

## Character Playbook Newsletter Template

### Spotlight: Character Playbook At [SCHOOL NAME]

At [LOCAL UNITED WAY NAME / LOCAL NFL TEAM NAME], we believe in educating and empowering young people to build and maintain healthy relationships. To support this important endeavor, we've partnered with [LOCAL UNITED WAY NAME / LOCAL NFL TEAM NAME] to bring Character Playbook to selected middle/high schools across [REGION]. This program provides an interactive, web-based financial management course to schools at no cost to the school or taxpayers.

### Character Education at [SCHOOL NAME]

[LOCAL UNITED WAY NAME / LOCAL NFL TEAM NAME] and [LOCAL UNITED WAY NAME / LOCAL NFL TEAM NAME] recently brought this program to [SCHOOL] in [REGION]. Several of our associates [SOMETHING PERSONAL ABOUT AN EMPLOYEE VISIT TO THE SCHOOL *i.e.* "spent time in several classrooms and hosted a question and answer session about character and healthy relationships."]

Students were particularly interested to learn more about [INSERT TOPIC AREA *i.e.* *Managing Emotions, Effective Communication, Resolving Conflicts*] and engaged in a lively discussion around this topic. [TEACHER NAME] has been excellent in leading Character Playbook™ in the school and said [TEACHER QUOTE *i.e.* "Students look forward to learning about real-life topics and situations, and appreciate the [LOCAL UNITED WAY NAME / LOCAL NFL TEAM NAME] AND [LOCAL UNITED WAY NAME / LOCAL NFL TEAM NAME]'s commitment to helping them develop strategies and skills"].

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### Tackling Analyzing Influences and Much More

As the back to school season approaches, many of today's students are likely preparing to reconnect with old friends and make new ones as well, yet many do not have solid social and emotional foundations to help them build and maintain healthy relationships. 70% of parents



believe that children should be taught about healthy relationships before the age of 13 but many do not know how to do so.

At [LOCAL UNITED WAY NAME / LOCAL NFL TEAM NAME] we are empowering students with critical knowledge and skills by providing character education in our local community classrooms. To help in that endeavor, we have partnered with [EVERFI](#), the nation's leading education technology company.

EVERFI's web-based course uses video, animations, 3-D gaming, avatars and social networking to bring social and emotional concepts to life for today's digital generation. Course curriculum aligns with both state and national standards.

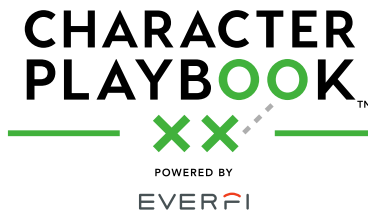
Currently, Character Playbook reaches over [# OF STUDENTS REACH] students in [REGION]. Students take the course as a part of their [INSERT SCHOOL SUBJECT *i.e. Health, Social Studies, English or Career and Technical Education*]. The program covers key topics such Analyzing Influences, Understanding and Managing Emotions, Communicating Effectively and other critical concepts that map to social emotional learning competencies. [LOCAL UNITED WAY NAME / LOCAL NFL TEAM NAME] employees also volunteer in the classroom throughout the school year to reinforce the importance of character development and help students understand the positive impact healthy relationships can have on their future.

Character Playbook has significantly impacted students' knowledge, attitudes, and behaviors. According to pre- and post-assessment surveys, students' knowledge of key topics rose by [KNOWLEDGE GAIN PERCENTAGE INCREASE]. We're incredibly proud to be spurring this kind of change and helping teach the next generation of students these valuable skills!

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## [LOCAL UNITED WAY NAME / NFL TEAM NAME] Volunteers at [SCHOOL NAME]

Last week, several of our colleagues volunteered at [SCHOOL NAME] to teach students more about character development and building healthy relationships. [LOCAL UNITED WAY NAME / NFL TEAM NAME] partners with [LOCAL UNITED WAY NAME / NFL TEAM NAME] to bring the Character Playbook to selected middle/high schools in [REGION]. This program provides interactive, web-based social and emotional learning to middle/high schools at no cost to the



school or taxpayers, and provides opportunities for program sponsors to volunteer inside the classroom.

Character Playbook has educated over [# OF STUDENTS REACHED=] students to date, and [LOCAL UNITED WAY NAME / LOCAL NFL TEAM NAME] employees supplement the program by volunteering in the classroom to highlight and further explore the importance of the social and emotional concepts covered in the program with students. [LOCAL UNITED WAY NAME / LOCAL NFL TEAM NAME] strongly feels that employee volunteers in the classroom really helps emphasize the importance of positive character development and cultivating and maintaining healthy relationships.

Our teammates [NAME, POSITION] spent time in [# OF CLASSROOMS VISITED] classrooms teaching students more about [TOPICS DISCUSSED], followed by a question-and-answer session. Students were most curious about [TOPIC] because.... *(i.e. many of the students could relate to being involved in a conflict and not knowing the best way to go about trying to solve it).*

*[QUOTE FROM SENIOR STAFF i.e. "It's important to [COMPANY] that the youth in our community are well prepared for the futures and have a strong social and emotional foundation to achieve their goals and make healthy and informed decisions when facing social hardships in the complex world we live in"]*.