



**Dear Principals,
Teachers,
Parents & PTA Leaders!**

*Looking for a great way to promote
KINDNESS, CHARACTER, LEADERSHIP, R-E-S-P-E-C-T, DIVERSITY, & INCLUSIVENESS?
and to combat rudeness, crudeness and bullying?*



**Introducing The Civility Project's
"Keys for Kindness" Campaign
featuring Judi The Manners Lady**

*Judi The Manners Lady – through her exciting music and
The Manners Club Kindness & Character Kit -- can help you inspire
your students to live with kindness and respect!*

*also: Celebrate "National Manners & Kindness Month" in October...
and all year long!*

The American Civility Project offers several exciting programs to help schools meet social responsibility, character education goals and learning outcomes, to:

- promote respectful, civil, & inclusive behavior and social responsibility in a fun way
- inspire and equip young people with EQ tools and attitudes to combat **bullying, rudeness, intolerance, and incivility**
- and to develop leadership skills and relationship skills and to promote citizenship and responsibility as well as a celebration of the diversity of our cultural backgrounds and the strength in unity we have as Americans.



[Judi The Manners Lady](#), founder and CEO of The nonprofit American Civility Project (ACP) is committed to inspiring and equipping our young people to live with excellence in character, leadership, and citizenship.

Whether...

- traveling the world, teaching kindness and character, such as on Judi's tour in England and Scotland performing for over 3,500 British children;
- working with inner city youth in Aldergrove, Los Angeles or Boston;
- or coaching prison inmates on life skills, interpersonal attitudes and skills to help them re-integrate into society and family relationship, Judi and the ACP is changing lives.

ACP, with Judi The Manners Lady offers eight different concert/leadership programs that might fit your school's social responsibility goals, including the new and exciting "Kindness Concert," "Manners and Character Day" and *Say "Yes!" to Respect and "No!" to Bullying* anti-bullying school leadership program. (See [clips from concerts at http://www.youtube.com/playlist?list=PL83B719E09EEAC835&feature=plcp](http://www.youtube.com/playlist?list=PL83B719E09EEAC835&feature=plcp))

Choose from 8 Inspirational Programs:

1. *The Manners Lady "Kindness Concert"* featuring... The 3 Kindness Keys!
2. ["Say Hello to All the World!"](#) – Multicultural Hospitality, Inclusion, Diversity, and Friendship
3. *Say "Yes!" to Respect and "No!" to Bullying* – Anti Bullying Program
4. ["Friendship Ambassador Training: Three Keys of Success for an Ambassador for our school, city and country!"](#) (similar to Judi's 2010 Vancouver Training for the winter Olympics)
5. *Manners Matter & Character Counts* - Character on the inside means Manners on the outside!
6. *Friendship Explosion* – a relationship and leadership show for intermediate students
7. *Leadership Boot Camp* for pre-teens and teens (also adapted for Graduating Seniors at high schools and universities. (Watch for Judi's upcoming book, "[How to Be A Great Date.](#)")
8. **NEW! Parent Seminar: "Raising a New Generation of Respectful and Responsible Children and Teens"**
9. **PLUS Celebrate "National Manners & Kindness Month" in October... and all year long! (ACP has excellent resources and ideas to help your school celebrate)**

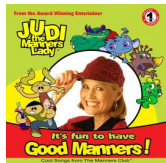
For Example, The Kindness Concert:

The Keys for Kindness Campaign can be presented in 3 Phases:

1. **The kick-off LIVE CONCERT** with Judi The Manners Lady as part of “Manners & Kindness Day!”
2. **Classroom Activities with The Bad Manners Monsters and the Kindness Keys** book, kindness activities, and songs from The Manners Club CD
3. **30 days / weeks of lessons, projects and activities with the manual / lesson book “30 Days to a Great Mannered Kid” and FUN Activity Book**

Let us know how we can help you. We would love to partner with you to restore civility and develop character and kindness in each of your students.

Call 778 385 3845 for info on booking Judi The Manners Lady for your school or community. (Click [HERE](#) for a sample.)



Sincerely,

A handwritten signature in blue ink that reads 'Lexi'.

