Would You Like to Make the World a Kinder Place? Well, You Can!

Join the Kindness Movement

Kindness is a moral value. Kindness is a language that we all know how to speak and that unites us all. We are all born with the Kindness gene. We are all born knowing how to Be Kind.

- Find Your Kindness Passion
- Develop Your Kindness Path
- Contribute Toward Making the World a Kinder Place

The success of the Kindness Movement depends upon all of us. Use your Kindness Power!

Do Kindness

- Start by being a Kindness Butterfly*
- Create Your Own Kindness Initiatives and Projects
- Do an Act of Kindness Every Day

Spread Kindness

- Invite your friends to be Kindness Butterflies and Kindness Ambassadors
- Create Kindness Challenges for groups and others
- Encourage organizations to be Kindness Partners
- Display Kindness Cloud Badges and Logos
- Support people and organizations who are Kindness Leaders

Increase the Amount of Kindness in the World

* Kindness Butterfly comes from the widely used and mathematically proven metaphor, called the Butterfly Effect, in which small actions like the flapping of a butterfly’s wings can have large consequences elsewhere in the world, even if the outcome is not immediately known.