

Using Graphic Design to Develop and Promote a Character Development Program

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This Senior Honors Thesis is accepted in partial fulfillment of the requirements for graduation from the Honors Program of Liberty University.

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Abstract

There are many out-of-school time (OST) programs such as sports, art, and community clubs. The majority of these programs have been strategically designed to assist with child development. Non-profit organizations, such as OST programs, struggle to gain funding and parental support due to the inability to communicate their message effectively. Branding is key for the programs to capture the attention of children and parents to better communicate core values and positive intentions. This project will assist a football team's character-building program in its communication of the vision, scope, and sequence. This will help gain parent buy-in and donation of resources.

Using Graphic Design to Develop and Promote a Character Development Program

Art plays a huge role in communication. It is a universal language that can be understood by everyone. It can be used to communicate feelings, thoughts, or for sharing information. This is true even more so in our modern culture with technology—these days, thanks to smartphones and the internet, art is everywhere and super easy to find.

What happens when art and technology are brought together for a good cause? That brings to light the purpose of graphic design, especially for non-profit organizations. Graphic design helps these groups speak to us in a way that grabs our attention and touches our hearts. In a world overflowing with information, standing out is more important than ever. For non-profits, effective use of graphic design can be a game-changer.

The Role of Visual Communication

Communication, in its various forms, serves as a fundamental mechanism for people to connect to social, cultural, and natural dimensions of life. Visual communication specifically plays a huge role in conveying emotions, ideas, and information through the use of visual elements such as graphics, photos, and design. Technology has changed the role of visual communication. In the past, reality shaped the content of the message, today the content of the message shapes reality. Communication has become the basis for creating visuals that initiate the production process.

Literature Review

Character Development Programs

The Impact of Sports on Students

Sports activities can shape and impact the development of a person's character, personality, body and mental health. Engaging in athletic activities from an early age, alongside academic pursuits, can play a significant role in enhancing a child's social skills, emotional resilience, cognitive functions, and physical health (Quinaud et al., 2022). Sports encourage students to live a healthy lifestyle and learn new skills. They can also teach students the importance of developing self-control, adapting to social environments and other life-skills (Coşkuner et al., 2021).

Life skills can help an individual gain confidence in social environments. Often, sports can improve life skills in young people by teaching them teamwork, cognitive skills, respect, setting goals, and decision-making (Coşkuner et al., 2021). These skills are not only valuable on the playing field but are also transferable to other areas of life, including academics and future careers.

Students from a secondary school voluntarily agreed to participate in a study where each was given a questionnaire (Coşkuner et al., 2021). The questions included class, family income status, sports, and status as an athlete. The next part of the questionnaire asked students about their different life skills. Research indicates that students develop more life skills through sports as opposed to those who do not play sports (Coşkuner et al., 2021). This could suggest that schools may be wise to invest more in sports programs, recognizing them as vital partners to traditional academic education.

Participation in sports programs affects development in physical, emotional, and social realms, as life skills can transfer from sports to other parts in one's life (Quinaud et al., 2022). Youth sports provide healthy and positive development within students. It has been found that many students feel more motivated when they are playing sports (American Alliance for Health, Physical Education, Recreation and Dance, 2013).

The American Alliance for Health, Physical Education, Recreation and Dance stated that students who play sports are likely to gain life skills. However, it does not occur immediately, and it does not happen in the same way for each athlete (American Alliance for Health, Physical Education, Recreation and Dance, 2013). This truly emphasizes the importance of customizing sports education to fit the individual needs and learning curves of different students.

Involvement in sports specifically has been known to improve attention and memory skills leading to academic improvement (American Alliance for Health, Physical Education, Recreation and Dance, 2013). In addition to cognitive benefits, sports have a great impact on a young person's health, including developing agility, speed, and strength, which maximizes the physiological development of a young person. Sports expand a student's social environment and build relationships among teammates and coaches. Positive development may take longer for some students than it does for others. It is also dependent on the condition of aspects such as the organization including: the organization of the program, the students' relationships to the coaches and family, and how passionate the student is about the specific sport (American Alliance for Health, Physical Education, Recreation and Dance, 2013).

Ten female collegiate athletes studying medical sciences were selected to participate in a study (Quinaud et al., 2022). A study was done in which interviews were conducted with basketball players who were also medical students about the impact of sports and academics on

their lives. The same interview was also conducted with one non-athlete student. The interviews were recorded, transcribed, and reviewed by the participants for accuracy. After conducting interviews, researchers analyzed the responses which showed that the students stated that sports contribute to their lives positively (Quinaud et al., 2022).

