



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



**Kindness is Our Shared Purpose**

Do you wish that there was more **Kindness** in the world? Well, it's possible. Here's how. Join the Kindness Cloud in its effort to **Grow the Global Kindness Movement**. We are not asking for funding or donations. We are people just like you dedicated to **Increasing the Amount of Kindness in the World**.

During these trying times, people need a common purpose, and we can all agree that the world needs more **Kindness**. We are asking you to join us because we are stronger together. We don't have time to wait. People are hurting and in need now. We must all:



**Share Kindness Forward  
Keep Kindness in Motion  
Unite Around Kindness**



Everyone's goals must be to **Do More Kindness** and to **Share Kindness More Widely**. Everyone must encourage others to **Spread More Kindness**.

Encourage your friends and colleagues to promote **Kindness** on their social media. Encourage schools, businesses, and community and nonprofit organizations to develop activities to support the **Kindness Movement**. Encourage students, staff, and local communities to spread **Kindness** in neighborhoods.

**Kindness** is a value as old as human history itself, and everyone is born knowing how to be **Kind**. The possibilities for **Spreading Kindness** are endless.

Now more than ever, everyone has an opportunity to help create a **Kinder World**. People are looking for leadership. People need your example. You will be a **Kindness Role Model** for others to follow. **You Can Contribute to a Better World**.