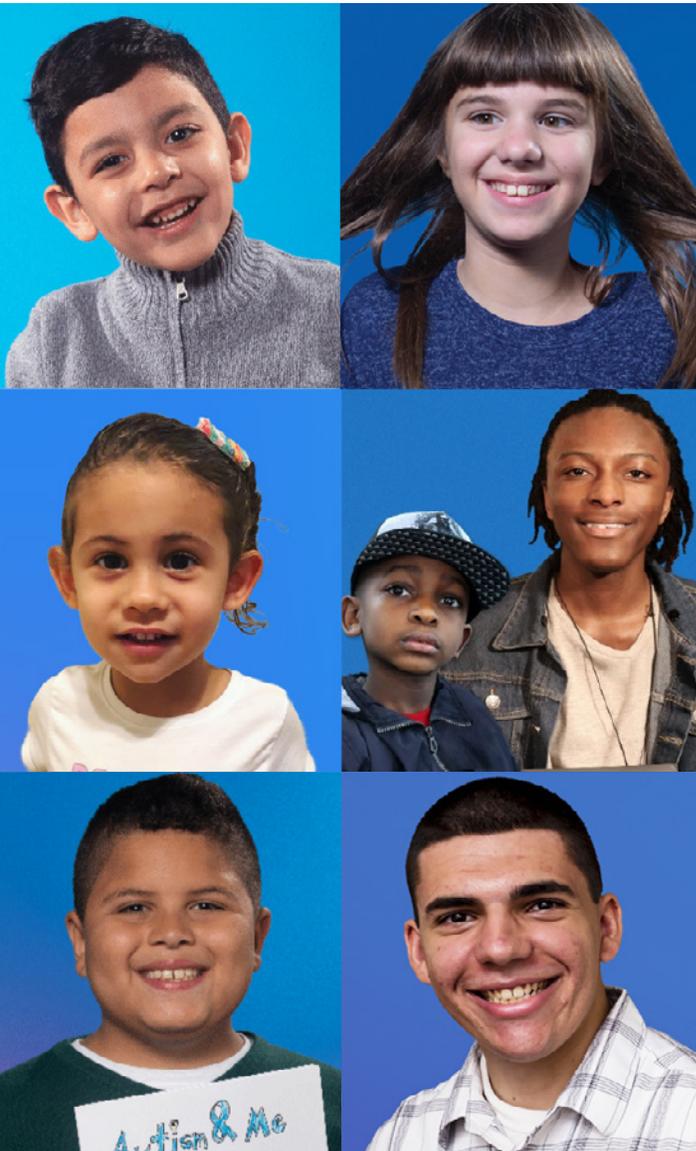




# The Kindness Campaign

*An acceptance, understanding and inclusion initiative of Autism Speaks*



## Overview

The Kindness Campaign celebrates and supports acceptance, understanding and inclusion with daily acts of kindness. The campaign consists of two programs: **Learn with Kindness** for schools, and **Lead with Kindness** for businesses.

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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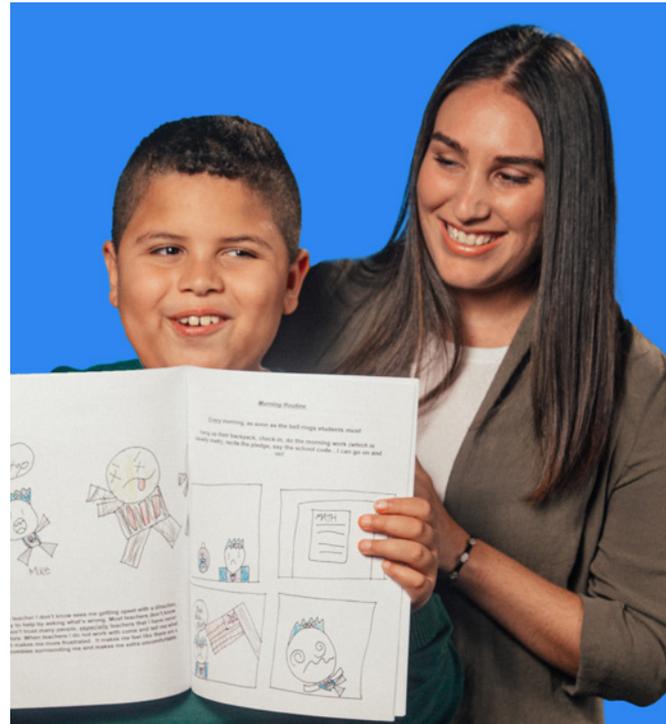
## #LearnWithKindness at school

**“Kindness Break” assemblies** kick off the month and feature an Autism Speaks #LearnWithKindness video and presentations by school VIPs and students with connections to autism. The assembly can be offered virtually or in-person.

Each day, **students reveal the kindness activity** on their interactive calendar (or the printed reveal calendar). Activities range from quick kindness boosts like, “Give a friend a compliment” to fundraising, “Set up your Kindness Campaign page online,” to bigger tasks like, “Start a kindness journal.” Friendly competition is encouraged, and prizes will be awarded at all levels, from individual students, to classes, grades, schools and districts.

**Optional lesson plans on kindness and accepting students with differences** reinforce school culture and support diversity, equity and inclusion goals. The plans and resources seamlessly integrate with *Google Classroom*. Conversation starters reinforcing lesson themes can also be built into daily routines for the month.

**The Kindness Campaign promotes acceptance, understanding and inclusion** whether you do it in a big way or as a fun celebration. It’s an easy and turnkey way to bring fun and purpose to students, teachers and staff alike.



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### How it Works

**[Sign up at autismspeaks.org/LearnKindness.](https://autismspeaks.org/LearnKindness)** We'll follow up to help you set up your campaign.

**[Earn great prizes](#)** by completing daily tasks and tracking your fundraising progress.

**[Visit our kindness resources](#)** to learn more about autism, Autism Speaks and creating a world where all people with autism can reach their full potential.

**[Participate at your pace](#)** or join your classroom for dedicated kindness lessons.

**[Share your Kindness Campaign](#)** with friends and family and ask for donations to help create a kinder world through your school's partnership with Autism Speaks.

**[Celebrate a month of kindness!](#)**

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