CHARACTER COUNTS! App
Teaching Character Made Easy - #NoExcuses

The CHARACTER COUNTS! app is comprehensive and dynamic, yet simple and easy to use!

- For the school and homeschool educator, and applicable for any person interacting with a child, such as parent/guardian, school staff member, administrator, coach, etc.

- A tool to build trust through connection and communication. Promotes well-being, connectedness and resiliency – get to know your students and what they need.

- The app includes CHARACTER COUNTS! Six Pillars of Character® - trustworthiness, respect, responsibility, fairness, caring and citizenship. Each of the six character traits is used within the framework to help instill a positive climate for students and a "culture of kindness", making schools and communities a safe environment for all.

LIMITED TIME OFFERS

PRICING

$4.99/month OR $49.99/annual
$2.49/month OR only $24.99/annual

50% OFF - Open web app and click *Create New Account*. Follow prompts, use **PROMO CODE: APP50OFF**

14-DAY FREE TRIAL - Open web app. Click *Create New Account*, fill in your information, click *View Other Options*, then *Individuals*

FREE DEMO - Contact us for multiple users/school-wide licensing

ABOUT US

CharacterDaily designs affordable and scalable technology solutions that help build comprehensive character development programs. We partner with prominent content providers to deliver customized curricula and resources to educators, parents, and students.

CHARACTER COUNTS! is housed at Drake University. As a global initiative that transforms lives and strengthens communities, CHARACTER COUNTS! supports our mission to improve civility through character development and ethical leadership.

Email: hello@characterdaily.com
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BENEFITS & FEATURE HIGHLIGHTS

- A digital Character Development and SEL solution that's intuitive, convenient, and easy-to-use and has a positive impact on youth

- Fully aligns with Character.org's CSED National Guidelines and CASEL's SEL Core Competencies

- More than a curriculum, it's a framework for teaching character that helps raise awareness of student experiences and social-emotional wellbeing, while promoting a positive, safe culture and climate

- Available in mobile app and web app formats

- Content includes lessons, stories, video clips, inspirational challenges, quotes, songs, and more – over 4,000 pieces of content and hundreds of dollars worth of resources

- A solution to the "paradox of choice" for educators – delivers relevant & engaging content filtered by topic and grade level

- Involves the whole school in calls to action for new positive behaviors so a culture of character can be developed

- Provides a cost effective approach to teach character (i.e., reduces paper costs)

- Access content quickly during homeroom, a class, hallway interaction, or any other opportunity to connect with students

- Efficient lesson-planning tool – takes the stress out of class preparation

- Cross referencing and "tagging" technology connects content with many terms, character strengths, concepts, and traits making the app a comprehensive and universal tool

- Allows creating a culture of character that revolves around character strengths and core values particular to that school/organization and their individual mission and vision

- Ability to customize resources to adapt content to your group, school, organization

Download on the App Store   **Get it on Google play**

Digital Learning Just Got Easier!