

be kind.

#t4bt

Campaign Overview



Campaign Goal

Focus on intentional acts of kindness in the schools, workplaces and the community at large. Challenge kids of all ages and adults in our community to be kind to one another - to intentionally be kind - by offering up a smile, giving a high five, paying for a stranger's drink/meal, befriending someone new, or in any way you like!

Organization

The "be kind." campaign was led by Chambersburg Cares' youth advisory board, Teens For a Better Tomorrow (T4BT). The teens led the project with assistance from coalition staff.

The kindness calendar was shared primarily online and at various community events. Various elementary schools expanded upon the kindness theme and held their own kindness week. We provided some of our donated shirts, attended the kindness tunnels, and assisted with activities at some of the schools. As the campaign grew, additional activities were added.

Web page: <http://www.chambersburgcares.org/be-kind>

Campaign Activities:

- **T-shirts**

- We sold "be kind." shirts in schools, businesses, and organizations.
- We encouraged everyone to wear their "be kind." shirts on Fridays in February as a visible reminder to others to be kind
- A version of our paper order form is attached – we printed in Spanish and English
 - On the order form, individuals could select to donate a shirt or receive a donated shirt. Any adult or child who asked for a donated shirt received one. Additional donated shirts were passed to school counselors to give to their students.
- We partnered with a local vendor, [Blue Mountain Sports Apparel](#), who was able to set up an online order form as well as produce the shirts.
- In year one, we produced only the blue "be kind." shirts with a few color exceptions for organization's dress code. Shirts sold for \$8
 - The cotton shirts were Gildan G200 - indigo blue.
 - Font design – [Aubrey from dafont.com](#)
- In year two, we expanded to soft tri-blend shirts and hoodies with additional colors. These range from \$12-\$18 in cost. The original indigo blue shirts were still be available at \$8.
 - Next Level 6010 - tri-blend t-shirts
 - Next Level N6021 - tri-blend lightweight hoody

- In year two, we partnered with local businesses to offer customized shirts. For an additional fee of \$2/shirt (minimum of 12 must be ordered) we added the businesses logo as well as the Chambersburg Cares logo to the back. We were able to provide bulk pricing if the business purchased 50 or more shirts.



- Once Blue Mountain Sports Apparel had t-shirts completed, Chambersburg Cares staff picked up, sorted, and delivered shirts.
- We also had a donation option on the t-shirt order form. Shirts were donated to youth in the elementary and middle schools through partnership with school counselors.
- **T-shirt Challenges**
 - The process of organizing shirt orders and delivering is labor intensive. The more hands on deck the better. In year two, we had four different waves of orders so the amount of apparel being organized and delivered was broken into smaller segments.
 - While packaging shirts, it is very easy to mistake sizes. We suggest having at least two sets of eyes checking each of the orders.
 - Shipping t-shirts was another challenge for us. In year one, we charged a flat rate of \$5 for shipping which was sufficient for shipping one shirt. When multiple shirts needed to be shipped to the same location, shipping rates would jump up to \$8-\$12 dollars per package. In year two, our shipping costs varied based on the number of items ordered. Blue Mountain set up the pricing on our online sales site.



- **Kindness challenge calendar** – the calendar document is attached.
 - T4BT came up with many of the ideas on the calendar. Staff then organized the ideas and created the document.
 - The calendar was shared with schools, online, and at community events. Some schools made their own kindness calendar.
- **Kind-o-grams**
 - T4BT wanted to reach out to all of their peers. They decided to do this through Kind-o-grams. The students created notes with “be kind.” and “kindness matters” and signed them from the Teens for a Better Tomorrow. They attached donated dum-dum lollipops and tied on a ribbon.
 - Kind-o-grams were passed out to every high school and middle school student in the district.
 - These were reported as one of T4BTs favorite activities related to the campaign
 - Kind-o-gram Challenges
 - Creating the kind-o-grams took longer than expected. Our teens did almost all of them but staff did have to assist.
 - The kind-o-grams were sorted into bags and given to teachers to hand out. We had a few teachers who chose to not pass out the kind-o-grams.



- **Kindness video (year one)**
 - T4BT put together six videos filmed at the elementary, middle, and high schools. They filmed students answering three questions:
 - What is kindness?
 - Why is it important to be kind?
 - What is the kindest thing anyone has ever done for you?
 - These films were great and led completely by the T4BT students.
 - Kindness Video Challenges
 - The videos were filmed on an ipad. This made editing the films easier but transferring them various devices was a bit more challenging. J
 - Although the videos are great, they can't be used on typical devices because you cannot hear the students speaking. This made it challenging to share the films. We suggest using a microphone so the students can be heard.
- **Kindness Video (year two)**

- Students at CMS high school led the filming of the year two kindness video. The students asked the questions “what is kindness?”
- T4BT students created short videos that were added into the full length kindness video.
- There was participation from a variety of grades, teachers, and administration.
- **Community Film Night – “Kindness is Contagious”**
 - The film night started with an activity. We had participants write down the definition of kindness and then vote on the best definitions. Winners received a “be kind.” prize. We then showed the kindness videos filmed by our T4BT students, followed by the film “Kindness is Contagious”
 - Community film nights take place quarterly in our community. They are a free event and vary in attendance from about 75-120 people.
 - We worked with the film night committee to select a kindness themed movie. We also assisted in promoting the film. We had 120 people max out registration for the film night.



