



Reasons to Support CHARACTER COUNTS!

- **TO STRENGTHEN** the character of the next generation with a consistent set of ethical values. Learn how to move beyond good intentions.
- **TO CREATE AN ETHICAL WORK FORCE** in the future for your company and community.
- **TO PROVIDE EDUCATIONAL ENHANCEMENT** for trained teachers and community leaders to impress upon young people the importance of good character.
- **TO IMPROVE THE COMMUNITY ATTITUDE.** Character so conceived has three interrelated parts: moral knowing, moral feeling, and moral behavior. Good character consists of knowing the good, desiring the good, and doing the good – habits of the mind, habits of the heart, and habits of action.
- **TO RECOGNIZE YOU FOR YOUR SUPPORT.** Various means of recognition such as posters in schools, citywide publicity, and the statewide campaign.
- **TO EXERCISE CHARACTER** by understanding your personal responsibility as a role model in our community.