Alexandra Hudson, President,
The American Civility Project and National Manners & Character Month
For more info call: 778 385 3845



Campaign for Kindness



Three Kindness Keys
for
Happy Families!

Featured in:
Vancouver Sun
The Boston Globe,
The Province,
Toronto Star, Global TV,
Focus on the Family,
CBC, Canada AM, WBZ

with **JUDI**
the
**Manners
Lady**



Judi

The Manners Lady

Coming Soon!



Learn The
"3 Kindness Keys"
Kind Attitude, Words & Actions!

Sing along with Judi:
"The Golden Rule Rap"
"The 5 Fabulous Phrases"
"Attitude of Gratitude"
"R-E-S-P-E-C-T!"

778 385 3845

www.TheMannersLady.com

New Kindness Book!
The Bad Manners Monsters & The Kindness Keys!



Judi The Manners Lady
North America's award-winning
singer, author & entertainer!

Beware of the
Bad Manners
Monsters!



Manners Lady **Boot Camp** LEADERSHIP TRAINING

Ever wish the **girls**
would stop gossiping
and be more respectful?



Ever wish the **guys**
had better manners?

Stop wishing it. Start living it.

WHERE:

WHEN:

INFO:

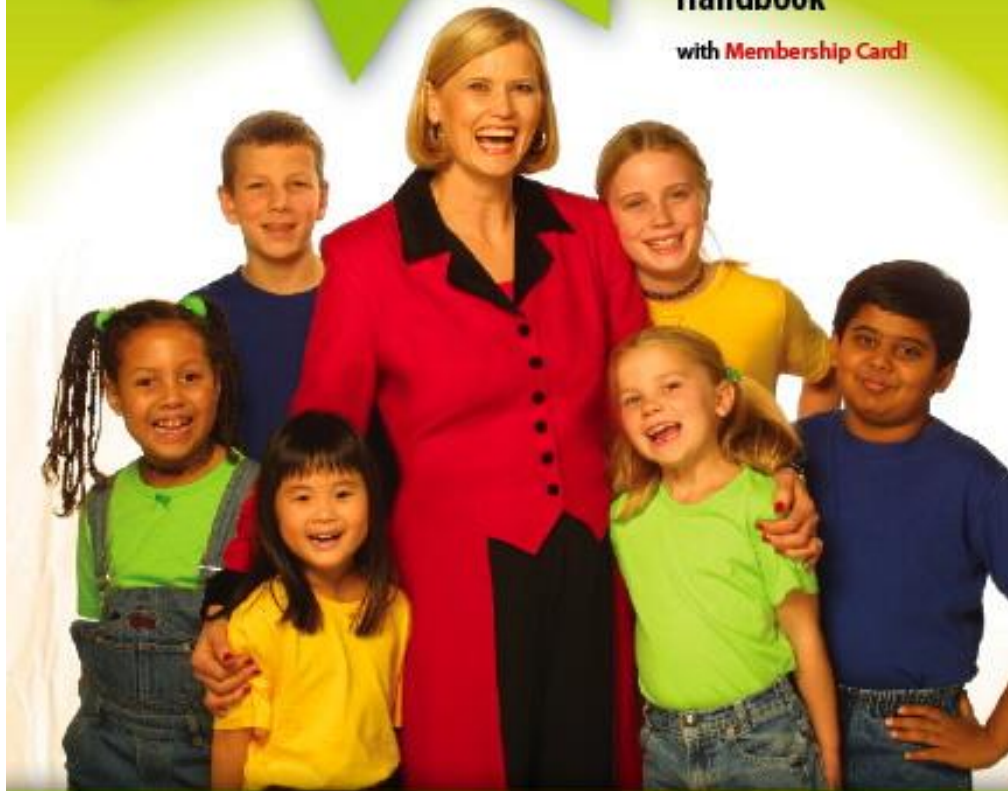
**...Because Manners Matter
and Character Counts!**



30 DAYS TO A GREAT-MANNERED KID!

The Official
Manners Club
Handbook

with **Membership Card!**



by Judi **THE MANNERS LADY**



Fuzzy
Wuzzy
Heart

OFFICIAL
**Activity
Book**



- Song Lyrics
- Coloring Pages
- Games
- Crafts
- And more!

