



Character Playbook Experience

Event Concept:

The Character Playbook Experience is an event with two main parts. The first portion is a panel discussion on character that is led by a local emcee and includes a panel of representatives from the United Way and the Team. The second part of the event is a character football camp. Students will experience 6-8 football activity stations that will all be based on a character theme. These stations will be run by United Way volunteers/staff and Team players/staff.

Event Format:

- Local emcee will be selected by the team and United Way
- There will be a panel of 3-4 individuals in front made up of team and United Way personnel
- The character panel discussion will be led by the emcee and based off a script that will be provided by EVERFI
- The panel will run for 40 minutes and will include the panel asking students questions in a True/False game and the students asking the panelists pre approved questions on character
- The Character Camp will run 40 minutes and will be made up of 6 stations each with a character theme (ie, Focus, Determination, etc)
- 4 Volunteers will be placed at each station to discuss the theme of the station and ensure that students complete the activities safely

Pre Event Needs:

- EVERFI Identifies and invites participating school(s), and coordinates logistics with them. Schools are approved by the TEAM and United Way and are selected based on Character Playbook activation.
- TEAM/United Way selects the panelist they would like to participate in discussion
- United Way recruits volunteers to run the character camp stations
- EVERFI provides questions/scripts ahead of time to be reviewed by TEAM/United Way
- TEAM/United Way identify a local emcee
- EVERFI will set up time to review the emcee script with the emcee prior to the event

WHO: Team, United Way, United Way Volunteers, 100-120 students

WHAT: Panel discussion followed by character camp - 90 minutes

WHEN: Depending availability

WHERE: Local school active on Character Playbook or at the Team facility

Event Coordination:

- EVERFI will provide 2 team members to facilitate the event set up, delivery, and break down
- United Way and TEAM will provide volunteers and staff to run the stations and participate in the panel. For a group of 100-120 students, we would need ~24 adults. This can be supplemented if necessary.

Example Event Schedule:

Time	Example Schedule: Character Playbook Experience
9:30 AM	EVERFI Staff arrives at (School/Facility) for event set up
10:45 AM	All volunteers arrive to walk through Character Camp stations
11:00 AM	Volunteers meet with EVERFI staff to review stations
11:15 AM	EVERFI staff reviews script and ROS with emcee
11:30 AM	Guests arrive for the event and are guided to the meeting room for the panel
11:40 AM	Students arrive and are guided to the auditorium/ team meeting room
12:00 PM-12:40 PM	Panel discussion begins
12:35 PM	Volunteers transition outside to take their places at their stations
12:40 PM-12:45 PM	Students transition to the practice field
12:45 PM-1:20 PM	Character Camps stations begin - students rotate every 6 minutes
1:20 PM-1:30 PM	Group Picture and transition to busses
1:30 PM	Event Concludes