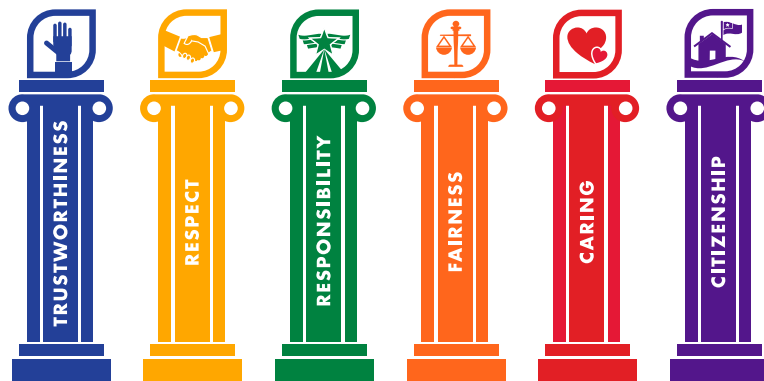


CHARACTER COUNTS!



About CHARACTER COUNTS!

CHARACTER COUNTS! helps schools create a climate and culture that supports academic growth, social emotional learning, and character development. Built on the cornerstone of the Six Pillars of Character (trustworthiness, respect, responsibility, fairness, caring and citizenship), CHARACTER COUNTS! helps create strong, vibrant communities that value positive, healthy relationships and respectful behavior. CHARACTER COUNTS! is a project of The Robert D. and Billie Ray Center at Drake University. Our mission is to improve civility through character development and ethical leadership.



The Six Pillars of Character®

Drake
UNIVERSITY

The Robert D. and
Billie Ray Center

CHARACTER COUNTS! has positively impacted many of the schools affiliated with the Character Council of Western New York. [Click here to read about the impact with Buffalo, NY School District](#). Most recently, 10 of the schools recognized as a 2020 National School of Character were those that have invested in CHARACTER COUNTS!

We would love to partner with more schools to help advance and support character development. We have prepared a summary of our offerings and we invite and encourage other schools affiliated with CCWNY to learn more about CHARACTER COUNTS! **As a special offering to CCWNY schools we would like to provide a one-time 10% discount on any of the following products and services.**

Professional Development

CHARACTER COUNTS! offers multiple professional development sessions and workshops to help you positively impact the climate and culture of your school. Participants will learn techniques for integrating values like the Six Pillars of Character into their lives, schools, and classrooms.

Workshops range from a three-day Student Development Workshop to two-hour or half-day presentations focused on specific aspects of your character development program. Whether you're looking to get a program started at your school, want to enhance character development in your athletics or activities programs, or need a customized workshop, CHARACTER COUNTS! can help you create the right climate for student development and academic achievement.

CHARACTER COUNTS! Store

The CHARACTER COUNTS! online store provides a variety of engaging and highly effective materials to support and enhance character development and improve the culture and climate of a school. Items include customized banners, posters, street signs, and student incentives. In addition, the store has a variety of print, digital, and multimedia educational resources that enable teachers to seamlessly integrate values and skill-building strategies into the classroom. There are items for teachers and students of all levels, and also resources for parents. Visit the store at: Store.CharacterCounts.org. **Contact us today to save 10% on your next store purchase.**



Online Educational Resources

CHARACTER COUNTS! is proud to offer free educational resources to educators and families around the world. Our lesson plan directory includes a variety of grade appropriate and [activity-based lessons](#) that educators can use to teach each of the Six Pillars of Character. Additionally, families can download our [Family's Guide to Teaching Good Character](#) to learn strategies to teach each of the Six Pillars at home.

Get Started

To learn about any of our programs, please visit our website at CharacterCounts.org or follow us on [Facebook](#) or [Twitter](#). [Click here to sign up for our monthly resource newsletter](#).

You can also call us at (515) 271-1910 or email CustomerService@CharacterCounts.org.