Activity Involvement

Many out-of-school time (OST) programs such as sports, art, and community clubs have been strategically designed to assist with child development. The involvement in such programs becomes greater when the result is a positive impact on students. The Boy Scouts of America curriculum was designed to promote development and civic engagement in boys. Participation in out-of-school (OST) programs such as Boy Scouts, was linked to the impact of positive development in youth (Lynch et al., 2016).

Throughout the school year many students participate in OST programs. Students involved who were at least seven years of age and who had participated in the past few months were invited to participate (Lynch et al., 2016). A questionnaire was given voluntarily to parents of children involved in different OST programs. Parents selected which programs their child was involved in. Next, the child involved was handed an assessment that included the categories of obedience, helpfulness, and kindness. Parents whose children were involved in Boy Scouts had higher scores for various character virtues. Each student also completed a series of scales based on moral character, performance character, activity involvement and pack level involvement. Studies have shown that more involvement occurs when the program chooses to focus on engaging youth (Lynch et al., 2016).

Schools have continuously searched for ways to improve and set themselves apart from other schools. Developing skills in students in real life situations has benefited both students and

schools. A group of eighth grade boys volunteered to visit a community of abandoned/orphaned children. Community engagement exposed the students to problems in society and gave them the opportunity to help find a solution (Gladys Ingasia, 2020). It also extends their learning beyond the classroom, allows them to see the diversity of society. Before going out they participated in a one-hour long training session to prepare them to serve and equip them with knowledge and skills to engage in the community (Gladys Ingasia, 2020). After visiting, students were given a questionnaire regarding experience, prior knowledge, and engagement. After this experience, data showed that students had changed their perception of this community and come to understand different ways of life (Gladys Ingasia, 2020).

Several OST programs promote positive youth development through what are known as the five C's. Champine (2016) says, "The Five C's of positive youth development are competence, confidence, connection, caring, and character" (p. 98). Many students participate in more than one program each year while they are in school. Sports programs are the most frequently engaged programs; however, research indicates that positive youth development is slightly diminished when not involved in more than one sport or another OST program.

A total of 667 students who participated in scout packs and their parents in Philadelphia were selected to be a part of a study (Champine et al., 2016). The parents were given a list with the name, the average number of hours for specific a program, and number of development programs their children were a part of. Next, students were asked a series of questions relating to various character virtues. Results showed that many who participated in Boy Scouts would participate in scout activities for an average of an hour per week and that many were involved in three other programs (Champine et al., 2016). Much like the friendships and personal growth

fostered in Boy Scouts, participating in sports offers similar benefits, reinforcing teamwork and individual development that are equally influential in shaping identities.

Branding for Non-Profit Organizations

The Importance of Image

Growth in non-profit organizations (NPOs) has shifted exponentially in the past four decades, notably impacted by technological advancements and globalization. Despite this growth, many NPOs still struggle to find their full potential, particularly in reaching a wider target audience both locally and internationally.

NPOs who are effectively reaching their target audience are those who have successfully created a brand. According to Michel (2012), “A brand is a name, term, sign, drawing, or any combination of these, that serves to identify a firm's goods or services and differentiate them from those of competitors” (p. 701). Brand image can influence time and money that donors choose to donate to an NPO. Branding emerges as a key strategy to capture the attention of potential donors, volunteers, and other stakeholders (Mirzaei et al., 2021). It serves not just to create visual appeal but also to communicate an NPO's core values and positive intentions effectively. In essence, brand purpose goes beyond profitability to encapsulate what the organization genuinely stands for, making it a cornerstone of effective communication and outreach (Mirzaei et al., 2021).

Often consumers will personify brands they are familiar with. They will attribute to them human characteristics that resonate with their personal and social identities. This tendency to see brands as if they have their own character and intentions goes beyond mere perception. This tendency influences how consumers interact with and feel about a brand, leading them to label brands as 'trustworthy', 'ethical', 'unreliable', or 'dishonest'. Brands, aware of this tendency,

strategically employ visual elements to emulate human traits, fostering a relatable persona. It is through the use of brand archetypes that companies systematically define and embody these human-like qualities, ensuring they align with and authentically represent the brand's identity and values. A positive image for NPOs can benefit a brand economically.

