



Challenge Outreach Email

This email is intended to support outreach for the Character Playbook program. Character Playbook is an innovative digital learning experience that uses evidence-based strategies to educate students on how to cultivate and maintain healthy relationships during their critical middle school years. Learn more about the program at CharacterPlaybook.com

Share this opportunity with schools, partners, and community based organization to utilize the [Character Playbook program](#) and to take the Character Challenge. If you need support or would like EVERFI to reach out on your behalf please let us know!

Hello [Market name/Fans Nickname/City],

We are excited to announce the 2019-2020 Character Challenge! We would like to invite each of your in [city/town/fan network] to step up to the challenge this school year. The challenge this year is all about SERVICE! We want to see you and your school put your skills into action by completing a service project for your school or community. To take the challenge follow these 4 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 eligible for a Character Playbook rewards event 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!"

Go [Team name]!