



United States of Kindness

A National Movement to Make
Kindness America's Defining Legacy

Kindness in Higher Education

What Is the United States of Kindness

The United States of Kindness (USK) is a nationwide call to action that invites organizations and individuals to complete 250 Acts of Kindness and share their stories. In honor of America's 250th anniversary, the goal of this movement is to establish kindness as a defining national value, leaving a legacy of unity that extends beyond 2026.

For colleges and universities, USK is designed to be campus led and easy to integrate into what is already happening.

Why it matters

Acts of kindness have real effects on wellbeing and how we relate to one another. Research on prosocial behavior shows that kindness supports emotional health and strengthens social bonds. The United States of Kindness offers a simple, visible challenge students can join every day to experience those benefits firsthand.

Participation is simple:

- **Announce:** Share internally and externally that your organization is part of the United States of Kindness.
- **Act:** Commit to 250 Acts of Kindness in 2026 across your employees, customers, and communities. There's no need to track every act, we trust and know they're already happening.
- **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.

Why Join Now

The United States of Kindness invites higher education to shape a national moment through action during America's 250th anniversary year. The challenge is simple, and it gives campuses a clear and impactful way to lead with purpose.



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What participation can look like

- Student kindness ambassadors (student affairs led) who create simple social media content and promote the kindness call to action
- Residence hall kindness challenges
- Campus wide kindness weeks tied to existing events and traditions
- Peer to peer recognition campaigns
- Service days and volunteerism already happening on campus, amplified through USK
- Storytelling through student media, athletics, and alumni channels

What participating campuses can expect

- Sample communications and social media language
- Storytelling prompts and campus engagement ideas
- Student leader guidance for campus-based kindness ambassadors
- Challenge ideas for residence life and student organizations

Projected impact of USK



250 Million Acts of Kindness



10+ Million Reached on Social Media



25,000+ schools
10 million students



10,000+ organizations and non-profits

Who We Are: Values-in-Action Foundation (Kindland)

For more than three decades, Values-in-Action and its Kindland initiative have led a national movement in values-based education: training 2.6 million students in 9,000 schools across all 50 states to lead with kindness, caring, and respect.

Kindland
JUST BE ♥ KIND™



Join us.
Kindness works.

USofKindness.org

@USofKindness #USK250

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