

KiNDNESS MATTERS

Join the kindness movement!

The **Staunton Kindness Challenge** is a campaign led by Staunton City Schools to spread goodwill, good deeds, and good vibes in our schools and community. In a time of great uncertainty and challenges in our world, we are working to bring our community together with kindness.



BECOME A COMMUNITY PARTNER

We are seeking community organizations, businesses and houses of worship to become **official partners** of the Staunton Kindness Challenge. Partners can:

- Join us for monthly Friday Kindness Days, October through April, by wearing our Kindness Matters wristband and organizing acts of kindness by your organization or business.
- After you do a random act of kindness (RAK), raise a friendly challenge to another business or organization to do a RAK.
- Offer an educational or volunteer opportunity for students.
- Provide financial donations to **The Kindness Fund**.

JOIN NOW



MATERIALS FOR PARTNERS

To create a consistent, positive message throughout the city, SCS has produced Kindness Matters wristbands, window clings and yard signs for the Staunton community to wear and display!

Community partners can request a Swag Kit that includes several Kindness Matters promotional items. Fill out our [online registration form](#) to receive your kit, and we would be glad to deliver it to you!



SHARE YOUR ACTS OF KINDNESS

We encourage all partners in the challenge to use the hashtags **#StauntonKIND** and **#KindnessMattersSCS** together when you challenge someone to a random act of kindness and post your activities on social media.

Thank you for joining us in the kindness movement!
Let's keep #StauntonKIND.



5 WAYS TO JOIN THE STAUNTON KINDNESS CHALLENGE

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FOR BUSINESSES & ORGANIZATIONS

- 1** Display a **kind quote or message** at your business (window, marquee or sidewalk sign) during our Kickoff Month of October. We also have Kindness Matters yard signs you can display outside or in your window! Email kindnesschallenge@staunton.k12.va.us to let us know your plans to participate.
- 2** **Wear or display orange on Unity Day, Oct. 22.** Ask us for an orange sticker to place in your window to show we are united in kindness and stand against bullying. Use **#UnityEveryDay** on social media and share what you're doing!
- 3** **Perform a random act of kindness (RAK)** each Kindness Day as a team and challenge another business or organization to a RAK. Post it on social media using #KindnessChallenge, #KindnessMatters and #StauntonKIND.
- 4** **Offer a special** for your clients on our **monthly Kindness Days**, such as a discount, coupon or message of kindness.
- 5** **Donate to The Kindness Fund.** Donors will be recognized on our Staunton Kindness Challenge [website](#) and on social media.

THANK YOU FOR BEING #STAUNTONKIND!

STAUNTONKINDNESSCHALLENGE.ORG