

SERIES PLAYBOOK



SEASON ONE - PLAYBOOK

IMPLEMENTATION GUIDE

BROUGHT TO YOU BY





OVERVIEW

Congratulations Varsity Brands partner! You have chosen to elevate the school experience through the *Believe In You* video series. This was developed to deliver visible and sustainable results. When executed with commitment and consistency, you will experience momentum building within your school. The *Believe In You* series contains nine episodes that ignite a new challenge every month. Each challenge is designed to:

- **BUILD HABITS**
- **BUILD CHARACTER**
- **BUILD CULTURE**

This playbook is a simple outline of what we believe will deliver the greatest results to your school community. Feel free to simply choose the baseline implementation; or add as many additional options as you like, to build momentum, increase engagement and create change. We also encourage you to add your own creative contributions.

No one knows your students and faculty better than you; and no one knows better than you what will be embraced and championed. The more you make this series a consistent conversation in your school, the more you will see positive behaviors escalate and the heartbeat of your school unite.



ACTION PLAN

BASELINE IMPLEMENTATION

- **Option 1 - Teacher-Lead** - many schools have a Homeroom, tutorial, or other non-curriculum driven daily class. If yours is one of these schools, we recommend showing the videos in these classes, and utilizing the lesson plans to dedicate one class period per month.
- **Option 2 - Student-Lead** - if your school doesn't have a Homeroom-type period, we suggest sending the links to the videos to your students to view at home or on a mobile device. The Suggested Activity Guide for each month can still be followed on a school wide level - if at all possible by a student leadership group.

OPTIONS TO BUILD ON MOMENTUM

- Kick-off the first episode with a fun assembly, introducing the school to the concept and intent of the video series.
- Select an enthusiastic sponsor who is well-respected and well-known by students. One option is to select the high school principal. The effort required is minimal and the voice of leadership greatly increases the potential for adoption. A second option is to select the staff member who teaches or leads the student leadership organization. With that, assign the promotion of the program to the student leadership team.
- Reinforce the message by reiterating the monthly challenge repeatedly.
- Give special recognition and simple rewards to students who embody and embrace each month's challenge.



SEASON ONE EPISODE GUIDE

EPISODE 1 - KEVIN ATLAS

CHALLENGE - STEP UP. IF NOT YOU, WHO?

Kevin Atlas tells us that if you believe in yourself, the world will fall in line. His story encourages us to be a part of something bigger than ourselves. That is how we change the world: one gesture, one effort at a time, together. Imagine a school or even a community where everyone is devoted to doing their best and supporting each other. Speak up or lend a hand, and see where it takes us together.

EPISODE 2 - MARK HENRY

CHALLENGE - ASPIRE TO EXCELLENCE.

With a very difficult home life, Mark Henry used weightlifting as an escape. He says he learned to replace whining and complaining with hard work. Just showing up is half the battle. Then it is up to us to decide how hard we are going to work. As long as you show up, why not remember Mark Henry's passion and give it your very best? He believes it is his responsibility to teach others to aspire to excellence at all costs.

EPISODE 3 - BRENT CALAMICH, DUDE. BE NICE.

CHALLENGE - BE NICE.

President and head dude, Brent Camalich built a company around celebrating the unappreciated heroes of everyday life. He finds people who are behind the scenes working hard and making a difference. These are people who never brag about their efforts and never look for anything given to them in return. Dude. Be Nice. recognizes and honors these people. Who do you know that reflects these same selfless qualities? In your own way, let them know that they are appreciated. This month's challenge is to BE NICE.



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EPISODE 4 - ST. JUDE CHILDRENS RESEARCH HOSPITAL CHALLENGE - HOW CAN I HELP? ASK SOMEONE TODAY.

In this video centered on St. Jude Childrens Research Hospital we meet a former patient named Adam, whose harrowing journey inspires a determination to help others who are suffering. He explains that emotional and physical pain during his treatments were almost unbearable and the isolation he had to endure made it even worse. This story challenges us to recognize a person who is suffering or choose an organization that matters to us, and then go find out how to help.

EPISODE 5 - ALLISON SCHMITT CHALLENGE - CHOOSE COURAGE.

Early in her swimming career, Allison Schmitt's fear and nerves caused her to fail. She learned to turn those emotions into excitement and drive. Even with all of the Olympic medals she earned, she soon found herself stifled by fear. It took great courage and strength to face her illness and ask for help. What stands between you and success? What is keeping you from reaching your potential?

EPISODE 6 - TIVY HIGH CHALLENGE - EXPRESS GRATITUDE.

Zack and his family had been suffering for many years when the Make a Wish Foundation sent them on his dream vacation where he rode a roller coaster for the first time. Zack was so grateful for this experience and for his family's renewed spirit that he found a way to give back and show his eternal gratitude. He then inspired an entire school community to discover the rewards of giving back, giving thanks and focusing on unity. Who do you know that deserves some appreciation or a gift of service? Find that person and make a difference.



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EPISODE 7 - NOELLE TSUNAMI

CHALLENGE - LEAD WITH LOVE.

Through all of her challenges, Noelle has declared that the underlying theme of her life is love. The real value in life, she says, is derived from unconditional, genuine and compassionate interactions. Today, many people seek these meaningful interactions from social media. Noelle says that social media is not the place for validation, but it can be a source of positive connections and inspiration. This month, delete one or more of your social media apps and replace it with in-person acts of love and compassion.

EPISODE 8 - SPECIAL KNEADS AND TREATS

CHALLENGE - INCLUDE SOMEONE.

At Special Kneads and Treats, Mike and Tempa Kohler built their entire business with a mission. They give real value and purpose to people with special needs. Feeling included is a most basic human desire. Reach out today. Include someone who is typically left out and often isolated. You may never know when this small gesture could make a big difference in the life of another.

EPISODE 9 - FINALE

CHALLENGE - CHOOSE STRENGTH. PERSEVERE.

Adversity is the one common factor that connects all of the Believe in You videos. In each of the stories, the main character faces adversity, and as Kevin points out, they can either choose strength or they can shut down and give up. Kevin teaches us that persevering through hard times is what helps us find our calling. It leads us to success and defines who we will become. Reflect on these lessons and respond.