



## **School Kindness Walk Objectives**

Kindness is the ripple that can change the world, lift spirits, and bring people together.

- Bring students and staff together through a common purpose.
- Support positive mental health - doing acts of kindness releases chemicals in the brain shown to help lower depression and anxiety.
- Foster greater understanding in your community by increasing empathy and compassion.

**[Click here to learn why the ripple started:](#)**

# How to Create Your Own School Kindness Walk

This toolkit walks you through the steps to create your own kindness walk through three main steps.:

1. Developing a plan of action
2. Establishing committees to support your plan
3. Raising awareness to get people involved



How do we start our kindness walk?

# 1. Let's Get to Planning

**Success = A three month time frame  
to plan this event.**

## Collaborate

- Kindness Club
- Stuco
- NHS
- Spirit Club
- Others that would be interested

## Calendar

- Set the date & meeting dates
- Show awareness before, during & after
- Coordinate with other school events

## Committees

- Communication
- Marketing
- Logistics
- Supplies

## Collect

- Get support from staff, students, etc.
- Decide on Kindness Action method
- Leaders & workers

## 2. Establishing your committees

Break up the responsibilities into four groups so it is easier to tackle the work. We recommend the following groupings:

**Communication**

**Marketing**

**Logistics**

**Supplies**

**Finance**



# Communications



This team oversees all communication. Assign or elect a President and Secretary. They keep the administration informed of the plan (request permission), take & distribute meeting notes, answer questions and clarify plans with class and/or club leaders. They can request spirit squad, dance team, and band participation. They may coordinate registration and/or keep track of how many students are participating. Work with class leaders to decide each class' theme section.



# Marketing

Assign or elect a VP of Marketing. This team will create posters, signs and flyers for advertising and promotion. Create and share social media posts and announcements. They can also write announcements and get on the school media sites- newspaper, tv station, etc.



**SevenDays**<sup>®</sup>  
MAKE A RIPPLE, CHANGE THE WORLD



# Logistics

Assign or elect a VP of logistics. This team should set the walk route. Confirm the start and finish. Determine the location and distribution of your selected accountability item (candy, balloons, carnations ... or your chosen item).

They will select appropriate music for the walk, write kindness facts (or download ours) to be announced during the walk and oversee the actual event details.



# Supplies



Elect or assign a VP of Supplies. This team submits the grant if needed (see Apply for Funding), gathers supplies needed within the budget, (tape candy, flowers, posters, etc.), and should be available for deliveries. They will set up all supplies- including tables (for Kindness Action Accountability Items and water and/or food) decorations, microphone, music, scripts to read, etc.



**SevenDays**  
MAKE A RIPPLE, CHANGE THE WORLD





# Finance

Elect or assign a VP of Finance. This team oversees the budget and handles all things regarding money. Once a budget is set, make sure items purchased fall within the budget.

Consider including a fundraiser for SevenDays® or another local cause. SevenDays® supplies free resources through donations. Help us make a ripple and change the world!

## Fundraising Ideas:

Carwash

Penny drive by class

Bake Sale



# Kindness Accountability



**Each student who participates chooses one of these four Kindness actions to be completed within the SevenDays:**

## **Color**

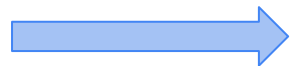
## **Actions**

Orange



Offer Positive Affirmations

Blue



Provide Comfort to Someone

Green



Write a Thank You Note

Yellow



Offer Help Without Being Asked

We recommend you select candy, balloons or carnations to represent the kindness action for each participant. For example, anyone choosing to Write a Thank You Note will get a GREEN candy & note describing the kindness task, hold a GREEN balloon or carry a GREEN carnation during your Kindness Walk. Make sure the students know which action goes with each color. Allow them to choose the action they prefer.

# Examples of Kindness Accountability Actions

Each student who participates chooses one of these 4 types of kind actions to complete within SevenDays®. On the day of the walk, participants will select a candy, balloon, carnation (or your own idea) in the color of the action category they chose.

|                                   |                                                                                                                                                                                                                                                                                              |
|-----------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Offer Positive Affirmation</b> | <ul style="list-style-type: none"><li>● When someone is unhappy with a test grade, remind them that you believe in them and know they can do better next time.</li><li>● When someone is feeling insecure, remind them of their worth and tell them something you love about them.</li></ul> |
| <b>Provide Comfort to Someone</b> | <ul style="list-style-type: none"><li>● Take time out of your day to have a conversation with someone if you can tell that something is bothering them.</li><li>● Offer a hug or high five if someone is having a bad day. Let them know you care.</li></ul>                                 |

# Examples of Kindness Accountability Actions (con't)



Each student who participates chooses one of these 4 types of kind actions to complete within SevenDays®. On the day of the walk, participants will select a candy, balloon, carnation (or your own idea) in the color of the action category they chose.

## Write a Thank You note

- Write a note to one of your teachers to remind them how much they are appreciated.
- Write a note to a family member, friend or a classmate to tell them how much you value spending time with them and how grateful you are for them.

## Offer Help Without Being Asked

- Hold the door if someone has their hands full (or even if they don't!)
- Offer to pass out papers for your teacher
- Offer to do the dishes/laundry for your mom.



