



Kindness Wednesday

Wednesday, December 2nd



Frequently Asked Questions

What is Kindness Wednesday?

Kindness Wednesday is a new national tradition that invites Americans to begin the season of giving with intentional acts of kindness.

Following Giving Tuesday, the day gives businesses, organizations, schools, and communities a simple way to make kindness more visible and help it become part of American holiday culture.



Why should you be part of Kindness Wednesday?

Kindness Wednesday gives people a simple way to show what they value by recognizing the good already happening in their homes, workplaces, schools, and communities. We're asking you to invite more people to take part.

How can you help spread the word about Kindness Wednesday?

Partners can help spread the word by sharing Kindness Wednesday with their audiences and the broader community before and on December 2nd.

- Individuals, organizations, businesses, and schools can change their social media profile picture to the Kindness Wednesday graphic
- Post photos or stories showing kindness happening around you
- Highlight employees, students, members, friends, and family who model kindness
- Share reminders leading up to December 2nd
- Invite other organizations and community members to join Kindness Wednesday and complete their own acts of kindness
- Encourage social media followers to share their kindness stories and invite others to participate by tagging @USofKindness and using #KindnessWednesday

Continued on page 2



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What resources will be available?

Anyone can visit the Kindness Wednesday [website](#) for simple resources such as ready-to-use language, graphics, and ideas for sharing stories.

What can participation look like?

The goal is to make kindness visible and easy for others to take part. Participation can be simple, and you can choose what fits best for your family, business, organization, or school, such as:

- Share Kindness Wednesday with families, employees, members, customers, or friends
- Encourage people to do one act of kindness that day
- Post on social media before and on December 2
- Share the information and sign up to receive a reminder [HERE](#)
- Highlight people who model kindness
- Share a short leadership message or video and tag @USofKindness and use #KindnessWednesday
- Challenge others to participate

Special ideas for schools to take part in Kindness Wednesday

- Share a Kindness Wednesday message during morning announcements
- Use a classroom prompt focused on kindness
- Encourage every student to complete one act of kindness
- Create a kindness wall where students can share kind acts they experienced or witnessed
- Recognize students or staff members who model kindness
- Invite classrooms or grade levels to take part in a kindness challenge
- Share kindness stories through school communications or social media
- Invite families or another school to participate



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