



# do-gooder's guide

Make **everyday ethics** your plan for a better world.

In honor of **CHARACTERCOUNTS!**<sup>SM</sup> Week (the third full week in October every year), here's a list of quick and easy ways to show good character—and make your corner of the planet a better place to be. Pass it to all your friends for **CHARACTERCOUNTS!**<sup>SM</sup> Week, then use these ideas to practice good character all year long.

Be sure to say please, thank you, and you're welcome.

Don't speed, even a little bit.

Give blood.

Tell someone they look great today.

See how many people you can compliment in a day.

Smile at someone who looks like they need a little cheering up.

Tell three people you haven't met to have a good day.

Let someone go ahead of you at the grocery store.

Share your lunch.

Conserve energy by turning off the lights.

Don't honk.

Don't cut in line.

Send a thank you card just because someone did something nice.

Be extra-pleasant to a food server.

Recycle—put plastics, glass, and cans in their proper bins.

Turn off the faucet when brushing your teeth.

Recycle grocery bags or bring your own canvas bags when shopping.

Ask to speak to a manager when you get good customer service.

Smile, even when you don't know someone.

Let someone know how much you appreciate them (family, friend, colleague, boss, employee, law enforcement, cleaning crew at your job, security personnel, local mail person, day care provider...).

Offer a babysitting night.

Thank someone who allows you to change lanes in front of them.

Let someone pull out ahead of you.

Pick up something that fell down in a store (even if it wasn't your fault).

Call a friend after going out with him/her and say you had a great time and appreciated their company.

Say "please" as many times as possible in one day.

For today, analyze the cost of being right.

Offer someone your help before being asked.

Say something nice to every person you meet in one day.

Donate to an organization you believe in.

Invite someone new to lunch.

Tip unusually well.

Ride, walk or carpool to work.

Buy coffee for the person behind you in line at your favorite café.

Pay for an extra toll at the toll booth for the person behind you.

Do your sibling's or spouse's chores for them.

Write a letter to a prisoner or soldier.

Tell your parents that they've done a great job.

Give someone a hug who really needs it.

Bring in coffee, donuts, or bagels for your coworkers.

Send your grandma flowers just because she's special.

Be the first to say you're sorry.

Use non-toxic cleaning supplies to help protect the environment.

Honor someone's privacy by NOT sharing with anyone that juicy bit of unflattering gossip you learned about them.

Commit to making it through one whole day without saying one unkind word about anyone.

If that was easy, can you make it a week?

Find a way to show compassion for someone you don't like or agree with.

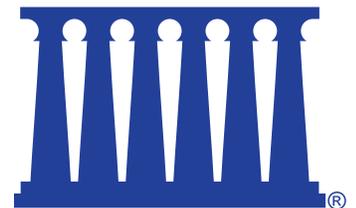
Bring some paper goods or toiletries to a shelter.

When you take your dog for a walk, pick up someone else's dog mess... while you've got that bag in your hand anyway.

Make it a point to vote.

To learn more about CHARACTER COUNTS! Week visit  
**[www.CharacterCounts.org](http://www.CharacterCounts.org)**.

Josephson Institute is working to create a world where decisions and behavior are guided by ethics. We're nonprofit, nonsectarian, and nonpartisan.



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