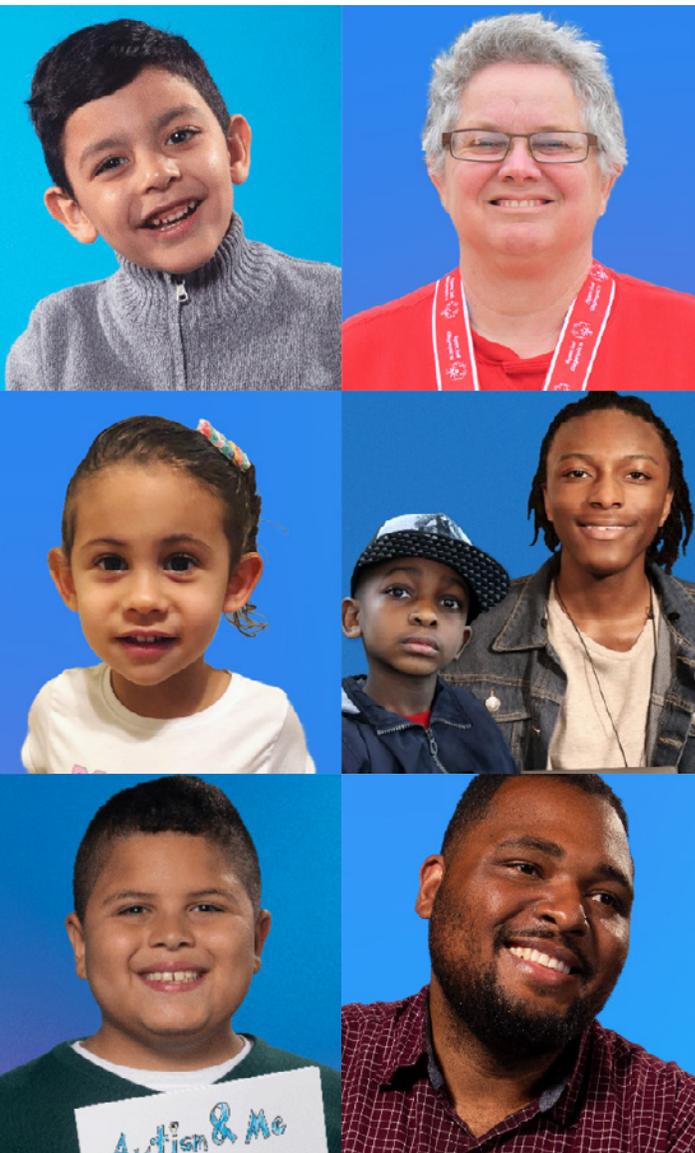




The Kindness Campaign

An acceptance, understanding and inclusion initiative of Autism Speaks



Overview

The campaign consists of two programs: **Lead with Kindness** for businesses, and **Learn with Kindness** for schools.

Participants utilize an interactive calendar featuring daily kindness and fundraising activities. Designed to work (and be awesome!) in virtual, in-person or hybrid settings, everyone will love completing activities and reaching fundraising milestones to earn kindness swag.

The campaign is a perfect way to celebrate **World Autism Month in April** – but kindness is always in season and the campaign works any time of year! Your commitment to kindness will get us one step closer to a world where all people with autism can reach their full potential.



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#LeadWithKindness at work

Kick off the Kindness Campaign at work with a virtual or in-person “*Kindness Break*.” This fun and meaningful event features an Autism Speaks #LeadWithKindness video and presentations by company VIPs and employees with connections to autism. Kickoffs drive understanding of people with autism in the workplace through colleagues, customers and caregivers.

Each day, **participants reveal the kindness activity** on their interactive calendar (or the printed scratch-off calendar). Activities range from quick kindness boosts like, “Give a co-worker a compliment” to fundraising, “Set up your Kindness Campaign page online,” to bigger tasks like, “create a list of volunteer opportunities.” Friendly competition is encouraged and swag is at the ready!

Participating in the Kindness Campaign is **fun, fulfilling and totally turnkey**. But the benefits don’t stop with your workplace. When your company reaches the *Kindness Champion* level, you earn a Kindness Break – decorations, treats and fun – for a local organization or school that serves the autism community.



How it Works

Sign up at autismspeaks.org/LeadKindness. We'll follow up to help you set up your campaign.

Earn great prizes by completing daily tasks and tracking your fundraising progress.

Share your Kindness Campaign with your friends and family and ask for donations to help create a kinder world, through your company’s partnership with Autism Speaks.

Want more? Visit our kindness resources to learn more about autism, Autism Speaks and how spreading kindness can help create a world where all people with autism can reach their full potential.

Celebrate a month of kindness!