- **Basketball Game Kickoff**
 - We kicked off the kindness campaign by attending one of the high school basketball games with shirts, buttons, and stickers.
 - We encouraged everyone to wear their “be kind.” shirt to the game. The whole cheerleading squad wore the shirts over their uniform. We hope to get the basketball team to participate next year and maybe the rivalry team.



- **Positive post-it notes**
 - T4BT students wrote encouraging and positive messages on post-it notes and hid them throughout all of the freshmen reading books.

- **Stickers (year one)**
 - We purchased “be kind.” stickers from <https://www.printrunner.com/>
 - These were great to give away to younger children at community events.
- **Buttons (year one)**
 - We purchased “be kind.” buttons from <https://4imprint.com>
 - These buttons were worn by many of our teachers and hospital staff who were able to attach them to their lanyards.
 - Students put the buttons on their book bags.
 - The buttons were funded by a grant from our Rotary Club.

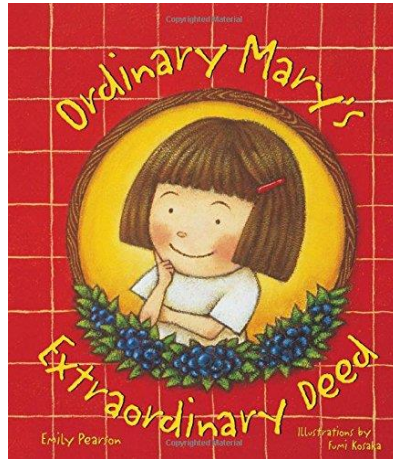


- **Tattoos (year two)**
 - “be kind.” tattoos were distributed to youth at various community events.
- **Bracelets (year two)**
 - The rubber bracelets were sold at the middle school by student council students. The student council was able to keep \$0.50 from each bracelet sold. Rubber bracelets were sold for \$1.
 - The string bracelets were sold for \$10 each. We purchased these from Sunshine Sisters -> <https://shopsunshinesisters.com/collections/jewelry/products/gummy-bear-multi-strand-bracelet>



- **Helping with elementary kindness activities**
 - Some of our elementary schools had previously held a “kindness” week. We partnered with the schools to overlap their kindness week during the February kindness campaign.
 - Storytime – “Ordinary Mary’s Extraordinary Deed” (year one)

- Our T4BT students came into one of the elementary schools and read “Ordinary Mary’s Extraordinary Deed” and followed up with an activity (document attached). The reading and activity took about 30 minutes.



- **The Power of Words Kindness Lesson (year two)**
 - T4BT students were invited to lead a lesson at one of the elementary schools kindness club. Club is comprised of students doing positive acts within their school. T4BT students led a lesson and worked with the kids. Lesson is attached.
- **Kindness Tunnels**
 - The elementary counselors put together a kindness tunnel and invited community members to attend. We had at least one staff at every kindness tunnel. The tunnels were also attended by cheerleaders, various high school and college sport teams, firefighters, police, teachers, parents, local government, etc.
 - As the students walked through the tunnel, people cheered and spoke encouraging words.



- The “be kind” campaign has started to communities in Pennsylvania. We have also heard of other coalitions doing the following:
 - Selling “be kind.” yard signs
 - Holding a kindness door decorating contest
 - Hanging “be kind.” banners around the school/local businesses
 - Decorating the bathroom with messages of kindness

Appendix

be kind.

Teens for a Better Tomorrow (#T4BT), the youth advisory board for Chambersburg Cares, believes in the power of kindness and is launching the second annual Kindness Campaign focused on intentional acts of kindness in the schools, workplaces, and the community at large. We are challenging kids of all ages and adults in our community to be kind to one another intentionally by offering up a smile, giving a high five, paying for a stranger's drink/meal, befriending someone new, or in any way you like!

Teens for a Better Tomorrow and Chambersburg Cares are selling "be kind" shirts in schools, businesses, and organizations - and would love to have everyone wear their "be kind" shirts on Fridays in February as a visible reminder to others to be kind.

