Grow the Kindness Movement
You Can Make a Difference
We Can Make a Kinder World

Creating a Kindness Campaign

The **Purpose of a Kindness Campaign** is to **Increase the Amount of Kindness** in the world. There are countless ways to **Create a Kindness Campaign**, and below you will find examples to spark your own ideas.

The **Goal** of your **Kindness Campaign** is to **Do Kindness Benefits** *directly* for people or to *encourage* others to **Spread Kindness**. And, ultimately, these two **Kinds of Kindness** will be combined.

- **Direct Kindness** (also called **Retail Kindness**) with the goal of directly helping a person or group; or
- **Indirect Kindness** (also called **Wholesale Kindness**) with the goal of encouraging people or groups who will then help others directly.

Of course, there can be many levels of **Indirect Kindness** (e.g., one group can encourage another group, which will then encourage another group, and so on), and then ultimately there be an effort of **Direct Kindness** to benefit a person or group. Some **General Questions** include:

- **With Whom** will your **Campaign Spread Kindness**? In addition to **Doing** or **Spreading Kindness** yourself or with members of an existing group, you can also create a new **Kindness Group** or **Cohort** for a **Kindness Purpose**. Possible members can include:

  – Friends, relatives, and neighbors
  – Classmates, colleagues, and coworkers
  – Communities and schools
  – Groups and organizations (both for profit and nonprofit)
  – Influencers and opinion makers

- **For Whom** is the **Campaign** being conducted? Is it for direct benefit of people or groups, or for the benefit of others who will then themselves **Spread Kindness**?

- **How** will the **Campaign** reach people or groups? Will **Kindness** stories, challenges, videos, images, and positive messages be shared on physical handouts, online social media and blogs, traditional news media, speeches, etc.?

And then comes the fun part: the creation of **Kindness Programs** and **Activities**. Here are a few examples to get you started and, of course, you can create your own ideas on how to use the **Kindness Certificates** and **Cards**. (Note: the free **Kindness Certificates** and **Cards** can be found at **KindnessCloud.org/Resources**.) Of course, you are also encouraged to create or curate your own **Kindness Resources** to spark **Kindness Action**.

- Use **Kindness Cards** to jump start a **Kindness Initiative** in your community, club, organization, school, or business.
- Post a **Kindness Certificate** on your store or business window, door, wall, website, or social media.
- Publicize your **Kindness Activity** in your business's newsletter, blog, and social media.
- Celebrate the **Kindness Acts** of others in your home, school, and workplace by presenting them with **Kindness Certificates**.
- Designate a **Kindness Volunteer Day** for your business or organization to contribute to the community.
- Describe and display pictures of the **Kindness Activities** in your online **Kindness Community**.
- Publicize companies that promote **Kindness** by donating pro-bono services to the community.

Examples

A large senior-care company gave each employee a day off with pay during the year to **Do Their Own Acts of Kindness** and the company spread **Kindness Messages** in its own **Kindness Campaign**.

A nonprofit community arts organization launched a **Kindness Campaign** to engage students and communities to **Do and Spread Kindness**. They created free **Kindness-themed** projects, resources, and lesson plans and rewarded participants with the free **Kindness Connector** certificates.

A nonprofit organization in a South Asian country distributed free **Kindness Cards and Certificates** in schools to engage students in **Doing and Promoting Kindness**. This organization also promoted **Kindness** posts on their social media channels along with videos of children engaged in **Kindness**.

A mother took it upon herself to organize high school, middle school, and elementary school **Kindness Cohorts** in her community (all working together) to create **Direct Kindness** projects. She was pleasantly surprised by the resulting "fantastic youthful inspirations" that included: (1) creating a virtual whiteboard so that members could post ideas and successful **Kindness Opportunities** they had; and (2) making signs, painted rocks, artworks, and postcard mailings to make a **Kindness Impact**. Students with cars even dropped off these art kits to other kids in need or wanting to help, which also contributed to the mental health of those lonely at home. Clearly, this **Kindness Campaign** had a positive impact on young people of different ages, as well as on the recipients of the **Kindness Campaign** itself. **Imagine the impact of similar Kindness Campaign Cohorts of young people around the world**.