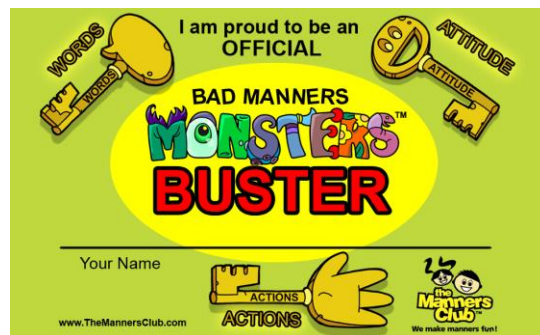
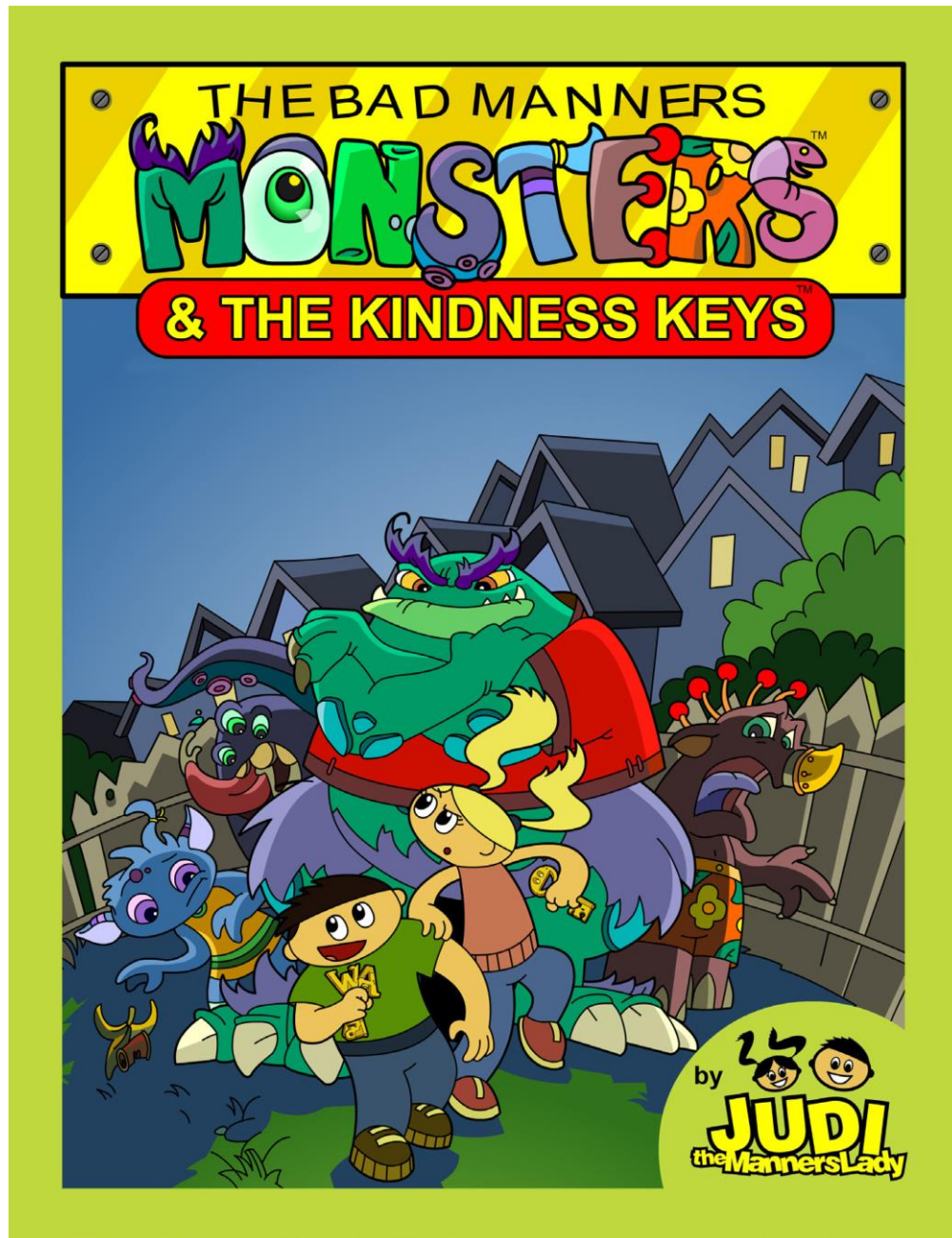
Beware of the
**BAD MANNERS
MONSTERS™**