We have additional apparel options (including hats) and more colors online -> bmsa.online/bekind

Shirt Options:

1. Gildan pre-shrunk cotton t-shirt. -\$8 (+\$2 for XXL and up)
 - a. Available Color: Indigo blue
 - b. Available Sizes: Youth XS- XL & Adult S-5XL
2. Soft tri-blend t-shirt -\$12 (+\$2 for XXL and up)
 - a. Available Colors: Heather gray, vintage black, vintage navy, vintage red, vintage royal, vintage turquoise
 - b. Available Sizes: Youth XS- XL & Adult XS-3XL



To order: visit bmsa.online/bekind and select delivery to your school (more styles & colors options are available online) or complete the form below and return it to school with cash or checks made payable to: Healthy Communities Partnership

Style #1	Color	Youth Size	Adult Size	Cost (+\$2 for XXL and up)
Gildan t-shirt	Indigo Blue			
Gildan t-shirt	Indigo Blue			
Gildan t-shirt	Indigo Blue			
Gildan t-shirt	Indigo Blue			

Style #2	Color	Youth Size	Adult Size	Cost (+\$2 for XXL and up)
Soft tri-blend t-shirt				
Soft tri-blend t-shirt				
Soft tri-blend t-shirt				
Soft tri-blend t-shirt				

Subtotal

☐ I am paying for _____ shirts (style, color, and size selected above)

\$ _____

☐ I would like to donate _____ shirts (provided to children who cannot afford one) (\$8/ea)

\$ _____

All donated shirts will be Gildan cotton (indigo blue) and no size selection is needed above – sizes will be based upon requests for donated shirts

☐ I would like a shirt if one is available but cannot afford one (availability not guaranteed) – Please select size above

Total Enclosed \$ _____

Name: _____ Email: _____

School: _____ Homeroom: _____ Grade: _____ Phone: _____

All forms, money, & online orders are due by -> **Wave 1:** January 10, 2019 **Wave 2:** January 29, 2019 **Wave 3:** February 12, 2019 (Last chance to order). Orders will be ready two weeks after each deadline and will be delivered to your school.

(Chambersburg Area School District does not sponsor or sanction this activity)

ser amable.

Teens for a Better Tomorrow (#t4bt), la junta asesora de jóvenes de Chambersburg Cares, cree en el poder de amabilidad y esta lanzando su segunda Campaña de Bondad centrada en actos de bondad intencional en las escuelas, lugares de trabajo y la comunidad en general. Estamos desafiando a los niños de todas las edades y adultos de nuestra comunidad a ser amables unos con otros, a ser intencionalmente amables, ofreciendo una sonrisa, dar esos cinco, pagando por la bebida / comida de un extraño, haciéndose amigo de alguien nuevo o de la manera que te gusta!

Teens for a Better Tomorrow y Chambersburg Cares están vendiendo camisetas (que dicen "ser amable") en las escuelas, negocios y organizaciones, y nos encantaría que todos usen sus camisetas en los viernes de febrero como un recordatorio visible para que los demás sean amables.

Tendremos opciones adicionales de ropa (incluyendo gorros) y más colores en línea → bmsa.online/bekind

Opciones de Camisetas:

1. Camisa (Gildan) preencogido de algodón. -\$8 (+\$2 por XXL y más grande)
 - a. Color Disponible: azul índigo
 - b. Tallas Disponibles: Juvenil XS-XL y Adulto S-5XL
2. Camisa suave de tres telas. -\$12 (+\$2 por XXL y más grande)
 - a. Colores Disponibles: gris jaspeado, negro antiguo, azul marino antiguo, rojo antiguo, púrpura real antiguo, turquesa antiguo
 - b. Tallas Disponibles: Juvenil XS-XL y Adulto XS-3XL



Ordenar: Visita bmsa.online/bekind y escoge entrega a su escuela (más opciones de estilos y colores son disponible en línea) o completa el siguiente formulario y vuélvalo a la escuela con efectivo o cheque a nombre de: Healthy Communities Partnership

Estilo #1	Color	Talla Juvenil	Talla Adulta	Costo (+\$2 por XXL y más grande)
Camisa Gildan	Azul Índigo			
Camisa Gildan	Azul Índigo			
Camisa Gildan	Azul Índigo			
Camisa Gildan	Azul Índigo			

Estilo #2	Color	Talla Juvenil	Talla Adulta	Costo (+\$2 por XXL y más grande)
Camisa suave de tres telas				
Camisa suave de tres telas				
Camisa suave de tres telas				
Camisa suave de tres telas				

Subtotal

☐ Estoy pagando por ____ camisas (estilo, color y talla seleccionado más arriba) \$

☐ Me gustaría donar ____ camisas (proporcionado a los jóvenes quien no pueden pagar) (\$8/cada uno) \$

Cada camisa donada estará algodón de Gildan (azul índigo) y no necesita hacer selección de talla-tallas estarán basado a pedido de camisa

☐ Me gustaría una camisa si hay una disponible, pero no puedo pagarla (disponibilidad no está garantizada)
—por favor selecciona su talla arriba

Total Encerrado \$ _____

Nombre: _____ Correo Electrónico: _____

Escuela: _____ Grado: _____ Teléfono: _____

Todos formularios, dinero y pedidos en línea son debidas por→Grupo 1: 10 de enero, 2019 **Grupo 2:** 29 de enero, 2019 **Grupo 3:** 12 de febrero, 2019 (Ultima oportunidad para ordenar). Pedidos estarán listos dos semanas después de cada fecha límite y estarán entregados a su escuela.

