

RANDOM ACTS OF KINDNESS FOUNDATION

KINDNESS STARTS WITH ONE®

RANDOM ACTS OF KINDNESS DAY PARTICIPANT TOOLKIT FEBRUARY 17, 2019 #RAKDAY

The Random Acts of Kindness Foundation is proud to announce 2019's Random Act of Kindness Day (RAK Day) campaign to take place Sunday, February 17, 2019, and we'd love for you to join us.

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

We follow a simple framework for everything we do. Inspire -> Empower -> Act -> Reflect -> Share. Our evidence-based Kindness in the Classroom® curriculum gives students the social and emotional skills needed to live more successful lives. Our workplace kindness calendar shows companies how easy it is to change workplace culture through simple kind gestures. We create a common language between schools, work and home with all of our resources.

We celebrate kindness every day of the year, but on RAK Day (February 17) we get outside our comfort zone with our kindness and hope you will too!

WHAT WE'RE DOING: RAK Day is our annual celebration of being kind and doing fun random acts of kindness. You can read more about our initiative on our blog - [What's Happening with RAK Week?](#)

WHY WE'RE DOING THIS: We are upholding this annual tradition of celebrating kindness because we feel all of us can use more kindness in our lives. Science shows us 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 literally change lives for the better.

HOW IT WORKS: Every year, we promote the benefits of doing acts of kindness for others and encourage people to tune into those doing acts of kindness around them. Seeing the kindness of others can and does inspire others to do a random act of kindness for someone else.

HOW YOU CAN HELP: Share RAK Day 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. Let's Make Kindness the Norm®!

To help engage and inspire kind-doers, we created a collection of posters, bookmarks, social media graphics, and more than you can display. 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

Hashtags:

#RAKDay

#KindnessStartsWithOne

#MakeKindnessTheNorm

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

Handles to follow:

Random Acts of Kindness Foundation

Twitter: @RAKFoundation

Facebook: @therandomactsofkindnessfoundation

Instagram: @rakfoundation

Social Media Posts for RAK Day 2019 – Kindness Starts with One®

Did you witness an act of kindness that left an impression? Celebrate #RandomActsofKindnessDay by sharing your kindness story with the world. #RAKDay #KindnessStartsWithOne #MakeKindnessTheNorm <https://www.randomactsofkindness.org/kindness-stories/whos-your-one>

Celebrate #RandomActsofKindnessDay by celebrating someone in your life who inspired you to be a better person. Share your kindness story with the world by telling about your 'one' #RAKDay #KindnessStartsWithOne #MakeKindnessTheNorm <https://www.randomactsofkindness.org/kindness-stories/whos-your-one>

Kindness Starts with One® _____ (fill in the blank) #RAKDay #KindnessStartsWithOne #MakeKindnessTheNorm <https://www.randomactsofkindness.org/rak-day>

Check out these fun & free kindness resources to celebrate #RandomActsofKindnessDay #RAKDay #KindnessStartsWithOne #MakeKindnessTheNorm <https://www.randomactsofkindness.org/rak-day>

Celebrate #RandomActsofKindnessDay by starting your own RAK Club! We just updated our popular 'how to start your own kindness club' guide. Starting your own kindness club on #RAKDay would be the perfect way to keep kindness going throughout the year. <https://www.randomactsofkindness.org/rak-day>

Include our handle @RAKFoundation when posting on Twitter or Instagram

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Social Media Shareable Graphics

We've made a [special webpage](#) to download social media content, posters, logos and more. If you have questions about the content available here, please contact rachelle@randomactsofkindness.org

Kindness Tips and other fun RAK resources

Celebrate #RandomActsofKindnessDay at work today and every day after! Download RAKs 12-month workplace kindness calendar highlighting monthly themes structured to create a kinder work culture.

#RAKDay #KindnessStartsWithOne #MakeKindnessTheNorm

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

Celebrate #RandomActsofKindnessDay with these fun & free kindness resources from the Random Acts of Kindness Foundation to print and display in your home, classroom or office. #RAKDay

#KindnessStartsWithOne #MakeKindnessTheNorm

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

There are scientifically proven benefits to being kind! It is contagious, teachable, and makes you feel all fuzzy inside. Celebrate #RandomActsofKindnessDay by watching the Random Acts of Kindness Foundation's "The Science of Kindness" video and learn more about the positive effects of kindness.

#RAKDay #KindnessStartsWithOne #MakeKindnessTheNorm

<https://www.youtube.com/watch?v=O9UByLyOjBM&t=15s>

Celebrate #RandomActsofKindnessDay by bringing more kindness to your classroom. Download RAKs Kindness in the Classroom FREE K-8 lesson plans, lead a kindness project or form a kindness club at your school. #RAKDay #KindnessStartsWithOne #MakeKindnessTheNorm

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

Kindness Starts with One! Be a world-changer. Celebrate #RandomActsofKindnessDay by applying to become a RAKtivist® 'Random Acts of Kindness activist' today! #RAKDay #KindnessStartsWithOne #MakeKindnessTheNorm

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

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