By **JUDI**
the
Manners
Lady



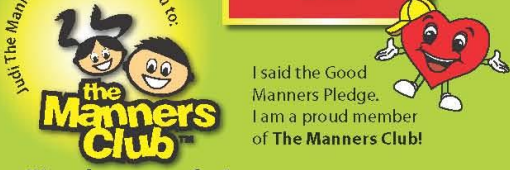
Two Manners Club Picture Books: Soon to be Released

1. The Bad Manners Monsters & The Kindness Keys



Manners Club Membership Cards: FRONT

Just! The Manners Lady welcomes you to:



MEMBERSHIP CARD

I said the Good Manners Pledge.
I am a proud member of The Manners Club!

We make manners fun!

Signed _____

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Manners Club Membership Cards: BACK

The Good Manners Pledge

I PLEDGE:

1. To wear my happy eyes.
2. To say "Please," "Thank you!" and "You're Welcome."
3. To Say "Excuse Me" and "I'm Sorry, will you forgive me?"
4. To obey my mom and dad right away without delay.
5. To tell the "Bad Manners Monsters" to "Go Away!"
6. To remember The Golden Rule.
7. To go the extra mile with a smile.

www.TheMannersClub.com



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The Good Manners Pledge

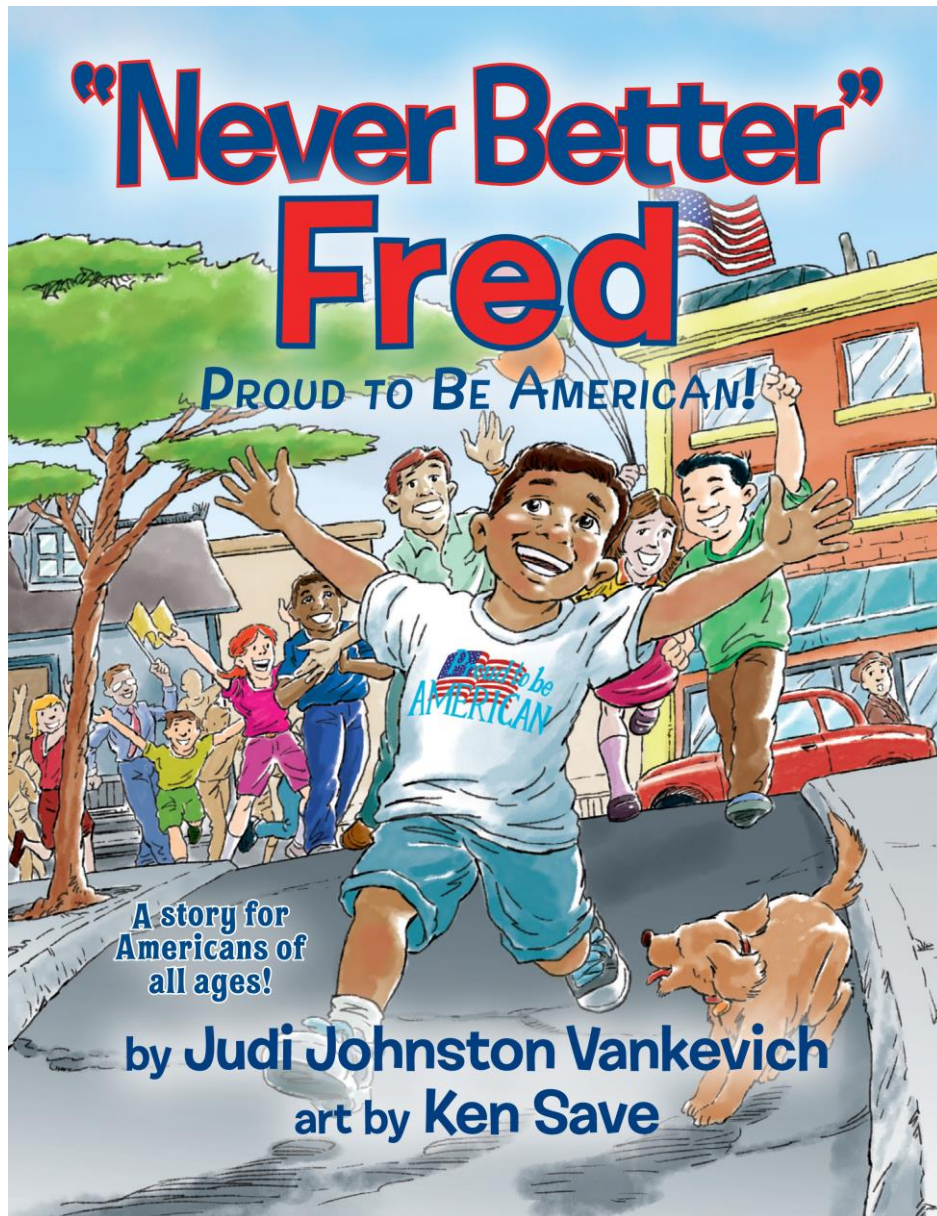
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www.TheMannersClub.com



