



United States of Kindness

Ambassador Talking Points

Outreach Talking Points - Bulleted Version

What Is the United States of Kindness

- The United States of Kindness is a national movement launching in 2026 tied to America's 250th anniversary.
- It invites individuals, organizations, and communities to complete **250 Acts of Kindness** and share their stories.
- The goal is to make kindness a visible, shared national value and create a lasting legacy of unity beyond 2026.
- This is not a new program to build. It elevates the good already happening.

Why It Matters Now

- Kindness is not soft. It strengthens trust, wellbeing, learning environments, workplaces, and communities.
- Research shows kind cultures perform better, retain talent longer, and build stronger relationships.
- America's 250th anniversary offers a rare moment to stand for something shared.

Who Is Behind It

- Led by Kindland, an initiative of the Values in Action Foundation.
- More than 30 years of experience delivering research based kindness programs nationwide.
- Proven results in schools and communities now scaling nationally across sectors.

Research and Impact

- Employees in kind environments report higher energy, satisfaction, and commitment.
- Acts of kindness reduce stress, absenteeism, and turnover.
- Seventy seven percent of job seekers prefer organizations that list kindness as a core value.



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Credibility and Momentum

- Forbes launching Top 100 Kind Companies in early 2026.
- General David Petraeus serving as advisor and national ambassador.
- Grounded in decades of proven work and measurable outcomes.

The Ask, Simplified

- **Announce** participation internally and externally.
- **Act** by encouraging participation in the USK 250 Acts of Kindness Challenge.
- **Share** stories and tag @USofKindness using #USK250.
- **Invite** peers and partners to join.

Why I'm Involved

- Kindness can be a unifying force for our communities and country.
- This is a chance to lead with values and help shape a positive national moment.

Closing

- If this resonates, I would be glad to connect you with the United States of Kindness team.
- This is an opportunity to help make kindness a defining part of America's next chapter.



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Outreach Talking Points - Full Version

What I'm Inviting You to Be Part Of

I want to share a national initiative launching in 2026 called the **United States of Kindness**. It is a simple but powerful movement tied to America's 250th anniversary that invites individuals, organizations, and communities to take part in **250 Acts of Kindness** and share those stories.

The goal is to make kindness a visible, shared national value and to create a legacy of unity that extends well beyond 2026.

This is not a program you have to build. It is a way to elevate the good that is already happening.

Why This Matters Right Now

Kindness is not soft. It is a proven force that strengthens trust, wellbeing, learning environments, workplaces, and communities.

Research shows kind cultures perform better, retain talent longer, build stronger relationships, and earn deeper trust. At a time when many people feel disconnected or discouraged, kindness offers something simple and unifying that everyone can participate in.

America's 250th anniversary gives us a rare moment to stand for something shared.

Who Is Behind the Movement

The United States of Kindness is led by **Kindland**, an initiative of the Values in Action Foundation, which has more than 30 years of experience delivering research based kindness programs in schools and communities across all 50 states.

What started in classrooms has proven results and is now scaling nationally across education, business, nonprofit, and civic sectors.

The Research and Impact of Kindness

Research consistently shows that kindness drives stronger performance and healthier organizations. Employees in respectful, kind environments report 26 percent more energy, 36 percent higher job satisfaction, and 44 percent greater commitment according to the APEX study. Acts of kindness improve morale, collaboration, and retention while reducing stress,



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absenteeism, and turnover, findings supported by Harvard Business Review, Stanford, and Gallup.

Kindness is also a talent and reputation issue. Seventy seven percent of job seekers say they are more likely to apply to organizations that list kindness as a core value, according to Indeed and the Born This Way Foundation.

Credibility and Momentum

For the first time, Forbes will launch the Top 100 Kind Companies in early 2026, recognizing organizations that lead with empathy, ethics, and impact. This reflects a broader shift in how leadership and long term success are being defined.

General David Petraeus, former four star Army General and former Director of the CIA, has joined Kindland as an advisor and national ambassador, reinforcing the idea that kindness and strength go hand in hand.

The campaign is grounded in more than 30 years of proven work through Kindland and the Values in Action Foundation, with demonstrated outcomes across thousands of schools and communities nationwide.

The Ask, Simplified

Participation is easy and flexible, no need to create new programs.

- **Announce:** Share internally and externally that your organization is part of the United States of Kindness.
- **Act:** Encourage employees, members, or constituents to participate personally in the USK 250 Acts of Kindness Call to Action in 2026.
- **Share:** Tell your stories. Tag @USofKindness and use **#USK250**. USK will help amplify them nationally.
- **Invite:** Encourage peers, partners, or other organizations to join. This movement grows through relationships.



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What Participation Looks Like in Practice

Most organizations are already doing acts of kindness through service, leadership, community engagement, and everyday human moments.

The United States of Kindness helps bring visibility to that work, connect it to a national story, and spark a ripple effect across the country. It is about intentional visibility, not additional programs.

Why I'm Personally Involved

I believe kindness can be a unifying force that strengthens our communities, our institutions, and our country.

This is an opportunity to lead with values, encourage action, and help shape a positive national moment.

Suggested Closing Language

If this resonates, I would be happy to connect you with the United States of Kindness team to learn more and explore what participation could look like for your organization.