



Spreading Kindness Worldwide

A 3-STEP GUIDE

Would you like to see more Kindness in the world? Well, you can. Here's how. Join the **Kindness Cloud**, a **Movement** not an organization. We are a group of **Kindness Leaders** inspiring others to spread Kindness. Our goal is to **Increase the Amount of Kindness in the World**. You can help by encouraging others to act. This guide will help you start spreading Kindness right away.

1.) SHARE KINDNESS MESSAGES

What will you do and say, tell and post, to encourage others to Join the Kindness Cloud to spread Kindness?

What ideas will you suggest that they use to spread Kindness? Will you suggest they share Kindness challenges, Kindness stories, or Kindness idea lists?

Create and Share your own messages or find Kindness messages on:

- [Instagram.com/TheKindnessCloud](https://www.instagram.com/TheKindnessCloud)
- [Facebook.com/KindnessCloud](https://www.facebook.com/KindnessCloud)
- [KindnessCloud.org/Ideas](https://www.kindnesscloud.org/ideas)



2.) CHOOSE METHODS AND CHANNELS



How will you reach people?

Traditional media or online social media, calling or mailing people, posting images or contacting others, and so on.

What tools will you use?

Will you create or share simple posts or complex videos, documents or blogs, and so on?

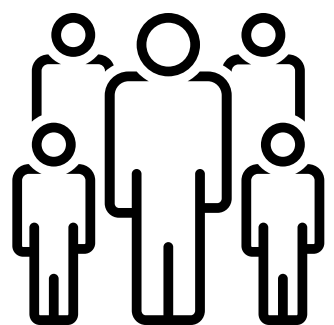
3.) TARGET MESSAGE AUDIENCES

Which group or groups of people will you target?

How will you select them?

Your teachers, classmates, or students?

Your friends, family, neighbors, or colleagues?



Remember, there is no one size fits all. Everyone will spread Kindness in unique ways. You may plan different components and contexts. You may outreach to different people in different ways. You may treat your family differently from your friends, for example. Your goal is to inspire others by **Sharing Kindness Messages Forward**. You may never know how that ripple travels through the sea of a person's life, but you can take comfort in the knowledge that, if you have changed one person's life, then you have succeeded and you have changed the world.

We are grateful for your Kindness, Courage, and Compassion, and for being the inspiration the world needs. Together, we can make the world a Kinder place. Thank you for your support!

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The Kindness Cloud

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