Random Acts of Kindness Day
Thursday, February 17, 2022
#RandomActsofKindnessDay #MakeKindnessTheNorm
https://www.randomactsofkindness.org/rak-day-2022

The work to create a kinder world never ends. There is no limit on the amount of goodness we can put into the world, but we need your help!

We invite you to join the annual Random Acts of Kindness Day (RAK DAY) celebration on Thursday, February 17, 2022 and help #MakeKindnessTheNorm

OUR THANKS TO YOU
1. Supporting organizations will have their logo displayed on the RAK Day landing page
2. Contacts will receive a mailed 2022 RAK Day swag package (poster, sticker, lapel pin and a 2022 Kindness Calendar)
3. Individuals at the top 15 supporting organizations who promote RAK Day using #MakeKindnessTheNorm will receive a special Make Kindness the Norm sweatshirt, water bottle and baseball hat (valued at over $100).
   *RAK will track analytics using campaign #MakeKindnessTheNorm*

HOW YOU CAN HELP - it’s as easy as 1, 2, 3:
1. Promote this year’s RAK Day coloring contest
2. Invite audience members to join RAKs text community (303-529-2494)
3. Share our QR code leading to our RAK Day page with kindness ideas, quotes and other fun resources
   (we created assets, copy and #s to make sharing RAK Day resources incredibly easy!)

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

We have been celebrating kindness every day of the year (for more than 20 years!) in every corner of the globe, but on #RandomActsOfKindnessDay, The Random Acts of Kindness Foundation encourages everyone to get outside of their comfort zone and #MakeKindnessTheNorm.

It’s impossible to count the number of people who have participated in making kindness the norm, but some of the ones we’ve noted over the years who always make us smile, include: Sesame Street, the National Football League (and all the teams that play), Bishop Desmond Tutu, Walt Disney World, Aldi, Smokey the Bear, Doctor Who, and Lady Gaga, along with so many others.

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