# 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?**

Tell your story of kindness (1)

> Use the social media image provided to support visual association with the Challenge

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

Be sure to tag AH and Leon Logothetis, and use the 4 hashtags #bekind and #kindnessdiaries in your post

1:46 PM

I paid for the person behind me in the drive-thru. Hope it made their day! I'm asking people to join the

kindness challenge by sharing this &

telling your story. The goal is to flood

The Kindness Challenge

Q

1

Ω

social media w/ messages of

kindness #bekind 💝

@LeonLogothetis

Karli Horn

7 66%

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.

HASHTAGS

#kindnessdiaries

#bekind

L

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

#### ACCOUNTS TO TAG @association hg @leonlogothetis



@AssociationHQ

@TheKindnessGuv Ø

@Associationhg @thekindnessguy



#### $\heartsuit \bigcirc \bigtriangledown$

taramin\_I want to thank the amazing woman who came to my rescue at the grocery store today when it began downpouring rain. I was stuck with the kids loading a car full of groceries without an umbrella. She not only shared her umbrella with me, she helped to get my groceries in the car quickly. I was so moved by the kindness this woman showed me. Tomorrow, I will pay it forward and hopefully brighten someone's day.

I am asking people to join the kindness challenge by sharing this image and telling your story. The goal is to flood social media with positive messages of kindness #bekind #kindnessdiaries @AssociationHQ @TheKindnessGuy 3 seconds ago



2

(3)

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

- THE 14TH **DALAI LAMA** 

