

1. Start with stark, real-world facts (30–40 seconds) (make it personal)

“I’d like to begin with a few sobering truths: (Here are just a few examples from my life that show how deeply this crisis is affecting our communities)

- Suicide rates among teens are climbing.
- A young person we know took their own life just weeks ago.
- A close family member of mine now lives homeless on the streets.
- I met a 35-year-old man who left a career in hospice care due to suicidal thoughts.
- A school board member told me he’s resigning because he no longer believes schools are preparing kids for life.

These are not statistics from the news. These are real stories. And they are multiplying.”

2. The problem (30 seconds)

What do these examples have in common? They are all signs of a deeper issue.

We are facing a moral and emotional crisis in our society.

And while schools may not be the source of the problem, they are where the front line of this crisis is playing out. Teachers are overwhelmed. Parents are burned out. And our kids? Many are trying to navigate a confusing world with no internal compass.

3. The solution: A Virtue-Based Emphasis (45 seconds) (teachvirtues.com)

“But we can do something about it — starting now, without spending millions, without passing laws, without compromising anyone’s rights or pushing any religion.

I’m proposing a **non-religious, school-wide virtue curriculum** — one virtue every 3 weeks, taught across all grade levels, adapted for age and understanding.

Imagine a school year where all students, K–12, reflect together on courage, kindness, respect, perseverance — not in a lecture, but in a way that sticks. Stories. Projects. Encouragement. An underlining theme that they will enjoy.

4. The pitch (30 seconds) What am I asking you to do.

“I’m not here to blame anyone. I’m here with an idea. A free resource. A framework that’s already laid out. It’s flexible. It’s simple. And it’s powerful.

1. Visit the website. 2. Review the materials. 3. Vote on it. 4. Hand it to the teachers.

Let’s not wait until another student gets hurt. Or until another teacher burns out.

We can start small. One school. One classroom. One virtue at a time.

Let’s show our kids — **you are valuable, and so is the person next to you.**