

RANDOM ACTS OF KINDNESS FOUNDATION

MAKE KINDNESS THE NORM IN SCHOOLS, WORKPLACES AND HOMES

RANDOM ACTS OF KINDNESS WEEK PARTICIPANT TOOL-KIT FEBRUARY 16-23, 2020

The Random Acts of Kindness Foundation is proud to announce the 2020 Random Acts of Kindness Day and Week Celebration(s) to take place Sunday, February 16th through Saturday, February 22nd, 2020! Please join in and help Make Kindness the Norm.

WHO WE ARE: The Random Acts of Kindness (RAK) Foundation is a small nonprofit that invests resources into making kindness the norm. We are rooted in the belief that all people can connect through kindness.

We follow a simple framework for everything we do. Inspire -> Empower -> Act -> Reflect -> Share. We create a common language between schools, work and home with all of our resources.

Our evidence-based Kindness in the Classroom® curriculum gives students the social and emotional skills needed to live more successful lives.

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

Our **NEW** Kindness at Home resource provides 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 during Random Acts of Kindness Week we encourage everyone to get outside of their comfort zone and look for opportunities to be kind.

WHAT WE'RE DOING: Random Acts of Kindness Day and Week is our annual celebration highlighting kindness and all the benefits simple acts have on ourselves, our friends and family, and strangers!

WHY WE'RE DOING THIS: We uphold this annual tradition of celebrating kindness because we feel each and every one of us can use more kindness in our lives and sometimes we all need a little reminder. We believe in the positive effects of doing kind acts for others as well as being on the receiving end of kindness. Even small acts of kindness can change lives for the better.

HOW YOU CAN HELP: Share Random Acts of Kindness Day and Week with everyone you know: friends, colleagues, family, your social media followers, your cashier, etc. to build excitement. Doing so will help get as many people participating as possible and help Make Kindness the Norm in Schools, Workplaces and at Home.

To help engage and inspire kind-doers, check out our collection of posters, bookmarks, social media graphics, and more that you can share and encourage others to do the same. Keep reading for ready to use social posts and graphics.

If you have any questions, please email Rachelle at rachelle@randomactsofkindness.org

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Handles & Hashtags

Link to campaign: <https://www.randomactsofkindness.org/rak-week>

Hashtags:

#RandomActsofKindnessDay
#RandomActsofKindnessWeek
#MakeKindnessTheNorm

Handles to follow:

Random Acts of Kindness Foundation

Twitter: @RAKFoundation

Facebook: @therandomactsofkindnessfoundation

Instagram: @rakfoundation

Social Media Posts for RAK Day 2020 – Make Kindness the Norm

Did you know that kindness is contagious? Follow us on IG @rakfoundation to bring more kindness into your life and share with others. #RandomActsofKindnessDay #RandomActsofKindnessWeek #MakeKindnessTheNorm

<https://www.instagram.com/rakfoundation/?hl=en>

PROUD TO ANNOUNCE our new Neighborhood Kindness Challenge! Filled with kindness ideas, coloring pages, writing prompts and other activities! Download NOW! #RandomActsofKindnessDay #RandomActsofKindnessWeek #MakeKindnessTheNorm

<https://www.randomactsofkindness.org/rak-week>

Did you know that kindness is teachable? Check out our FREE highly effective, evidence-based Kindness in the Classroom social emotional learning curriculum. We include a focus on equity, teacher self-care, and digital citizenship. #RandomActsofKindnessDay #RandomActsofKindnessWeek #MakeKindnessTheNorm

<https://www.randomactsofkindness.org/for-educators>

Practice kindness at work today and every day after with our 12 month Kindness in the Workplace Calendar. #RandomActsofKindnessDay #RandomActsofKindnessWeek #MakeKindnessTheNorm

<https://www.randomactsofkindness.org/kindness-at-work>

<https://www.randomactsofkindness.org/rak-week>

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Kindness starts with One! Join our RAKtivist community and become an ambassador of kindness in your community. The first 100 new members to join **through our website** will be contacted to receive our new Neighborhood kindness challenge book and Workplace Calendar in print!

<https://www.randomactsofkindness.org/become-a-raktivist>

Looking for more ideas to practice kindness and share with others? Explore our website for fun & free resources to use in schools, workplaces and at home.

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

Thank you for Making Kindness the Norm during #RandomActsofKindnessWeek!

Take the day and do something kind for yourself! Relax, read, sleep, run, cook, whatever makes you happy!

#MakeKindnessTheNorm #RandomActsofKindnessDay

https://www.randomactsofkindness.org/rakweek/thank_you.gif

Social Media Shareable Graphics

We've made a special webpage with easy to download social media content, posters, logos and more. If you have questions about the content available here, please let us know.

<https://www.randomactsofkindness.org/rak-week>

Kindness Tips and other fun RAK resources

Make Kindness the Norm at School:

- [Kindness in the Classroom curriculum](#)
- [Free K-8 Training Materials](#)
- [Posters, bookmarks and more](#)

Make Kindness the Norm in the Workplace:

- [2020 Workplace Calendar](#)

Make Kindness the Norm at Home and in your Community:

- Neighborhood kindness challenge book (*launching Random Acts of Kindness Day, February 17th*)
- [Join our RAKtivist community](#)
- [Ideas](#)
- [Quotes](#)
- [Videos](#)
- [Stories](#)

<https://www.randomactsofkindness.org/rak-week>