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.
#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.