



### CORE VALUE #4: CARING

A smile is the universal key for entry into any situation because people are hardwired to respond. Those are your mirror neurons at work, says Marco Iacoboni, a neuroscientist at the University of California at Los Angeles. When people see you smiling, their brains automatically imitate the smile and the caring feelings that come with it. Incorporate caring when you:

**Build smiles into club culture.** Each time you see a fellow or potential member at school, flash your pearly whites. Have a “terrible joke” contest or award the goofiest, creepiest and most sincere grin to start your meetings. You’ll create a personal habit and build your club’s reputation for service with a smile.

**Start every project with teeth.** Have you ever heard a cashier say, “Hi, what can I get for you?” while looking at his watch? Don’t do it! Before opening your car wash or kicking off the talent show, remind club members to greet donors and volunteers with a smile—and look them in the eye.



Rebecca Teichner

Lend a  
*helping hand*  
to those  
that  
need it.

Show  
*kindness*  
towards  
others.

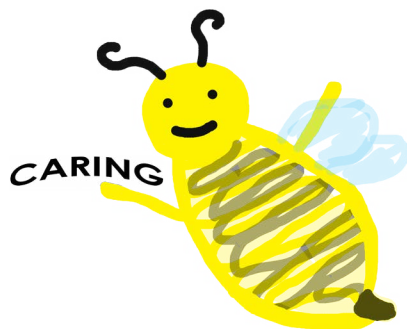


*Smile*  
often!

*Caring*

Ciara Nguyen

Give back to your *community*.



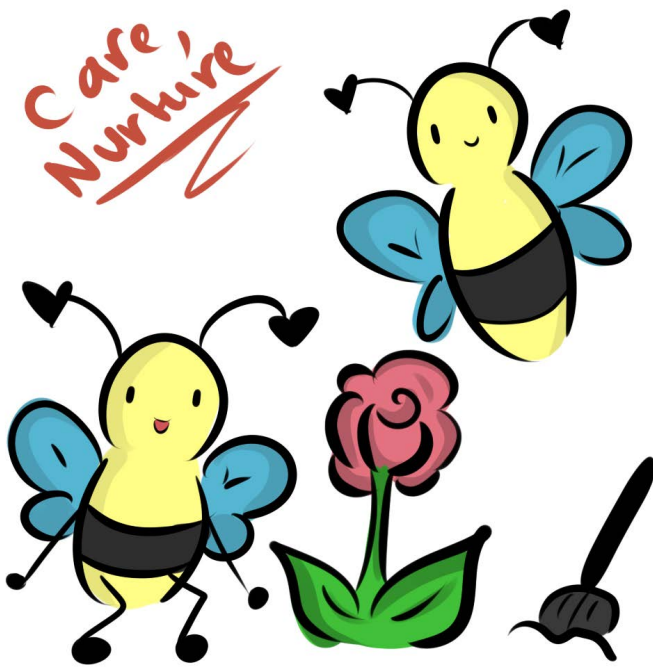
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