2. Never Better Fred: Proud to be American



NEVER BETTER™
Proud to be American!

© Judi The Manners Lady www.TheMannersClub.com

As a grateful and proud American, I will....

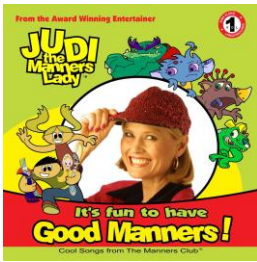
- ✓ Do my best to have a "never better" attitude like Fred.
- ✓ Be grateful for the gift of freedom and opportunity that America offers.
- ✓ Work hard and not quit when I get discouraged.
- ✓ Have fun making new friends who have come to America from all over the world.
- ✓ Do my part to build strong families, strong communities, and a strong nation.



© Judi The Manners Lady www.TheMannersClub.com

Samples of the Resources: Including the Curriculum - Manners Matter & Character Counts





v

9 Ideas to Celebrate Manners & Character Day or “National Manners & Kindness Month” ... all year long!

Schools Fight Bullying, Crime & Incivility
Say “Yes!” to Respect & “No!” To Bullying

www.NationalMannersMonth.com “Manners Matter & Character Counts!”

1. **Host: Judi The Manners Lady Kindness Concert / Anti-Bullying Character Concerts / Leadership programs** (see below) Children love to sing along with Judi The Manners Lady – learning her award-winning songs!
2. **“R-E-S-P-E-C-T” poster contest!** Two Categories: Elementary (K-5) or Middle / High school students (8-12th grades) Design a Respect Poster about School, Sports, Friends or Family. Submissions to be scanned and emailed to info@NationalMannersMonth.com or uploaded to Facebook to “NationalMannersMonth.” Prizes will be awarded at a Ceremony at City Hall with the Mayor. We’ll send you a flier for your school newsletter.
3. **Let’s Welcome the World:** Learn multicultural manners and how to say “hi” in 12 languages! You can host an International Student party / reception with Mayor and Council at City Hall.
4. **International Friendship Night** – a fun night where *international students* enjoy a Potluck dinner together at school or students *invite an International Student* home to join their family for dinner!
5. **Distributing the Athletic “Sportsmanship” RESPECT** Pledge to every athlete for P.E. and athletic teams, as well as the Manners Club School RESPECT Pledge. Stress sportsmanship and athletic manners during competitive events
Other ways your school or community could celebrate NMM in October and all year long. (see www.NationalMannersMonth.com)
6. **“Speakers’ Bureau”** for National Manners Month -- having influential local community leaders come speak on the difference that civility makes in our community.
7. Host a **“Meet your Neighbor”** contest
8. Have a **“Most Polite Student”** contest”
9. Host an **“Honor Your Parents”** challenge