Two key strategies for getting more engagement is through emotional engagement and performance, such as being bold or inspirational (Mirzaei et al., 2021). The quote from Mirzaei et al. (2021) highlights two principal approaches to increasing audience engagement. The first approach is through emotional engagement. This involves creating content or interactions that resonate on an emotional level with the intended audience. This can be achieved by tapping into the audience's feelings and their common experiences. This is done by crafting messages that draw empathy, create excitement, joy, or even addressing shared concerns and the aspirations held by the audience. By emotionally connecting with an audience, brands can help develop a sense of community and loyalty.

The second approach noted by Mirzaei (2021) is centered around performance. This can be interpreted as the way a brand or person intentionally presents themselves or their message. Performance involves being bold or inspirational in communication and actions. A bold approach might include taking strong stances on issues or acting on innovative thinking. It can even mean showing confidence in the face of challenges. Being inspirational often involves the communication of uplifting messages. There is an importance of sharing success stories and motivating the audience to strive for better outcomes. Both these qualities can serve to captivate and motivate an audience, leading to a deeper, more meaningful engagement.

Five different NPOs located in India were assessed on their brand effectiveness. The study includes donors, volunteers, and employees, based on print media and electronic media

(Garg et al., 2019). It was found that the top three NPOs all had a common theme. Each adopted branding effectiveness. These NPOs have a high outreach, a strong connection with donors and volunteers, transparency financially, and friendly work cultures (Garg et al., 2019).

Many effective NPOs are those who have consistent brand identity and brand image. Organizations should strive to establish and protect their brand identity, as it serves as a unique fingerprint in a crowded marketplace. Consistency in visual elements, messaging, and interaction with stakeholders not only refines but also reinforces brand performance. In today's competitive landscape, branding has ascended to become a top management priority. The emphasis is increasingly on the cultivation and protection of a brand's identity, which essentially acts as the 'personality' of the organization. A well-managed brand identity creates a sense of trust and reliability that resonates deeply with stakeholders.

A common theme in contemporary brand strategy is the personalization of the brand experience (Iwankiewicz-Rak & Mróz-Gorgoń, 2017). This personal touch often shows up in the sharing of photos that portray real-world impact or stories that encapsulate the organization's mission and successes. Extensive research underlines the importance of storytelling as an integral component of brand strategy (Iwankiewicz-Rak & Mróz-Gorgoń, 2017). Storytelling helps not only in making an emotional connection with the audience but also in making complex issues relatable, thereby elevating the brand's authenticity and relatability.

The Impact of Charitable Giving

Today stakeholders have more access to information about organizations than ever before. Non-profit organizations are social organizations. This means that many are heavily influenced by social and political events.

Researchers studied the patterns of brand strategy and co-creation. The non-profit sector has expanded its growth tremendously over the past few years (Vallaster & von Wallpach, 2018). As it continues to grow, so does the number of NPOs fighting for the attention of donors. Research shows that creating brand awareness using brand elements such as logos, icons, or slogans is effective (Gregory et al., 2019).

The effectiveness of brand awareness is measured by brand salience. The two dimensions of brand salience are prominence and distinctiveness (Gregory et al., 2019). Brand prominence focuses on the importance of specific brands in a consumer's mind. Distinctiveness refers to how visually memorable a brand is. Brand awareness can affect the attitude that a donor or customer may have towards a brand. Their attitude will affect how they interact with a brand (Gregory et al., 2019). Potential donors are typically people who have interacted with the brand and believe in the work being done.

Two studies were conducted to see how non-profit brand image influenced charitable giving (Michel & Rieunier, 2012). For the first study, comprehensive interviews were conducted with both donors and individuals who chose not to donate. The interviews led to a discussion that allowed both donors and non-donors to discuss the reason behind their decision (Michel & Rieunier, 2012). They explored factors that seemingly influenced their level of engagement with the (NPO). They were investigating what motivated or dissuaded their charitable contributions. The second study, which was built off the first study, aimed to assess the reliability and accuracy of how non-profit brand image was perceived. Instead of conducting interviews, this study used questionnaires to collect similar data. This provided a different approach to understanding the same variables identified in the first study (Michel & Rieunier, 2012).

Brand Strategy

Color Psychology

Color is perceived on every object that one comes in contact with, and humans can even dream in color. When it comes to decision making, color is often a topic of conversation, whether it is clothes, a car, or hair. Color is powerful as it can cause someone's body to physically react and cause a certain feeling or emotion. The pervasiveness and impact of color in our daily lives make it a subject worthy of deeper study, especially as it intersects with psychology, culture, and even commerce (Elliot & Maier, 2014).

