



Thoughts From The Kindness Cloud



SPREAD KINDNESS **Be a Kindness Ambassador**

The goal of the **Kindness Cloud** is to spark a mass movement for **Kindness**. Our objective is to increase the number of people doing more **Acts of Kindness** throughout the world. Everyone must:

Set Kindness in Motion
Keep Kindness Moving
Share Kindness Forward

Spreading **Kindness** can be accomplished from person to person (**Retail Kindness**), as well as through communities, groups, organizations, and other entities (**Wholesale Kindness**). Most people already **Do Acts of Kindness**, so the challenge is simply to **Encourage More People to Do More Kindness**.



After people have started down their own **Kindness Path (Kindness Pathfinders)** and increased the **Amount of Kindness** that they are doing (**Kindness Butterflies**), many people have said that they want to do more to help **Spread the Kindness Movement**. These people become **Kindness Ambassadors**.

Do More Kindness Yourself
Assist People to Do More Kindness Themselves
Recruit Others to Assist People in Doing More Kindness

Since **Kindness** is often described as an element of the **Tree of Life**, a moral value, and we encourage people to plant more **Kindness Trees**. In practice, this means **Spreading Kindness** by recruiting groups (e.g., teachers, schools, medical facilities, communities, etc.) and organizations (e.g., associations, non-profit and for-profit entities, etc.). These groups and organizations become the intermediaries that teach, facilitate, and encourage more **Kindness**. A **Kindness Ambassador's** mission is to assist and recruit others to the **Kindness Movement**.



We've created a simple five-step strategy, called the **Kindness Ambassador POWER Strategy**, to guide your **Ambassadorship**. When you embark on your journey as an **Ambassador of Kindness**, you will experience how the **POWER of Kindness** impacts your life, as well as the lives of others.

The 5-Step Kindness POWER Strategy

Step 1. Pick Your Kindness Idea: Explore the **Kindness Ideas**. Mix and match or create your own ideas. The possibilities are endless.

Step 2. Organize Your Kindness Activity: Check out the **Tools Ideas** on **KindnessCloud.org** and choose among the tools you can use to support you in your **Kindness Activities**. Again, the possibilities are endless (buying pizza, opening a door, teaching a class on **Kindness**, etc.).

Step 3. Write About and Share Your Kindness Activity Forward: Use social media (Facebook, Instagram, Twitter, etc.) and traditional media. Reach out to your local newspaper, radio, and community groups.

Step 4. Encourage the Spread of Kindness: Display the **Kindness Cloud Badge, Images, Tag Lines**, and **Certificates** in physical locations and on websites, social media, email, and newsletters.

Step 5. Recruit Other Kindness Ambassadors: Enlist others in the **Kindness Movement**. (Currently, there are **Kindness Certificates** for **Ambassadors, Butterflies, Citizens, Heroes, Leaders, Partners, Pathfinders**, and **Sponsors**.) **Kindness Certificates** can be posted in a store or office window, in a classroom, on a door, wall, website, or social media channel. They can be given to children and students as rewards or recognition. Share your ideas forward for **Spreading Kindness as a Kindness Ambassador**.