Other excellent character resources can be found at:

www.CharacterFirst.net

www.CharacterCounts.com

www.MannersAndCivility.com

Host ACP's Judi The Manners Lady's

"Manners & Character Day / or KINDNESS CONCERT

(could include up to five interactive sessions😊)

1. Morning - An exciting kick-off Assembly/Concert for the whole school with exciting music & fun role-playing with The Manners Lady (NEW! Bilingual Concerts / Assemblies -- *in French and/or English or Spanish!*)
2. Morning - A fun break out session after recess for the Primary Grades
3. Lunch – an interactive session with teachers over lunch and mixing with the kids in the playground
4. Afternoon - Manners Lady **Leadership Boot Camp** for the Intermediate Grades
5. Evening - FINALE **Manners Lady Kindness Concert** for families where the children perform for their parents all the new songs and manners they learned during the day! (see attached poster)

We have a number of helpful resources that might be of interest:

- *The **Manners Club Character Kit**/curriculum & music all year long (30 minutes/week) includes the award-winning Manners Lady CD "It's Fun to Have Good Manners!" and the*
- **Manners Matter and Character Counts for Kids** workshops and assemblies (re: fits Personal Planning & Social Responsibility Goals)
- *Manners coaching for teachers and administrators (Also special training for Manners Club Coach Certifications)*
- *Family and Student workshops and events*
- Fun Reproducible resources and information on The Manners Club Kit and Curriculum--which fit Department of Education's Personal Planning & Social Responsibility Learning Outcomes
- FREE ONLINE RESOURCES: Introduction Skills & Good Manners Pledge Poster (www.MannersClub.com)
- *Pledge Posters for National Manners Month*
- *Sportsmanship Athletic Respect Pledge Posters – for your PE classes and athletic teams*
- www.NationalMannersMonth.com will offer other ideas for your school.

Join us as we launch two very important national campaigns:

1. **"Proud to be American"** – a **Citizenship and Gratitude Campaign**: Sing the Anthem! (**New Book: Never Better—Proud to be American!** – a true story about a young immigrant boy who inspires everyone around him by his joy and gratitude!)

Celebrating inclusiveness and the rich diversity that makes up America and the unity in vision and purpose that brings us together.

2. **"Campaign for Kindness"** **Anti Bullying/Anti Crime / Gang prevention Campaign** – Helping to combat the bad attitudes and behaviors that are invading our culture, society and families by inspire youth in citizenship and to acquire the tools (the Kindness Keys™) necessary to fight the "Bad Manners Monsters" who are sneaking into our culture, based on the new book, *"The Bad Manners Monsters and the Kindness Keys"*

If you are interested, we would be happy to discuss how The Manners Lady and The Civility Project might assist your school.

The Civility Project is partnering with local service clubs to receive grant funding to help schools host Manners

Awareness and Skills programs. We will be happy to discuss arranging events to fit your needs. We invite Community partners (Rotary Club, Local Businesses, faith and community groups to partner with us to work with students in the classes following the assembly, to practice the Three Keys of Kindness in the classroom.)

Note: Manners Lady concerts can be performed in French, English and Spanish. – or a combo thereof!

For samples of Manners Lady concerts and events see <https://www.youtube.com/watch?v=9prLbM7yALo> or www.TheMannersclub.com . Call 778 385 3845 for info on ACP or to book Judi The Manners Lady.

Please feel free to call us for information re: hosting Manners and Character Day or other events during the school year, or to request The Manners Club Character Kit. Have a wonderful school year!

For more info, call us at 778 385 3845.

Sincerely,



Alexandra Hundson

President, National Manners Month

info@NationalMannersMonth.com For more info call: 778 385 3845



What community leaders are saying about the need for teaching civility and manners:

“Psychiatrist Smiley Blanton said that 80% of the counseling he did was because parents had not taught their children manners. National Manners Month is an excellent time to focus on manners and civility. Judi’s CD needs to be in every home in North America!”

Zig Ziglar, Motivational Teacher and Author

“One’s character is defined by his or her words and actions. To be treated with respect and kindness, one must follow the Golden Rule and extend respect and kindness to others. If we all practice respect and good manners, we can create a more civil and ordered society.” ***Governor Bob McDonnell, Virginia (former)***

“If more of our teens could learn manners and what Judi The Manners Lady is teaching, we’d have fewer of our teens in trouble and in jail.”

