



# TAKE THE CHALLENGE

## 2018-2019 CHARACTER CHALLENGE TOOLKIT

Welcome to the 2018-2019 Character Challenge! The information below will explain how to take the challenge, submit your bully-proof strategies, and build character at your school. **Are you ready?**

**The Challenge:** How will you bully-proof your school?

**Kickoff Date:** October 22nd, 2018

**Duration:** October 22nd, 2018- February 3rd, 2019

### Goals for the Character Challenge:

1. Share ideas and best practices of how to make our schools safer, kinder, and more inclusive.
2. Start a conversation online about character and how we all can make a difference in our schools. #BullyProofSchools
3. Highlight the bullyproof ideas that can be used by everyone, everywhere.

### Incentives:

Schools with the best bully-proof strategies can win the following:

- Invitation to the Character Playbook Spring Event
- Character Playbook and Team specific prize packs
- Shout outs on social media from your United Way and NFL team

### How can you take the bully-proof challenge?

- **Post to Twitter:** Post your bully-proof ideas to twitter, tag your district, your @United Way, and @NFL team. Remember to include the hashtags #BullyProofSchools and #CharacterPlaybook. Post your ideas and keep up with the conversation.
- **Don't want to Tweet? Email:** Submit your plan, pictures, and videos to character [CharacterChallenge@everfi.com](mailto:CharacterChallenge@everfi.com).
- Include the Character Challenge poster in your tweets, pictures and video. You can print a copy of the official Character Challenge Poster [here](#).



## Need to get started on Character Playbook?

Find the educator Quick Start Guide [here](#).

## FAQs

### What would a great post or submission include?

Exceptional submission will include specific details, pictures, and videos of your bully-proof strategies. It will also include a follow up post or email to share with us your progress and success. Be active change agents and tell us your story! Check out the examples below.

### Sample Bully-Proof Ideas and Posts:



Our 7th graders created posters and cartoons to display in the hallways to show how they plan to stop bully behavior in our school #CharacterPlaybook #BullyProofSchools



Everyday for the past two weeks, our school counselor has focused on bully prevention by facilitating small group discussions about peer influence as we work on #CharacterPlaybook in class #BullyProofSchools



Preventing bully behavior is a team sport so our students wore their favorite sports jersey to "team up" against hurtful actions #CharacterPlaybook #BullyProofSchools

**When can we submit our bullyproof plan?**

The challenge is open on October 22nd, 2018 and runs to the Super Bowl on February 3rd, 2019. Share your strategies sooner than later so that it has a chance to create an impact on your campus and be a part of the conversation. Also remember to share great things that are already happening at your school to make it bully-proof.

**What if we don't have social media at our school?**

No problem. Most districts have social media and are excited to post positive stories coming from their schools. Ask if they can support you in posting. You may also speak with your principal about creating a school twitter handle to participate. If those are not an option we would be happy to receive your plan through email. Send your submission to [CharacterChallenge@everfi.com](mailto:CharacterChallenge@everfi.com)

**What if our school is not in an NFL market, can we still participate in the challenge?**

Of course! This challenge is open to everyone. If your school is not in an NFL market you can still submit bully-proof ideas, strategies, and be eligible to win prizes!

**Additional Resources for Bully-Proofing your school**

[Bully-Proofing your child by Stress-Free Kids](#)

[Bully-Proofing- CNN](#)

[Bully-Proofing Your School-National Center for School Engagement](#)

[Steps to Respect- Bullying Prevention](#)