For example, the color black can often be associated with negative things such as death or evil and blue is often associated with sadness (Elliot & Maier, 2014). However, colors can communicate different feelings in various contexts. It is also dependent on the person viewing and the context of the use of a certain color. One person may use the color red to represent happiness or strength while someone else may use it to represent anger or evil (Elliot & Maier, 2014). Color carries meaning and conveys emotion and information (Elliot & Maier, 2014). A study was done to find the relation between color and psychological functioning, specifically between red and performance (Elliot et al., 2007). Participants were undergraduate students in the United States who were native English speakers. Participants were each given an envelope with anagrams to solve (Elliot et al., 2007). On the front of each envelope was a participating number written in red, green, or black. After completing this a questionnaire was handed to each participant. One of the questions was "do you have any guesses about what the purpose of the color might have been in the study?" (Elliot et al., 2007, p. 160). This was experiment 1 of 4 and in each experiment the use of color became more prominent through the series of anagrams. Research indicated that color subtly affects motivation (Elliot et al., 2007).

Color has had a profound effect on the reaction consumers have towards a brand. It has led consumers to create perceptions of a product. Research indicated that people examine color closely on packaging and products (Mohebbi, 2014). Designers take into consideration what emotions certain colors convey. Understanding the nuanced ways in which color influences consumer behavior can be a key factor in the success or failure of a brand, shedding light on how products can be better designed and marketed (Mohebbi, 2014).

Type Psychology

Typeface legibility has been a concern of designers for years. Designers and managers have strategically formulated brand identities and products. There is evidence that nonarbitrary mapping between sound and meaning exist (Jun & Lee, 2022). Such mappings have created an influence on branding and marketing. Sound symbolism and typography have been closely correlated with brand attitude and image (Jun & Lee, 2022). For example, sound symbolism has affected the decision of a consumer to associate with different brands.

Studies show that typefaces carry emotion as well (Jun & Lee, 2022). Typefaces that are lowercase, lightweight, serif, or script have often been associated with feminine products/brands. On the contrary, typefaces that are uppercase, bold, and sans serif typefaces have been associated with masculine products/brands. Bold type is often used to emphasize important attention as it grabs a viewer's attention quickly as it stands out prominently.

It can be argued that all lowercase is more legible and readable compared to all uppercase (Jun & Lee, 2022). Several things must be considered when choosing type. These considerations are the alignment, size, capital or lowercase, regular, italic or boldness, spacing and color of type. Typeface size is important as it can affect one's ability to read what is being communicated. Typeface color must also be thought of as it can affect readability. For example,

black text on a white background is far more legible than white text on a black background (Jun & Lee, 2022).

Brand Archetypes

Branding personality and archetypes are a way of personifying a brand. Brand personality consists of the number of traits and human characteristics associated with a brand. A brand archetype is the way to define a brand's personality. Both brand and human personality share similarities, including the fact, they are durable and help to predict the actions of buyers. Often consumers' personalities can be expressed by the products and brands they buy. Aligning brand personalities and archetypes can broaden and define a brand's message. Brands have been placed under archetypes which has allowed for a consistent brand strategy (Ganassali & Matysiewicz, 2020).

Storytelling has become a key element in brand strategy. However, different products require different storytelling strategies. Narrative transportation when applied to brand strategy creates an emotion in consumers that lead to purchasing a certain product.

Brand personality and brand archetypes use color and type psychology. Through evaluation of television commercials, researchers found that archetypes can be linked to brand personalities (Bechter et al., 2016). Archetypes are often linked with visual advertising and brand personality. For example, the Demeter archetype was linked to motherhood (Mirzaee & George, 2016). The Demeter archetype is fundamental, reflects motherhood, and is kind.

The goal of the study was to determine what brand is and the relationship it had with the consumer (Mirzaee & George, 2016). An experiment was conducted using characteristics of the Demeter archetype on packaging for diapers. Interviews were conducted with the participants, who were brand managers with children from all different lifestyles (Mirzaee & George, 2016).

After viewing different designs, the results were that participants connected with designs that reflected the Demeter archetype.

Conclusion

In the realm of nonprofit organizations (NPOs) which has many looks and faces, the dynamic workings of brand strategy, emotional engagement, and the power of visual elements come together to create a large platform for effective communication and connection with those wanting to be a part of the cause. It is evident that NPOs that skillfully use the particulars of brand image, purpose, and identity are better positioned to resonate with their audience. ((Mirzaei et al., 2021) (Garg et al., 2019). These NPOs as a result will also secure loyalty and potentially achieve sustainable growth. The skillful usage of color and typography, further helps the brand's narrative, filling it with the vitality and authenticity necessary to stand out in a crowded landscape of philanthropy.

