



A  
CASE FOR  
KINDNESS

40 WAYS TO  
LOVE AND INSPIRE  
OTHERS

How  
to  
Begin

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# CREATING A KINDNESS INITIATIVE WITH THE FIVE C'S

A Kindness Initiative is an informed invitation to spread kindness. It is the act of reaching out to a group of people, small or large, welcoming them into a forty-day kindness adventure, and providing the necessary resources to get started.

Why not multiply your acts of love and lead a Kindness Initiative within your community? The simple steps detailed in the Five C's will guide you through the process.

Community

Commitment

Cards

Compile

Communicate

## **COMMUNITY: Identify Your People**

Think about the groups of people within your daily life that you could invite into a Kindness Initiative. Some possibilities are family, friends, church groups, coworkers, classrooms or schools, scout troops, sports teams, neighborhoods, book clubs, service groups, campus organizations, youth groups, and even online communities.

### **COMMITMENT: Make It Official**

Establish a way for participants to sign up. This formality builds a sense of commitment and togetherness, and it motivates others to join in. A physical sign-up sheet in a central location is effective. I would recommend asking for email addresses, so you can reach out to participants if you wish. In addition, you could designate a few registration days for people to sign up for Forty Days of Kindness.

An online sign-up strategy is also a possibility, depending on the population—check out [SignUpGenius.com](http://SignUpGenius.com). You might even consider creating a private Facebook group.

### **CARDS: Sneak Some Kindness; Leave a Card**

Provide kindness cards or equip your participants to make kindness cards.

Creating kindness cards is an exciting step in preparing for a kindness project. The process of choosing the perfect words to represent your personal journey or your Kindness Initiative sparks the spirit of kindness! You will find a selection of quotes and verses in the Kindness Kit on [ACaseforKindness.com](http://ACaseforKindness.com). You could also simply say: “Kindness is contagious . . . Pass it on.”

Once you have selected your favorite inspirational words, there are three possible ways to create kindness cards: by hand, on your home computer, or through a professional printing service.

Anything handwritten these days is extra special. Adults and kids alike can create kindness cards the old fashioned way. You can use blank Avery printable business cards, or cut pieces of cardstock to the size of a business card. Then grab some markers and go to town. As you prepare for your Kindness Initiative, consider giving

your participants a list of quotes and verses, along with blank cards. They can then choose their own quote and design kindness cards for their journey. Cards are not always needed for an act of kindness, so each participant will only need about ten cards for a forty-day kindness journey.

Depending on the size of your group, or if you are flying solo for Forty Days of Kindness, you may choose to print kindness cards from home. The Avery business cards mentioned above can help you accomplish this task. You can use their templates to create personalized and professional looking cards from your computer. When purchasing this product, note that there are different selections for ink jet versus laser printers. And if you would like cards that are printable on both sides, the products will have a specification for that as well.

Professional printing is another possibility for creating kindness cards. Any office store or online company that makes business cards will also make kindness cards. If you are doing Forty Days of Kindness with a large group, this is a great option. For our Kindness Initiative at church, we designed and printed kindness cards on VistaPrint.com. Perhaps a technologically savvy friend in your group would kindly create the cards. I have included a couple of samples on ACaseforKindness.com.

Kindness cards are fun to create and exhilarating to receive. Certain acts of kindness are gloriously amplified by having a card to leave behind. And if the recipient decides to “pass it on,” we never know where our card might land.

I hope you enjoy this part of the process; meaningful kindness cards will set the stage for your adventure.

### **COMPILE: Create a “Kindness-To-Go” List**

Help others get started by making a list of ideas to keep on hand for referencing and reflecting. There is a sample Kindness-To-Go List in the Kindness Kit on [ACaseforKindness.com](http://ACaseforKindness.com). The items you choose to include in your list may vary depending on your group. Flip back through the pages of this book and pick out acts of kindness that work best—you could even pull one suggestion from each of the forty chapters. Then compile your list and distribute it to your participants. You’ll notice that the sample list has sixty suggestions, but there is no magic number.

### **COMMUNICATE: Write It and Ignite It!**

Encourage people to document their experience. Even if you aren’t a big journaler, I would recommend giving this a try. Remembering our actions and processing our emotions and insights can tremendously enhance the kindness journey. If your brain is anything like mine, even the most exhilarating event or fascinating thought can be forgotten before the sun sets. Capturing kindness in writing keeps the experience alive and active. Infinitely!

One family who participated in Forty Days of Kindness made a kindness chart for each of their children (available on the website!) The kids documented their acts of kindness each day. These memories serve as a valued keepsake and a continual source of encouragement to keep on sprinkling kindness.

Another great way to ignite kindness is by sharing experiences and reactions with one another: create a Facebook page, a central notebook or sticky notes on a bulletin board, a designated email address, a mural, a website, a photo collage, or a celebration at

the end of the forty days where people can share their experiences face to face. A participating church wrapped up their journey with a segment in the church bulletin. The Forty Days of Kindness Committee thanked participants and lifted up some of the acts of kindness shown throughout their community.

Five simple steps can lead to limitless reach as we link arms with others to create an eruption of kindness.

A bright blue sign at the edge of my church's parking lot sums up our call to serve, our responsibility to make a difference. It declares, "You are now entering the mission field." It isn't enough to know what to do, the more critical step is doing it. We have the inspiration and the information to embrace a life of kindness. Now we can put it into action. I can't wait to see you on the mission field! Together we will brighten up the world, one act of love at a time.