



**Join the Kindness Cloud
You Can Make a Difference
We Can Make a Kinder World**



How You Can Help

The nonprofit **Kindness Cloud Foundation's** goal is to **Increase the Amount of Kindness** in the world and to **Unite People Around Kindness**. Join us in the **Kindness Cloud**, a global **Kindness Movement**.

Take Action to Spread Kindness

Everyone must **DO, PROMOTE, and SPREAD MORE KINDNESS** themselves – not just “like” **Kindness** or “agree with” **Kindness**. We all must **Act** to:

- **Inspire, Encourage, and Enable Others to Do More Kindness**
- **Share Kindness Messages, Resources, and Ideas Forward**
- **Foster Wholesale, as well as Retail, Kindness**



Our goal is to **Create a Kindness Ripple Effect**, much like dropping small **Kindness Pebbles** into a pond to cause a large **Kindness Wave**. Now, more than ever, the **World Needs Action**, your action, and the actions of others, to **Help Spread Kindness**. Some ways **YOU** can help create a **Kindness Ripple Effect** include:



- **Recruit Others.** Invite your friends, relatives, colleagues, and neighbors to join the **Kindness Movement**. Call, write, and contact people in this time of isolation. The possibilities for **Kindness** are endless.
- **Spread Kindness Messages.** Share **Kindness** stories, challenges, videos, and positive messages on social media. Reach out to local newspapers or other traditional media about your **Kindness** activities and initiatives.
- **Use and Promote Kindness Resources.** Share the **Kindness Certificates and Cards** (found at KindnessCloud.org/Resources) and the **Kindness Images** (found at KindnessCloud.org/Ideas or on social media).
- **Create Retail and Wholesale Kindness Activities.** Learn more about **Retail vs. Wholesale Kindness** and your **Kindness Path** at KindnessCloud.org/Roadmap.

Everyone must **Practice and Spread Kindness**. We all have a role to play. **The World Needs Your Help.**