The journey toward developing a distinctive and memorable brand persona, infused with humanity and storytelling, is not merely about aesthetic appeal. This journey is about forging a deeper, more meaningful bond with the public. As NPOs navigate the challenges of globalization and the digital era, their success hinges on their ability to articulate a clear, consistent message that embodies who they are. With their success, they will inspire action. It is through this harmonious blend of strategy that NPOs can truly harness the power of their brand and mobilize change in our increasingly interconnected world.

Creative Process

For the creative part of this project, I am creating a few assets that could be used to help promote the character development program that Liberty Christian Academy (LCA) uses for its football program. Their approach is focused on the physical, mental, emotional, and spiritual

attributes of a man. This season the program is called “Attack Mode,” It is based on 1 Samuel 12:48: “As the Philistine moved closer to attack him, David quickly ran toward the battle line to meet him.” The slogan for the program is “stepping into the season with unshakeable resolve.” Players are being encouraged to be in “attack mode” this season, meaning they are willing to step up, lead when others hesitate, and pace Christ at the core of everything they do both on and off the field.

I began by defining the brand's personality and archetype. Attack Mode is courageous, determined, bold, and empowering. After deciding the personality, I was able to determine which archetype fit the brand best. The Hero archetype is known for being honest, brave, and having grit. Heroes are driven by courage, strength, development, and growth. Attack Mode embodies the Hero archetype. The program challenges players to be bold and courageous. Recognizing the brand personality and archetype enabled me to create a cohesive brand for the program.

I began by creating the logo and various brand elements. The personality of the brand is bold, so I chose to utilize a bold typeface. This program is specific to LCA, so their bulldog logo was incorporated into the primary logo for Attack Mode. The secondary logo includes the slogan for the brand under the primary logo. Lastly, I created a wordmark for smaller or longer spaces. The colors for this brand include red, navy, black, and white. These were pulled from the LCA color palette to enhance brand recognition.

Once I solidified the various brand elements, I began to create collateral that the elements could be applied to. First, I created a brochure for the program. This brochure is intended for parents who are new to the team or are hearing about the program for the first time. The brochure features answers to questions such as when the sessions are. Or why attack mode? It also contains information about the philosophy of the program. The back panel of the brochure

includes contact information if any parent needs to contact the director for further questions.

Photos are used on the panels inside the brochure to draw a reader's attention.

Although I designed a physical promotional piece, the brochure, I felt it was important to create a digital promotion as well. Today social media is often used to reach a wider audience with important information. I chose to utilize both Facebook and Instagram. For Facebook with an older audience, I chose to use the secondary logo against a pattern I created on a navy background. For Instagram, with a younger audience, I chose to create a series of different graphic posts to promote the brand. Using the wordmark, I created a pattern, lowered the opacity, and wrote the words "coming soon" against the red background. For the second post, I used the primary logo on the navy background, and lastly for the final post in the series I used the wordmark pattern and wrote a short message inviting players to join the program. For Instagram, I also created a story. The story utilizes the wordmark pattern on a navy background and promotes the various sessions that will be offered throughout the semester.

The next piece I designed was a handbook specifically for students. The front cover utilizes the secondary logo and specifies that it is the student handbook. The handbook includes an information page about Attack Mode and its philosophy. It also includes an overview of each of the sessions, similar to the brochure. I did not showcase the full handbook; however, it would include more information about each session. It also includes a page for notes so that players can write down what they have learned. Finally, the last page features the verse in which Attack Mode was built, 1 Samuel 17:48.

The last promotional piece I created was a t-shirt. There are two different color options, red and navy. Each t-shirt features the wordmark in white on the front and the bulldog on the

back to reinforce brand recognition. They are simple but eye-catching and bold matching the personality and archetype of the brand.

Conclusion

In conclusion, graphic design is much more than just making things look good. It is of great importance, especially for non-profit organizations, because it helps catch people's attention and lets them know what the organization is all about. The goal isn't just to make money, rather it's to connect with people emotionally. When people feel a connection to a brand, they're more likely to get involved, whether by donating money or volunteering their time.

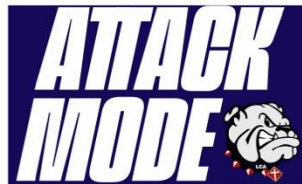
In today's world, where we can find out almost anything online, it is important to realize that people are more informed than ever before. This means non-profits have to work even harder to stand out from the rest and get noticed. A well-designed brand can help do that.