# Apply for funding ([KindnessWalkGrantApplication](#))

## **Funding:**

SevenDays® will provide up to \$500 in grant funding to get your Kindness Walk moving. We recommend completing our application three months prior to your selected walk date.

Once the grant has been approved, you will receive the funding. We require evidence of your efforts and progress, as follows.

(Send all correspondence to [info@sevendays.org](mailto:info@sevendays.org))

## **To Receive funding you agree to:**

- Complete our application fully.
  - Include itemized list of items to be purchased for your walk
- Share your progress with SevenDays®
  - Provide proof of your plan-in-action with meeting photos and social media posts. **SevenDays® will use those photos and information to promote our kindness reach, possibly in social media, local media, website and other outlets.**
  - Provide the number of registrations received. How many students/staff were you able to reach with this Walk?

# Apply for Funding (continued)



## **To receive funding you agree to:**

- Tag @SevenDays in all social media. You recognize us and we recognize you - making a ripple of kindness!
- Participate in our annual SevenDays® week during the month of April.
  - Virtual participation is allowed and encouraged if you are not local to the Kansas City area.

## **Funds are available to be used for:**

- Adult Sponsor payment (if applicable)
- Kindness competition gifts- (i.e.) gift cards to students who do something kind
- Class competition gifts - (i.e. donuts for the class with the most registered participants)
- Supplies-
  - Candy, Balloons, Carnations (or your Kindness Action motivation method)
  - Decorations- posters, sidewalk chalk, streamers, etc.
  - Marketing tools- posterboards, markers, supplies to make flyers, etc.
  - Food or drink- popcorn, ice cream, water bottles, etc.

### 3. Raising Awareness!

The goal is to let people know about what you are doing and create opportunities for involvement. You want as many people participating and learning about kindness as possible!

The sooner you introduce this event to the people in your school, the sooner you will see excitement for the walk build up.

Use the 3 C's to help: Create, Cater, and Canvas.



**Create** - Create kind content to promote and use during the walk.

**Promote:** Come up with ideas or descriptions for words & visuals to be used on posters, flyers, in media & social media.

- Put posters, banners & flyers up as early as possible, add more the week of the walk.
- Post at least 4 times each week in the four weeks leading up to the walk.

**During:** Write Kindness Facts (or use ours) and announce them during the walk.

- Suggested facts to announce:
  - SevenDays themes of Kindness are Love, Discover, Others, Connect, You, Go, Onward.
  - According to a recent study 73% of youth age 13-24 think their mental wellness would improve if they received more kindness from others and 71% think it would improve if they saw more kindness in the world.
  - Connect with old friends that you have lost touch with. Set up a coffee date to see how they have been recently.
  - Kindness can be shown to the “other” in your life by first **recognizing** that marginalized groups of people often **feel** discriminate against, even if **you don’t see** the discrimination.
  - Give your friends ‘shout outs’ for their kindness on your social media



## (more) Suggested Kindness Facts & Ideas to Use:

- Joking about someone's religion, race, age, or gender identity **hurts those people**, even if they laugh about it with you.
- Discover someone or something new by googling a different religion, race, gender identity, or sexual preference.
- Taking care of YOU is important for your mental wellness so take time to care for your mind, body and soul.
- In a recent survey, the top 3 ways youth get through difficulty are 1) discovering a new hobby or interest 2) developing stronger relationships with friends or family 3) contributing to community in a new and different way
- Be kind by **noticing** people around you and pointing out something **positive** about them. For example: I really like how you make other people feel good by smiling at them.
- GO out into the world today. Do something kind outside your comfort zone. *Even if it doesn't go perfectly, you know you tried something new and were brave.*
- What is your Kindness Onward? How will you continue to make the world a better place? **Choose 1 thing to do each week.**
- 92% of youth recently surveyed say kindness helps them get through difficult times.
- Kindness costs nothing but gives so much
- Take time to notice others around you . . . who can you be kind to today?
- Your **words matter**- speak kindly to someone who you notice needs it.
- Your **actions matter**- do something kind for someone you notice needs it.



# Cater

It's important that you cater your event to the students in your school. Create engagement by asking them directly. What's happening in school that you can incorporate as examples of how kindness is given or what kindness is needed?

What does kindness look like to your students?

How do your classmates want kindness to be shown to them?



# Canvas

Tap into school TV, announcements, and the school newspaper.

Put updates on the school website.

Create flyers or banners to put up in the hallways, cafeteria, library & other areas of the buildings.

Start the social media pages for your walk to help advertise your event.



More tips for your success...

Communicate, communicate, communicate!-  
administration, students, everyone!

Set and get approved deadlines. Follow-up. Take  
Responsibility- assign tasks. Stay in touch with  
SevenDays®.

Share/Send photos of your process and final  
walk day to [info@sevendays.org](mailto:info@sevendays.org).





# And It's a Wrap!

## Here's a checklist to help you stay organized.

- ☐ Do you have a club sponsor ready to support your walk?
- ☐ Have you picked a date for your walk yet?
- ☐ Have you applied for your grant (if needed)?
- ☐ Decide on what item to distribute (i.e. candy, balloons or carnations?)
- ☐ Have you delegated the tasks into committees?
- ☐ Advertise- posters, school TV, social media pages?
- ☐ Communicate your progress with SevenDays®

