

the kindness challenge

KINDNESS noun — / kīn(d)nes /

somebody who brings warmth and value to somebody with no expectation in return.

This challenge, initiated by Association Headquarters (AH) and Leon Logothetis of Netflix's The Kindness Diaries, is intended for each of us to make a **big impact** by showing kindness in **small ways**. Remember, random acts of kindness don't need to be grand gestures. It's the small things that go the furthest and make the greatest impact on someone's life. If there was ever a time when you were shown kindness or showed kindness to others, we challenge you to share your story through the Kindness Challenge and let's see how many people we can reach and inspire to do the same!

How DOES THE CHALLENGE WORK?

- 1 Tell your story of kindness
- 2 Use the social media image provided to support visual association with the Challenge
- 3 Add this byline to the end of your post: I'm asking people to join the kindness challenge by sharing this & telling your story. The goal is to flood social media with messages of kindness
- 4 Be sure to tag your organization, Association Headquarters, and Leon Logothetis, and use the hashtags #bekind and #kindnessdiaries

The goal is to keep the challenge going by sharing our stories and flooding social media with random acts of kindness and positive inspirational messages.

AH will look out for your posts and share them from the corporate account, as well as tag Leon Logothetis where he is also expected to share.



HASHTAGS

#kindnessdiaries
#bekind

ACCOUNTS to TAG

Along with tagging your organization in your post, you can also tag the handles below:



@association_hq
@leonlogothetis



@AssociationHQ
@TheKindnessGuy



@Associationhq
@thekindnessguy



**Be kind
whenever
possible.
It is always
possible."**

**— THE 14TH
DALAI LAMA**

