



Challenge Launch Day Video Script

Encourage your community to “Take the Challenge” with a personalized video

The video is the beginning of the challenge for all teams and United Ways. We want to hear your voice of encouragement to all the participants in your part of the country. A personalized video message will be a great way to kick off the challenge and to encourage students and teachers to take the challenge.

Character Challenge Video Script

Completion Date: September 10, submit to EVERFI

Post Date: Character Challenge Kick off (September 17, 2019)

STEP 1

Select someone from your team to deliver the script below

STEP 2

Record your challenge kickoff video ideally with a background that includes your logo

STEP 3

Send to EVERFI by September 10th

STEP 4

Post your Video on September 17th

“Hello [State/Team Territory/ fans nickname]! I am [NAME/position or title] and am excited to announce the kickoff of the **2019-2020 Character Challenge**. This year in collaboration with the **NFL’s Huddle for 100** and **United Way**, we are challenging **YOU** to give 100 minutes of service to your school or community. All forms of service are welcome! In order to take the challenge, follow these 4 easy steps:

1. Select your service: What are you going to do?
2. Complete your service: Go do it!
3. Log your service at dosomething.org/huddlefor100
4. Share your service using the hashtag #[local NFL Club]huddlefor100, #CharacterChallenge, #UnitedWay, & #EVERFI

Schools that take the challenge will be put in the running for reward events in the spring!

[Feel free to add specific reward]

Show us all what you have learned through Character Playbook. Start a movement where people at your school serve one another and the community. We can’t wait to see what happens!

Go to CharacterPlaybook.com to learn more and let’s see [State] set the standard for service!”