

A complete guide to KINDNESS WEEK

Simple, easy, quick ways to spread kindness in your community

by Courageously Kind



Table of Contents

What is Kindness Week?	3
The Kindness Wall	4
Kindness Challenge Day	5
Gratitude Day	6
Day of Caring	7
Kindness Celebration	8
Promotional Tips	9
Engagement Tips	10



KINDNESS WEEK



Kindness Week

was started at Marywood University by Liz and Maddie Adams in 2023 as a way to provide quick, simple and easy opportunities to spread kindness throughout our community.

Through 5 days of programming

you can encourage others in your community, pledge to perform random acts of kindness and express gratitude to people that make this world a better place.

These activities are designed to be quick, cheap, and easily adaptable for a range of ages and demographics: from pre-schools to offices, to universities or nursing homes!

In this kit, we'll break down each day so you'll have everything you need to celebrate Kindness Week with us!

*disclaimer: you don't have to do all five days of programming! Do what works for your community!



KINDNESS WALL



Kick off Kindness Week

With an activity that looks like an art installation and empowers your community!

Participants are encouraged to write kind messages on sticky notes throughout the week.

Display

the sticky notes in a high traffic area (school library, front windows, employee break room or cafeteria)

Encourage people to continue to leave messages throughout the week to visibly represent the kindness that is being fostered in your community

Materials needed

- Sticky notes
- markers
- table for materials
- candy for incentives!



KINDNESS CHALLENGES



Challenge others

to perform random acts of kindness throughout the week

Share simple acts of kindness that can be performed by members of your community

Use little pieces of paper

to write down your random acts of kindness and have participants take a piece of paper out of a bowl/hat/container.

Participants can perform the act of kindness that day or later throughout the week

Some acts may include: hold the door open, smile at a stranger, buy someone a coffee, etc.

Materials needed

- pieces of paper with 1 random act of kindness per paper
- hat/bowl/container



GRATITUDE DAY



A Simple “Thank You”

goes a long way! Have participants decorate a Thank-You Card for someone in their lives. Cards can be pre-made/decorated or blank.

Go one step further

and deliver the card to the teacher/staff member that is being thanked! Or, have participants decorate a card to save and share with someone they appreciate.

Materials needed

- paper for cards
- optional: pre-decorated cards
- markers
- candy for incentives!



DAY OF CARING



Show them you care

by doing something kind for your community! Bring in some donuts or coffee to care for your co-workers. Or pledge to care for others and make a donation on behalf of your team to an organization of your choice.

A Kindness Week Staple

for us has been handing out flowers to students, staff and nursing home residents in our community. We're very grateful that for the past few years, Wegmans Food Markets has donated flowers for us to share with others

Materials needed

- dependent on your activity!
- Some inexpensive options include: sharing something homemade, asking for donations for charity or volunteering your time



KINDNESS CELEBRATION



Celebrate Kindness

with a pizza party, special snacks, a group lunch or coffee run!

Depending on how much time you have with your group, take a break and unwind with a movie, or go to lunch!

Do what you can and have fun!

Take the day to do something FUN!

Play a card game, eat some ice cream, or take a quick break from work/school to appreciate those around you

Decorate like you're throwing a party!

Get balloons and streamers!

Get a bag of candy!

Celebrate Kindness!

Materials needed

- whatever you think is FUN!



PROMO TIPS



Form a committee!

For help organizing Kindness Week, form a committee of volunteers, maybe divide the planning into days: everyone could take a day!

Use social or local media to get people involved!

Share the events on social media pages.

For local publicity, issue a press release and send to local reporters.

Media coverage helps motivate people to get involved, and inspires others in your community to be kind!



ENGAGEMENT TIPS



Getting people involved

can be difficult!

Remind people that these activities are quick and easy but have a BIG impact

Incentives!

We like to bring a bowl of candy to the activities to help incentivize the activities!

Who doesn't love something sweet?

Don't be afraid to approach people and ask them to get involved!

Check in with people at the beginning of the day and if they're too busy to participate early in the day, they might circle back later in the day!

Don't give up! If you get low interaction during the first couple of days, give people some time to get involved



SHARE IT WITH US!

Take pictures of your events!

When you celebrate Kindness Week, don't forget to take pictures!!

Let us know where you're celebrating Kindness Week and we'll share in on our Courageously Kind social media pages!

We typically celebrate Kindness Week at Marywood in the Spring (between mid April – early Ma) but feel free to celebrate when it works for you!

Let us know when you're celebrating! Email us at courageouslykindpodcast@gmail.com