The bottom line is, if a group wants their non-profit to be successful, they will need to be consistent. Their brand should be like a promise you make to your supporters, so they know what to expect from the non-profit. That's where graphic design comes in—it helps create that consistent look and feel, making it easier for people to recognize and trust the organization. So, all in all, graphic design is a powerful tool. When done right, it can help non-profits reach more people and make a bigger impact. That's why it's not just about art; it's also about strategy and making a real difference.

Logos

BRAND ELEMENTS

PRIMARY:



SECONDARY:



WORDMARK:



COLORS:



Brochure

**WELCOME TO
ATTACK MODE:**

WE VALUE GREAT INSTRUCTION ON THE FIELD. HOWEVER, IT IS JUST AS IMPORTANT TO DEVELOP YOUNG MEN OFF THE FIELD.

This is Liberty Christian Academy's (LCA) holistic approach to helping high school football players develop into young men who exemplify Christ in everything they do on and off the field. While we value great instruction on the field, we believe it is just as important to develop young men that are ready to become great husbands, fathers, and godly men in society. This approach is focused on the physical, mental, emotional, and spiritual attributes of a man.



**LET'S BE IN
ATTACK
MODE
LET'S BE
BULLDOGS**

(434) 563 - 3860

jwscott4@liberty.edu

3701 Candler's Mountain Rd

**ATTACK
MODE**



STEPPING INTO THE SEASON WITH UNSHAKEABLE RESOLVE



WHY ATTACK MODE?

"AS THE PHILISTINE MOVED CLOSER TO ATTACK HIM, DAVID RAN QUICKLY TOWARD THE BATTLE LINE TO MEET HIM." 1 SAMUEL 17:48

The onset of a new season brings the thrill of new challenges, fresh commitments, and rejuvenated energy. For the Liberty Christian Bulldogs, this season is all about embracing a bold, fierce approach to everything we do: We are in "Attack Mode".

Our theme "Attack Mode" is drawn from 1 Samuel 17:48, a verse from Scripture that recounts the courage of David, a young shepherd, standing up against Goliath, a daunting giant. This verse encapsulates our strategy this season. Like David, we will not wait, we will not be passive, and we will not be intimidated. Instead, we will run towards our challenges, be proactive, and above all, have the courage to confront our battles head-on.

OUR PHILOSOPHY:

"AND JESUS INCREASED IN WISDOM AND STATURE, AND IN FAVOR WITH GOD AND MAN." LUKE 2:52

We follow Jesus' example in Luke 2:52 using the acronym C.O.D.E. which stands for: CHARACTER, OPPORTUNITY, DUTY, and ENGAGEMENT. LCA Football will focus on these 4 areas to help develop young athletes to become the 30-year old version of themselves as they mature through the program. We value great instruction on the field. However, it is just as important to develop young men that are ready to become great husbands, fathers, and Godly men in society.



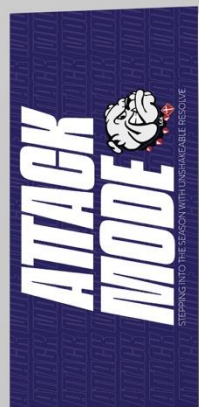
SESSIONS:

"LOVE THE LORD YOUR GOD WITH ALL YOU HEART AND WITH ALL YOUR SOUL AND WITH ALL YOUR MIND AND WITH ALL YOUR STRENGTH." MARK 12:30

Sessions will be on Saturdays after HOME games.


- September 9: Jamar Gentry - Chivalry
- September 16: Mike Morris - Auto Mechanics
- October 7: Mike Rocco - Finance
- October 21: Tim Clinton - IT Safety
- November 4: Jim Scott - Self Defense

This "whole person" concept of development is found in numerous scriptures to include Mark 12:30. If we do not love God with every aspect of our being, we cannot become the man God has called us to be.



ATTACK MODE

STEPPING INTO THE SEASON WITH UNSHAKABLE RESOLVE



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WELCOME TO ATTACK MODE:

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The Liberty Christian Academy's (LCA) holistic approach to helping high school football players develop into young men who exemplify Christ in everything they do on and off the field. While we value great instruction on the field, we believe it is just as important to develop young men that are ready to become great husbands, fathers, and godly men in society. This approach is focused on the physical, mental, emotional and spiritual attributes of a man.



