



Kindness Wednesday

Wednesday, December 2nd



Announcement Materials

Press Release Template

(ORGANIZATION/ BUSINESS / SCHOOL NAME) JOINS KINDNESS WEDNESDAY ON DECEMBER 2nd

(Date, City) (Organization / School Name) will join organizations, schools and communities across the country on December 2nd for the first ever Kindness Wednesday, a new national tradition encouraging Americans to begin the season of giving with intentional acts of kindness.

Held the day after Giving Tuesday, the inaugural Kindness Wednesday is part of the United States of Kindness and is designed to make kindness more visible during the holiday season. People across the country are being invited to do one act of kindness, share the story, and encourage someone else to take part.

For the inaugural celebration, (Organization / School Name) will (describe what the organization plans to do). The organization will also encourage its (employees /members /customers /community /students) to find their own way to participate on December 2nd.

"Kindness is something each of us has the ability to give, and it can have a real impact on the people around us," said (Name, Title). "We're proud to be part of the first Kindness Wednesday and hope our participation encourages others in our community to find one simple way to make someone's day a little better."

Organizations can participate in many ways, including recognizing people who model kindness, encouraging (employees / members / students) to complete an act of kindness, sharing kindness stories, and helping to create awareness of this new day.

The inaugural Kindness Wednesday will help close America's 250th year with purpose and begin, what organizers hope will become, an annual tradition during the holiday season.

To learn more about Kindness Wednesday and find all the resources you need to take part in the kindness movement, visit USofKindness.org.



USofKindness.org

@USofKindness
#KindnessWednesday

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JUST BE ♥ KIND



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Sample Newsletter Text

Join Us for the First Ever Kindness Wednesday

On Wednesday, December 2nd, (Organization Name) is taking part in the first ever Kindness Wednesday, a new national tradition inviting Americans to begin the season of giving with intentional acts of kindness.

Following Giving Tuesday, Kindness Wednesday is a chance for all of us to pause and do something kind for another person. It can be as simple as thanking someone, helping a coworker, checking in on a friend, or recognizing someone whose kindness deserves to be noticed.

At (Organization / School Name), we will (brief description of planned activity). We're inviting our (employees/members/students/customers/community) to join us. Do one kind act on December 2nd, share the story and invite someone else to take part.

Together, we can help make kindness more visible and help launch a new holiday tradition. Learn more and sign up at USofKindness.org.

Sample Social Media Announcement

We're joining the first ever Kindness Wednesday on December 2nd. Mark your calendar and join us!

Following Giving Tuesday, this new national tradition invites people across the country to begin the season of giving with a free gift: kindness.

At (Organization Name), we'll be (brief description of activity or invitation).

Kindness Wednesday = Do an Act of Kindness + Spread the Word.

Learn more @USofKindness www.usofkindness.org #KindnessWednesday



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