Mark Early, President of Prison Fellowship (ret)

My four kids LOVE your CD. I hear it over and over some days! The Golden Rule Rap, Obey your Mom and Dad -- Right away without delay, Everyone Needs to Feel Special,,,, we know them all. The Bad Manners Monsters is by far the favorite! Thank you for the positive impact you're having on our family!

Andrew Bright, CEO, Panic Squad, Bellingham, WA

This is something that every child could use! I bought one for each one of my children for their children. This is so important in today's world. The manners that were taken for granted years ago are forgotten in many areas. Thank you for helping us teach manners to the new generation!

Esther Grade 3 teacher)

Dear Judi, You were fantastic yesterday. Your words and music inspired so many people. Please accept my deep appreciation for taking part in our forum. You are incredible. You really care for children and their safety. With thanks, **Nasima.**

Nasima Nastoh, mother of bullying victim, Hamed Nastoh Anti Bullying Coalition.

It is easy to remember the words to the songs and stories after hearing the CD only one time. My niece will love the Princess Spoon and Prince Fork story that teaches how to set the table. This CD is a valuable teaching tool for both kids and their parents. Everyone should practice good manners. Thank you. **Tiffany Ahner**

It is my responsibility to pass manners and character on to my children and grandchildren in word and deed. I so been too busy and have allowed this to slip from our teachings to our children and grandchildren. We have just assumed they will know how to behave with other people! Not so, we must be intentional in passing these skills and virtues on to our children and grandchildren. This is so important to me that this summer I had a week long "Cousin Camp" with 7 of our oldest grandchildren to identify and practice good manners and character. Our theme was "Manners are Cool!" The Manners Lady CD and Judi's Manners Club Kit was an invaluable resource. They were everything I needed to make our manners week a great success! My grandchildren (ages 4 to 12) delighted in singing the Manners Club songs and always asked to play the "Conversation" game. One of the songs on Judi's CD is "Everyone Needs to Feel SPECIAL". I used this song to emphasized to them that we need to treat people SPECIAL! Thinking this way (and also singing about it) will only lead them to be polite, kind, friendly, respectful, helpful and the list of character and manners goes on. We all had a great, fun week learning manners! I would encourage any grandparent to invest time in their grandchildren's lives - giving them the gift of character and manners - this gift will last them for a life time."

Kathy Meyer, Grandmother, Oklahoma

"Foundational to the School District's mission statement of "Working together..." is the ability to listen, respect, care and value the opinion of others. National Manners Month is a wonderful opportunity to strengthen communities through conscious and conscientious efforts to respectfully communicate and genuinely collaborate."

Suzanne Hoffman, Superintendent of Schools, Vancouver School District

"Respect begins with you and me...being willing to listen and to show that you care. Respecting one another is fundamental for a healthy society. Canada is known for its diversity in heritage, culture, generosity and kindness. This has earned Canada a great deal of international respect over the years. This is also why there are so many people applying for Canadian citizenship every year."

Mark Warawa, Member of Parliament, Langley

"We cannot do enough to reinforce the value of respect. Politeness is not just a nice thing to do when we feel like it, but rather a quality that should be an integral part of our DNA. National Manners Month will help remind us of the importance of manners, character and civility in our homes and community."

Peter Fassbender, BC Minister of Education (ret) and former Mayor, Langley City

For far too long we have focused our attention on the results of the aberrant behavior that flows from a lack of respect and civility in our society. It is time for us to get at the root causes of these behaviors and that is precisely what the Canadian Project for Manners & Civility does. This could be the beginning of a much needed national societal values rejuvenation based on positive character attributes.

Dr. Don Page, Professor of Leadership Studies, Trinity Western University, B.C. (ret)

"Judi, just a note to say how much I enjoyed your Manners Lady concert with the kids and families in Aurora last week. The kids were excited throughout the entire 2 hours and regardless of their age, they couldn't wait to get up on stage. As the Chief of Police for a community that has in excess of 800,000 citizens, I want to add my voice to your growing legion of supporters. Your work is important to the future of our country and our society and I want to thank you for so kindly allowing me to participate in the event."