LET'S BE IN ATTACK MODE LET'S BE BULLDOGS

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ATTACK MODE

STEPPING INTO THE SEASON WITH UNSHAKABLE RESOLVE



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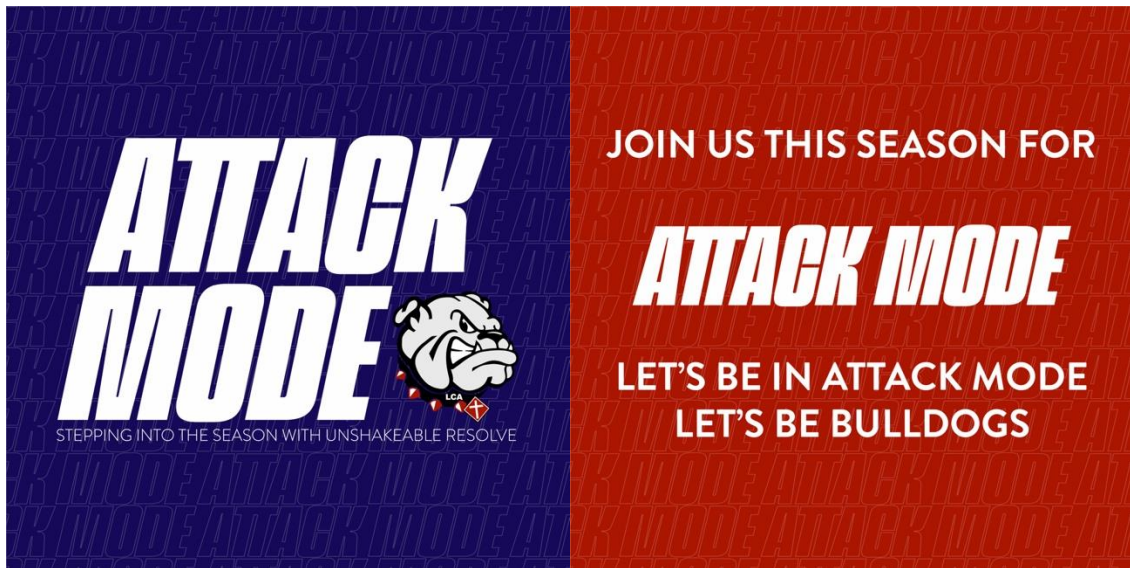
LOVE THE LORD YOUR GOD WITH ALL YOUR HEART AND WITH ALL YOUR SOUL AND WITH ALL YOUR MIND AND WITH ALL YOUR STRENGTH" MARK 12:30

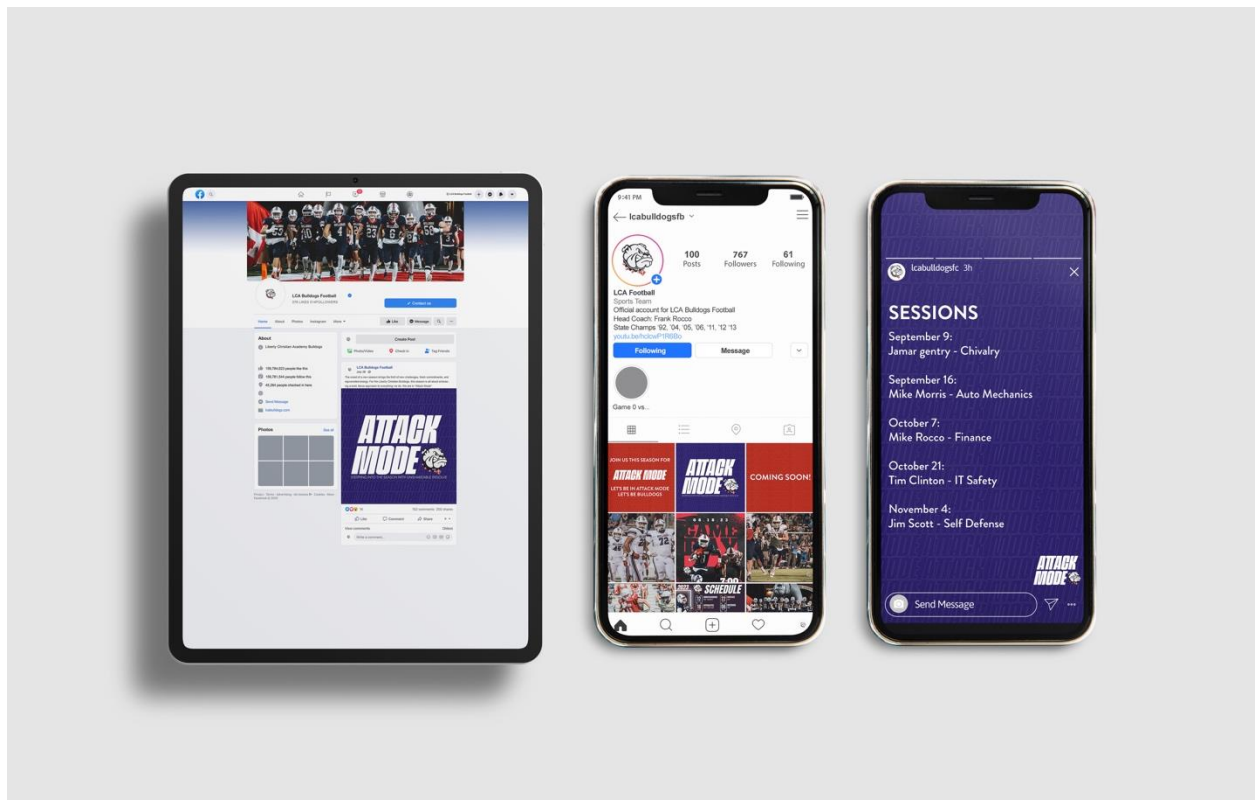
Sessions will be on Saturdays after HOME games.

