

# HOW TO LAUNCH A RANDOM ACT OF KINDNESS CAMPAIGN



*Random Act of Kindness Week is February 12th-17th, 2017*

*A Random Act of Kindness is a selfless act carried out by an individual or group of individuals to help or cheer up a random stranger.*

*Initiating a random act of kindness is a simple way that we can all contribute to making the world a better place and to remind yourself and others that the world is pretty amazing.*

## **Get your whole community involved** **Here are some ideas:**

- Develop a website to measure the amount of kindness spread throughout your community as a result of your campaign.
- Create business cards to hand to people after performing a random act of kindness that asks them to pay it forward by doing something kind for a stranger, too.
- Organize a gathering of your friends, family, and classmates to promote kindness to the public.

This could involve a combination of activities such as:

- Making and walking around with posters that have positive messages written on them
- Handing out cards to the public as they walk by that ask them to do a random act of kindness for a stranger
- Performing acts of kindness as a group such as holding doors open for strangers or handing out cups of hot chocolate (you could write on the cups to ask people to pay it forward with a random act of kindness!)

## **Examples to get started**

- Tweet or Facebook message a genuine compliment to three people right now
- Hold the door open for strangers
- Let the person behind you in line checkout with one or two items go ahead of you
- If you walk by a car with an expired parking meter, put a quarter in it
- Pay for the order of the person behind you at a coffee shop

