

CREATE A RIPPLE EFFECT ACROSS YOUR SCHOOL!

MAKE POSITIVE BEHAVIOR CONTAGIOUS

For just pennies per week,
create an opportunity for
EVERY student to be a leader
and role model.

Turn recognition into a student-led tradition
with this **Character Captain** program.



Each week, select five students to serve
as your school's Character Captains.
Their mission is simple: watch for
classmates who demonstrate kindness,
leadership, perseverance, inclusion, or
other positive behaviors that deserve
recognition.

RECOGNIZE CHARACTER. INSPIRE GREATNESS.

SchoolLife



At the end of the week, Character Captains award Brag Tags to the peers they believe went above and beyond. Then, a new group of students takes on the Character Captains role the following week, giving everyone the opportunity to participate throughout the year. A weekly cadence is optimal but not required — depending on your preference, you can implement this easy empowerment program weekly, bi-weekly or monthly.



Students take ownership of recognizing positive behavior.



WHY IT WORKS:

Peer-to-peer recognition creates meaningful, authentic encouragement.



Character Captain members feel honored to be selected, while Brag Tag recipients are especially proud to be recognized by their classmates. The rotating format keeps students engaged and spreads positivity.



Easy to implement. Flexible to fit your school.



Introduce new Character Captain members during Friday announcements, feature them in weekly newsletters, recognize recipients in classrooms, or adapt the program to fit your school's unique culture. However you use it, you'll create a ripple effect of encouragement that grows throughout the school year.