

IDEAS FOR "SPREADING THE WORD" OF Building Our Community with Character

- Flyer as "statement stuffer" for local bank.
- Character Rocks bracelets
- Attract our youth to downtown and share with them the history of Belleville (i.e.: Historic Book of Photographs)
- Peace museum
- Business newsletter...include lifeskills or quote about character.
- Media coverage
- Use YMCA for "community building" as a take-off of Team Builders
- Keep the message simple
- Character First outreach program (Grace Church)
- Presence in Parades...perhaps a group could make a float featuring the lifeskills
- "Explorer" clubs with police departments
- School video promoting Lifeskills
- Banners, posters, flags, shirts with logo and lifeskills
- Messages on marquees, billboards
- Pursuit of the Arts (i.e.: music)
- Use youth together with clubs and organizations for service projects
- Youth Fair - April 17 at SWIC
- Getting posters up on MetroLink
- Magnetic logos on police cars & fire trucks, city vehicles, busses
- Belleville's own "Do The Right Thing"
- Discussion at monthly staff meetings
- Bulletin board at office
- Payroll stuffer
- "Resolution" from City Council
- Book study on "ethical leadership"
- "Character readings" or message in the media
- "Expectation Cards" for co-curricular events
- Monthly gathering (i.e.: breakfast, lunch) to discuss lifeskill of the month
- City recognition of Character Award
- Utilize the "Building Our Community with Character" logo on flyers for existing programs that support character development (ie: YMCA programs, Scout programs, Racial Harmony awards, etc)
- Coordinate with local clergy to feature life skill in message at churches.
- Post life skills in highly visible public places...in the elevator at local hospital, in lobby of public library, etc.
- Take part in CHARACTER COUNTS WEEK (3rd week of October); encourage schools, families, and community groups to do activities that promote character.

- Have City Council present certificates to youth and other groups that perform public service; give a special monthly award to a Person of Character.
- Have all computers in city/county offices display the monthly trait and a quote when employees log on.
- Ask businesses to display the monthly trait in their storefronts and in the workplace environment.
- Use the traits as employee performance expectations; ask employers to incorporate the traits into interviews.
- The library displays books on character and people who have stood for it.
- Several grade schools could obtain grocery bags, and draw character pictures on them and returned them to the markets to pass out to customers.
- Have a bumper sticker contest in the local high school and find a printer to make them.
- Make a Difference in Your Community Day... a day to help others. Whether the students went next door to assist neighbors, read a book to a sibling or helped their parents fix dinner, they helped others help themselves.
- Employee paychecks have a character quote on the stub each week.