(Chambersburg Area School District no patrocina o dar sanción a esta actividad)

****The order forms shown above were manipulated to fit on one page. The forms were printed with English on one side and Spanish on the other.**

February 2018

Kindness Challenge Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
be kind.				1 Let someone ahead of you in line.	2 wear your be kind shirt Hold the door for someone.	3 Do a chore without anyone knowing you did it.
4 Call a relative whom you haven't spoken to in a while.	5 Compliment 5 people.	6 Put a positive sticky note on the desk of someone you	7 Thank a teacher or co-worker.	8 Pick up trash on the sidewalk or hallway.	9 wear your be kind shirt Volunteer to do something for a friend.	10 Send a handwritten card to someone you haven't spoken to
11 Hold the door open every time you can.	12 Encourage people around you.	13 Make valentines for 5 people.	14 Smile at 25 people.	15 Forgive someone.	16 wear your be kind shirt Ask someone how they are doing and really listen.	17 National Random Acts of Kindness Day Surprise a friend with a special treat or visit.
18 Recycle.	19 Post a positive message on social media.	20 Say good morning to 10 people.	21 Help someone who looks confused.	22 Tell an appropriate joke and make people laugh.	23 wear your be kind shirt Write a gratitude list and share on social media.	24 Go for a walk with someone.
25 Send positive text messages to all your friends.	26 Sit with someone who is eating or sitting alone.	27 Leave change in a vending machine or at a cash register.	28 Tell 3 people how much they mean to you face to face.	#t4bt		
Want to take the challenge to the next level?		Take coffee to your local police officers.	Babysit for free.	Donate books to the library.	Give money to a cause of your	
Consider adding the following challenges to your month!		Donate food to the food pantry.	Visit a nursing home.	Send cards/notes to kids in the hospital.	Send cards/notes to kids in the hospital.	
		Shovel neighbors snow.	Volunteer your time to a cause.	Pay for someone in line behind you.	Give unwanted clothes to Good	

Ordinary Mary Kindness LESSON

Kindergarten, 1st and 2nd

Purpose:

How can we show kindness every day?

How does that act/deed of kindness spread and grow?

Materials: the book, Ordinary Mary's Extraordinary Deed by Emily Pearson

Enough blue circles to give allow everyone to have one. Worksheet

1. Intro and purpose/ brainstorming:

What things do you do every day to show kindness?

Define Ordinary: with no special or distinctive features; normal.

Define Extraordinary: unusually great. very unusual or remarkable.

Define Deed: action or performance. an action that is performed intentionally or consciously.

2. Read Ordinary Mary's extraordinary deed

What wonderful things happened in the book?

-allow for students to answer

3. Spreading your kindness like blueberries

Ask a student what act or deed can they do to show kindness. Give that student a blueberry (a blue circle) and 5 other blueberries to give to 5 other students.

Ask one of those 5 to name an act or deed they can do to show kindness. Have them hand out 5 more blueberries to those who did not yet get any. Continue until whole class (including the teacher) have a blueberry.

4. Summarize and close

Tell them to keep the blueberries. Use them to remember that any single act of kindness can change the world.

Kindness Lesson

3rd – 5th

Materials: two sheets of white paper for each student

Intro and brainstorming: "Words have power, words are power, words can be your power."

1. Crumpled paper illustration

Hand out a sheet of paper to each student. Tell them to fold it, crumple it up, stand on it, make it look as rough as possible without ripping it.

Now instruct them to unfold the paper and smooth it back out. Does apologizing make the paper smooth again?

Unkind words leave behind wrinkles, creases, tears in our lives and can stay with us for a long time.

2. Paper Airplane

Hand out another sheet of paper and give step by step instructions for making a paper airplane.

We can use our words to lift others up, encourage them and help them soar.

3. Discussion: What's the difference between these two pieces of paper?

Who can give me an example of encouraging words?

How about some examples of good deeds?

How does it make you feel when someone does or says something kind to you?

How would your school look different if everyone worked together to uplift each other?

Wrap it up: Remember, "Words have power. Words are power. Words can be your power!" Let's use that power responsibly and use our words to uplift others and help them soar instead of tearing others down.