

RANDOM ACTS OF KINDNESS FOUNDATION

#ExploreTheGood - #MakeKindnessTheNorm

RANDOM ACTS OF KINDNESS DAY - Wednesday, February 17, 2021

The Random Acts of Kindness Foundation (RAK) is proud to announce Random Acts of Kindness Day, Wednesday, February 17th, 2021!

We are upholding this annual tradition of celebrating kindness because we know everyone can use more kindness in their lives. Scientific evidence shows us the positive effects of doing kind acts for others as well as receiving or even witnessing kindness. Even the smallest act of kindness can change a life.

In 2021, we encourage everyone to *Explore the Good and Make Kindness the Norm*.

Stories come to us on a daily basis. They are beautiful and heartwarming, but mostly they give us hope. We hear of seemingly insignificant moments where a stranger helps another stranger and impacts the rest of their life with a small gesture. When we tune into kindness happening around us, the day seems a little bit brighter. The week seems a little more manageable.

These stories are nothing new or unique. They are YOUR stories. They are OUR stories. Help us Make Kindness the Norm by spreading it in the simplest ways.

Even with all the challenges facing society, the Random Acts of Kindness foundation wants to remind the world that there is still so much good going on.

We encourage participants to join our RAKtivist community and continue to explore the good all year long.

HOW IT WORKS

It's SO easy! We encourage everyone to participate - individually, with a group, as an organization, a community initiative...the possibilities are endless!

This kit provides links to [Random Acts of Kindness Day 2021](#) content, along with other resources

PREPARE FOR RANDOM ACTS OF KINDNESS DAY

1. **Check out** RAKs annual kindness calendar(s) and create a daily habit of kindness
 - o [2021 General Kindness Calendar](#)
 - o [2021 Workplace Kindness Calendar](#)
2. **Print** this year's colorful 11x17 Random Acts of Kindness Day poster and canvas your community making others aware of the upcoming celebration.
3. **Print** this year's black and white 8 ½ x 11 coloring page(s) and add your own color and creativity to the Random Acts of Kindness Day Poster.
 - o Share your finished creation on social media and our private FB Community of [RAktivists](#).

CELEBRATE KINDNESS ALL WEEK LONG

(step by step instructions for the below activities @ www.randomactsofkindness.org)

1. Sunday, February 14, 2021 - Kindness Jar
2. Monday, February 15, 2021 - Gratitude Letter
3. Tuesday, February 16, 2021 - Blessing Bags
4. RANDOM ACTS OF KINDNESS DAY - Kindness Worksheet
5. Thursday, February 18, 2021 - Care for Three
6. Friday, February 19, 2021 - \$5 Dollar Difference
7. Saturday, February 20, 2021 - Reflection

SHARE YOUR STORIES AND EXPERIENCES

1. Include hashtags, #ExploreTheGood and #MakeKindnessTheNorm when sharing your kindness stories and experiences. Let everyone know how you're exploring the good and helping make kindness the norm.
2. Share with everyone you know: friends, colleagues, family, your social media followers, your cashier, etc.

EDITORIAL CALENDAR, LINKS, GRAPHICS AND OTHER RESOURCES

Download the Random Acts of Day resources to celebrate all week long!

- Social media themed headers - Facebook, Instagram and Twitter
- RAK Day graphic/poster with # ideas to Explore the Good and Make Kindness the Norm (formats for Facebook, Instagram, Pinterest and Twitter)
- Daily quotes featuring Dolly Parton, Mister Rogers, Cinderella and more @ www.randomactsofkindness.org

<https://www.randomactsofkindness.org/>

- Blog - Explore the Good - Make Kindness the Norm

OPPORTUNITIES FOR PARTICIPANTS

Share your stories and experiences and/or your completed coloring sheets with hashtags **#MakeKindnessTheNorm** and **#ExploreTheGood** for an opportunity to be featured on RAKs social media platforms.

*Our audience will select 5 individuals to receive a Random Acts Of Kindness Day SWAG bag (commemorative Random Acts of Kindness Day poster, sticker and pin, along with a RAK sweatshirt and water bottle).

NOW WHAT? HOW TO GROW THE MOVEMENT

This kit is meant as a stepping stone, now it's your turn!

1. Join our worldwide [RAKtivist community](#) to see what others have done and are doing to make kindness the norm.
2. If you work in an organization, what services can you offer, products or food?
3. If you are an individual, can you help those around or organize a neighborhood clean up?
4. If you work with kids in an education setting, check out our Kindness in the Classroom Curriculum, our Kindness Beyond the Classroom and/or our Kindness High School Elective.

Past examples to inspire and brainstorm how you can explore the good and make kindness the norm - what can you do with what you have?

- **Whole Foods** - offered \$25.00 gift certificates on Random Acts of Kindness Day to those who needed a meal - no questions asked
- **Pittsburgh Steelers** - signed several pieces of memorabilia and handed it out at the local hospital
- **Individual** - organized a continental breakfast for the local police station as a way to say 'Thank you'
- **Teacher** - provided each student in her class with \$1.00 and challenged them to do something kind with it (the results were AMAZING!)
- **Young kid** - raked the neighbors yard after finishing his own, without being asked
- **Stranger** - saw a tear in a young ladies skirt and offered her the jacket off her own back to tie around and cover it up
- **Dentist** - provide free cleanings and other services to those without insurance
- **Barber** - set up a station on the street and gave free haircuts to those without housing
- **HS Cheer team** - set up a kindness fundraiser and had individuals pledge money towards each act of kindness completed

ABOUT THE RANDOM ACTS OF KINDNESS FOUNDATION (RAK):

The Random Acts of Kindness (RAK) Foundation is a small nonprofit that offers FREE resources to Make Kindness the Norm. The foundation is rooted in the belief that all people can connect through kindness.

RAK follows a simple framework for everything we do:
Inspire -> Empower -> Act -> Reflect -> Share.

Our evidence-based K-12 *Kindness in the Classroom*® curriculum gives students the social and emotional skills (SEL) needed to live more successful and fulfilling lives.

Our *Kindness in the Workplace*® calendar shows employees how easy it is to improve workplace culture through simple acts of kindness.

Our *Kindness at Home* resources provide kindness challenges for individuals to do alone or with others in an effort to bring more kindness to neighborhoods/communities.

We celebrate kindness every day of the year, but on **#RandomActsOfKindnessDay** The Random Acts of Kindness Foundation encourages everyone to get outside of their comfort zone and *Explore the Good and Make Kindness the Norm*.

CONTACT:



Rachelle Stubby
Manager of Digital Strategy
rachelle@randomactsofkindness.org
303.808.3246