



Building Your Character Muscle

Event Concept:

Building Your Character Muscle (BYCM) is based on the idea that character is something that you can develop over time, it is not a trait that we are born with. We can build our character muscle by learning and making good decisions on a regular basis. The BYCM event is a set of four 15 minute workshops and 4 groups of 25 students that rotate through each character workshop. The themes of the workshops are Character, Friendship, Gratitude, and Communication.

Event Format:

- Team members and United Way representatives will lead 4 character workshops
- School will select 100 students that are active on Character Playbook to participate in the workshops
- Each workshop will be 15 minutes and have an activity based on the character themes

Pre Event Needs:

- EVERFI identifies and invites participating school(s), subsequently coordinates logistics with them
- EVERFI will prepare Team and United Way workshop leaders to run all activities
- Collaborative media release from Team and United Way

Event Coordination:

- EVERFI, the team, and the United Way will discuss the activities, questions, and goals for the event
- EVERFI set up and take down all materials for the event
- EVERFI will send all communication for Team, United Way, and schools to ensure everyone is informed regarding releases, social media, and school policies

WHO: The Team and United Way will each have a representative in each classroom leading the character session. EVERFI will have a moderator in each room as well.

WHAT: 4 character workshops lasting 15 minutes each. Groups of 25 students will rotate through all 4 workshops. An official timer will ensure timely transition of groups.

WHEN: Depending availability

WHERE: A school active on Character Playbook.

Event Schedule:

Time	Example Schedule: Building Your Character Muscle Workshop
9:00 AM	EVERFI and Team/LUW Arrive and check in - meet up with EVERFI facilitators to discuss group activities
9:30 AM	All other guests arrive and check in
9:55 AM	All group in rooms ready to begin
10:00 AM	Session #1 Begins
10:16 AM	1 minute warning given by timer
10:17 AM	Rotation #1
10:22 AM	Session #2 Begins
10:38 AM	1 minute warning given by timer
10:39 AM	Rotation #2
10:44 AM	Session #3 Begins
11:00 AM	1 minute warning given by timer
11:01 AM	Rotation #3
11:06 AM	Session #4 Begins
11:23 AM	Session #4 Ends
11:25 AM	Group Photo
11:30 AM	Event Concludes