



# the kindness challenge

**KINDNESS** noun — / kīn(d)nes /

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

This challenge 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 AH and Leon Logothetis, and use the hashtags #bekind and #kindnessdiaries in your post

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 share your post from our corporate account and tag Leon Logothetis, where he is also expected to share.



## ACCOUNTS TO TAG

- @association\_hq
- @leonlogothetis
- @AssociationHQ
- @TheKindnessGuy
- @Associationhq
- @thekindnessguy

## HASHTAGS

- #kindnessdiaries
- #bekind



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

**– THE 14TH DALAI LAMA**

