

Your Personal Slogan	
Developed by: by Jane Blaile 2008 TOTT™	
Discipline / Subject: character education	
Topic: students self-description	
Grade Level: 4-8	
Resources / References / Materials Teacher Needs: none	
Lesson Summary: Students will discuss the Iditarod slogan "The Last Great Race on Earth" in relation to what it states about the Iditarod. Then they will create their own personal slogan to reflect who they are as a person.	
Standards Addressed: Although there are no character education standards, the Character Education Partnership, which sponsors the Schools of Character Awards Program, states Principle 1: Schools of character are those that promote core ethical values as the basis of good character and Principle 2: Students grow to understand core values by studying and discussing them, observing behavioral models, and resolving problems involving the values.	
Learning objectives: The students will: <ul style="list-style-type: none"> • interpret the meaning of the Iditarod slogan "The Last Great Race" (application) • inventory their strengths (knowledge) • design a banner or bumper sticker displaying their personal slogan (synthesis) 	Assessment: Have each student explain how his/her slogan describes him/her.

Procedural Activities:

1. Introduce the students to the Iditarod slogan, "The Last Great Race".
2. Lead a classroom discussion on what it means and why it is a good motto for the race.
3. Ask each student to devise a catchphrase for themselves. Emphasize the shortness, yet the power of the phrase.
4. Focus the students on developing slogans that tell their strong and good points.
5. Invite them to ask peers for topics about themselves that are strengths.
6. Allow students to say only uplifting comments to one another.
7. Have the students make a bumper sticker or banner for their slogans.
8. Hang student banners around the room, or make them into buttons the students can wear.

Materials Students Need: paper and banner making materials such as markers, colored pencils, crayons, and embellishments such as stickers.

Technology Utilized to Enhance Learning: none

Other Information: Point out to the students that this isn't an activity meant to elevate them above or "one-up" others, but to "advertise" their strengths as a person. It can be a real self-esteem builder.

Modifications for special learners/ Enrichment Opportunities:

Have a "Slogan Symposium" where students share their slogans, describe them, and teach them to others.

Encourage students to go to others for help with their situations based on the strengths the others have "advertised".