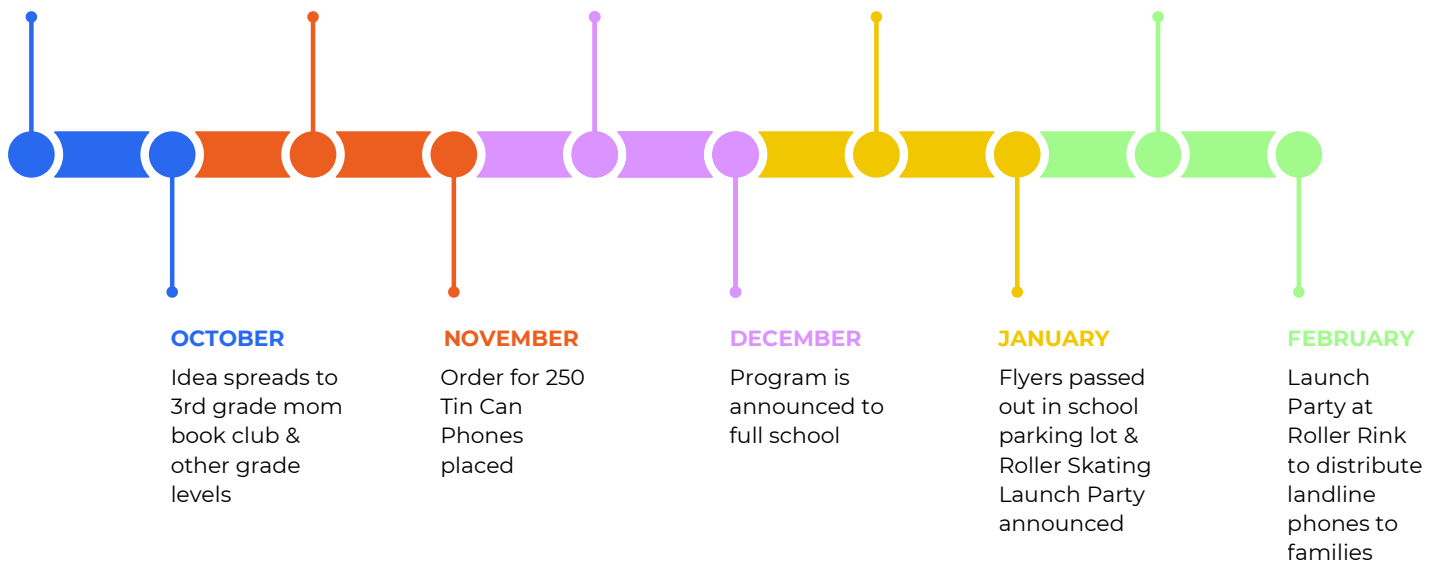
Volunteer parent organizers begin fundraising within school community

JANUARY

Screen Sanity Parent Night training at school

FEBRUARY

Parent organizers gather sponsors from local businesses



Determining your timing

When planning for Project Landline, here are some factors to consider that may impact your timing and launch date.

1

Availability of landline phone products

Landlines are such a hot commodity right now that some options are backordered, make sure to check the product you'd like to order before finalizing your timeline.

2

Existing school events & traditions

Something you may consider is embedding this program within existing school initiatives and anchoring your timeline around those. Instead of adding something "new" to the school calendar, can you weave this program into events families will already be attending?

Back-to-School or Parent Curriculum Nights

Great events to announce the initiative and have parents opt-in, sign-up or even purchase their device.

School community events

Such as a "Fall Family Fun Run" or the winter PTO-sponsored skate party social event present great opportunities for distributing phones.

In-service day

Another idea for the community launch event is an "in-service day" when kids are off school and parents are looking for something for their kids to do.

Avoid competition

Consider other events in the calendar that you want to avoid competing with like music performances, donation drives or field trips.