Armand La Barge, Chief of Police, York Regional Police, Newmarket, Ontario Canada

"In my opinion your classes were and still are the most important classes I have ever taken. Manners are a dying art in today's world. A guy from work almost lost his job the other day because he did not know how to conduct himself in a respectable manner. It's sad to see the degradation of American society."

Brenden Bedford, Chesapeake, VA

"Inherent to Judi Vankevich's engaging and effective approach is the empirically proven prevention of crime against women, reduction of all societal violence by teaching manners, respect for women and all people and demonstrating practical ways of showing it. Focusing on young males and females has been proven to be one of the few empirically proven crime prevention strategies. Respect of others is an important part of a civil society, we need more of the lessons Judi provides. Respect is the foundation of a free democracy, a caring culture and a civil society. Judi teaches children, and perhaps vicariously adults, how to treat each other and how to live together in safety and with mutual respect."

Dave Blair, B.C. Provincial Crime Prevention Coordinator

Our class loves The Manners Club songs, especially "Say Hello to All the World." It has encouraged us to learn more languages just in case we meet someone from another part of the globe. Many of our parents have commented how amazing they think their children are when they can say "hello" in more than a dozen languages. Our students are becoming more aware of the world around them. What a treat it is for someone visiting Canada to meet a child who can greet them in their native language! Thank you for teaching our children how to greet one another in the hallway at school. It was great for the kids to hear that you don't just walk by people, but rather you greet them with a "Hi!" a wave or a smile. So simple, but people often don't do anything. We have tried this at our school and find it infectious. People are trying to make other people smile more. We are smiling more and people feel like it is a friendlier place. Your "Five Fabulous Phrases" is a perfect song to help teach these phrases and reintroduce or simply, reinforce, them to the kids. Listening to your CD and learning your songs has become part of our day. The kids are expecting one another to follow your lead. It is cool to be an ambassador to our school, to our hometown and to our country. Thank you Judi! My class and I are thrilled to be part of The Manners Club.

Amanda Leach, Reading Recovering Teacher Leader, SD 35, Langley, B.C.

"The Manners Club curriculum goes far beyond just table setting and thank yous. It takes a page out of the old schools of decorum and comportment, stressing life skills and values such as respect, empathy and self confidence."

Boston Globe

We live in South Africa and have two kids (girl aged 4 and a half, and son aged 2 and half). The CD really is quite infectious - after only listening to it once in the car, the kids were already singing along, and both I and my wife joined in soon thereafter. It is quite hard to pick a favourite -- I enjoy 'The Five Fabulous Phrases' and my wife likes 'We want to obey our Mom and Dad', but they are all great. On a more serious note, their manners have improved immensely and nearly automatically as a result of hearing the songs, although we still have some way to go!) Thank you Judi!

Steven Schmutz, Manager, Prexence Ventures CC, South Africa

The Manners Club Music and materials are a great resource for the kids. In a world where kids are taught only the lessons in the book and less concentration given on building their character, teaching manners help them a lot to build a good relationship which is said to be the top most priority of life which every human needs as we live our life on earth. It was a wonderful program and it has helped our Kids. Both our children and

parents are loving The Manners Club program! They want Judi to come to India and hold a program for all the schools here in our city.

Mr. Mathew Varghese, Principal, Nava Jeevan Mission School, Gokak, Karnataka State, India

Judi's programs focusing on character and civility are strategic ways to help students grow in character development, learn to treat others and themselves more respectfully, to resist anti-social and dehumanizing peer pressure, and to develop interpersonal and leadership skills. Judi's warmth, laughter and unique ability to greet students in so many languages provide an excellent recipe for building community and friendship.

Skye Fulton, International Student Ministries.

"To educate a man in mind and not in morals is to educate a menace to society."

Theodore Roosevelt

"Without civic morality communities perish; without personal morality their survival has no value."

Bertrand Russell, Mathematician and Philosopher (1872-1970)

"The most important measure of a nation is not its wealth, technological genius or military might: it is the character of its people." **Thomas Lickona**