

Character Playbook LIVE FAQ

NFL Teams

Q. What do teams need to do to prepare for Character Playbook LIVE?

A. To properly prepare for Character Playbook LIVE, you will need the following:

- Secure at least one player to lead the discussion though 2 hosts are ideal for the broadcast. In addition to a player host you could include another player, a member of the coaching staff or CR team, a cheerleader or a broadcast personality.
- A room that can house your player(s) and EVERFI staff member for at least one hour. (30 minutes for setup and 30 minutes for the Character Playbook LIVE event)
- A computer or laptop with web cam and microphone capabilities
- Staff member to be on hand to assist with any technology setup (i.e., helping EVERFI member get EVERFI computer set up on WI-FI).

Q. What technology do teams need to participate?

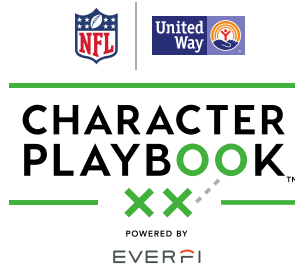
A. Outside of a computer or laptop with web cam and microphone capabilities, you will need to ensure that the computer/laptop you intend to use can download and run Zoom, the video conference software used for the event.

Q. Who will manage the event?

A. An EVERFI staff member will come to your team facility or location of choice. During the actual event, you will not need to be present in the room.

Q. How many players need to be involved?

A. In order to execute the event, you need to have at least one player though 2 hosts are ideal for the discussion. In addition to a player host you could include another player, a member of the coaching staff or CR team, a cheerleader or a broadcast personality.



Q. What should players wear for the event?

A. Each participating player should wear in his team jersey. And other team guests or personalities playing the role of hosts should wear team gear. No other logos outside team or United Way should be visible. Where permissible, players will be asked by EVERFI staff to temporarily affix an embroidered United Way patch to their jerseys during the Character Playbook LIVE presentation.

Q. How will students interact with the players/participants?

A. Students at participating schools will be able to see and hear the players and the players will be able to see and hear the students. The True or False activity and student-led Q&A event components are designed for the players/hosts to have different types of engagement with the students.

Q. How much time is needed?

A. The event itself is estimated to last a total of 30 minutes. We request at least 30 minutes prior to the event time to set up and talk through the event one last time with all team participants.

Q. What is expected of players during the event?

A. Our goal is to have players, cheerleaders and/or other hosts run the entire event from start to finish. Players, cheerleaders and/or other hosts will execute the following components with the assistance of the onsite EVERFI staff.

Q. How will the program flow?

A. Players, cheerleaders and/or other hosts will be equipped with talking points, questions and answers before and during the event.

- Opening Remarks & Welcome (1-2 minutes)
- True or False Activity (5-10 questions)
- Student-led Q&A (Minimum of 6 questions)



- Closing Remarks (1-2 minutes)

Q. How will the event be branded?

A. Players are encouraged to wear their NFL team jerseys with United Way embroidered patches. All players will be stationed in front of a backdrop that will feature the Character Playbook logo including the NFL shield and United Way master brands. Participating schools will receive Character Playbook rally towels to use during the event.

Q. What is the role of United Way staff during Character Playbook LIVE?

A. Given the nature of the event, NFL players and cheerleaders will most likely appear in the broadcast. United Way staff are encouraged to visit the participating schools to witness the event from the students' point of view or join in from their local offices, and experience the event from the same perspective as their local schools. Representatives that choose to visit a school should coordinate with their EVERFI representative.