September 9: Janor Gentry - Chivalry
 September 16: Mike Morris - Auto Mechanics
 October 7: Mike Rocco - Finance
 October 21: Tim Clouston - IT Safety
 November 4: Jim Scott - Self Defense

This "holistic person" concept of development is found in numerous scriptures to include Mark 12:30. If we do not love God with every aspect of our being, we cannot become the man God has called us to be.

Social Media





SESSIONS

September 9:
Jamar gentry - Chivalry

September 16:
Mike Morris - Auto Mechanics

October 7:
Mike Rocco - Finance

October 21:
Tim Clinton - IT Safety

November 4:
Jim Scott - Self Defense



Send Message

Handbook



WELCOME TO ATTACK MODE:

WE VALUE GREAT INSTRUCTION ON THE FIELD. HOWEVER, IT IS JUST AS IMPORTANT TO DEVELOP YOUNG MEN OFF THE FIELD.

The onset of a new season brings the thrill of new challenges, fresh commitments, and rejuvenated energy. For the Liberty Christian Bulldogs, this season is all about embracing a bold, fierce approach to everything we do: We are in "Attack Mode".

The philosophy of "Attack Mode" is drawn from 1 Samuel 17:48, a verse from Scripture that recounts the courage of David, a young shepherd, standing up against Goliath, a daunting giant. The verse says, "As the Philistine moved closer to attack him, David ran quickly toward the battle line to meet him." This verse encapsulates our strategy this season.



1

SESSIONS:

"LOVE THE LORD YOUR GOD WITH ALL YOU HEART AND WITH ALL YOUR SOUL AND WITH ALL YOUR MIND AND WITH ALL YOUR STRENGTH." MARK 12:30

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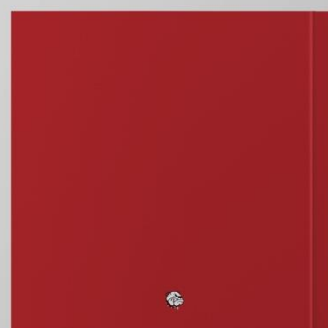
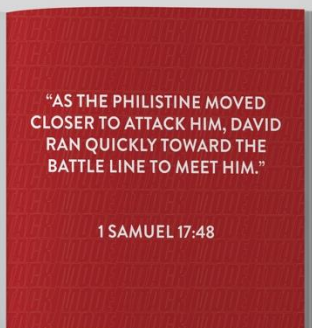
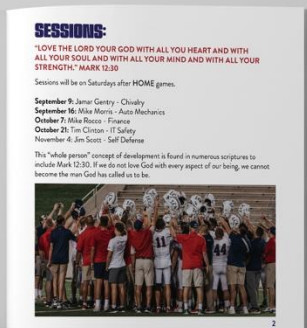
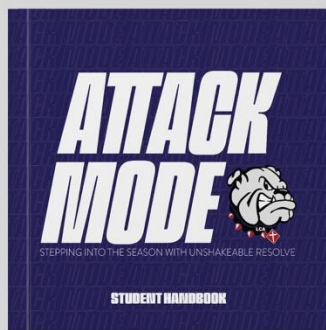
2

NOTES:

“AS THE PHILISTINE MOVED
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1 SAMUEL 17:48

11



T-shirts



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