



The 30-Day Kindness Challenge

Please help us lead the way!

Dear Leader:

This is a moment when kindness has never been more needed. We would love you to do a private-label 30-Day Kindness Challenge with your organization. The Challenge is based on a new, national research study done by well-known social researcher Shaunti Feldhahn, which reveals the incredible power of kindness to transform lives, relationships, the marketplace, and our culture. The research found that if someone does three simple things for thirty days, regardless of the type of relationship, 89% of relationships improve. The challenge impacts the other person, but it completely changes you, your feelings about that person and then your whole environment. It opens your eyes to all the ways you were *unkind* every day and didn't realize it.

That, multiplied by the thousands, is a crucial step in bringing healing to our relationships – and our culture.

Behind the scenes, the response to this initiative has been overwhelming. With the approaching release of Shaunti's book, *The Kindness Challenge*, momentum is building to release a movement with the New Year-- a movement where many influencers (and their followers), through the three simple actions below, demonstrate a different way, and lead others to do the same. Along with leading organizations like Patheos, Focus on the Family, Proverbs 31 and many more, we would love you to be part of leading that different way.

What is the 30-Day Kindness Challenge?

Pick one or more people as a target for kindness (your spouse, child, colleague, mother-in-law...). For the next 30 days do these three things:

- **POSITIVITY:** Say nothing negative/negatively about your person – either to them or about them to someone else.
- **PRAISE:** Every day, find one positive thing that you can sincerely praise or affirm about your person and tell them, *and* tell someone else.
- **KINDNESS:** Every day, do a small act of kindness or generosity for them.

What would you do?

- Through existing channels (blog, website, events, email list, social media, podcast, etc.), approach your current followers/members to sign up for your private-label version of the 30-Day Kindness Challenge ("XYZ 30-Day Kindness Challenge"), to start on a date you choose (or a rolling start date, if you prefer).
- You might also advertise your 30-Day Kindness Challenge via other channels (e.g. Facebook ads) to draw in new people you haven't reached before.
- People will sign up for daily reminder emails directly with you (not us), and during the challenge you will send those emails daily from your system. (You could opt to have your people sign up at www.jointhekindnesschallenge.com, and the emails would be sent out from our system instead.)

- You can also *engage* your followers/members daily in other ways (your website, social media, etc.), but we have learned that by far the most effective form of *reminder* for this challenge is push email.
- As the challenge winds down, you send a specific follow-up suggestion to your followers. (e.g., “If you want to do more, here’s a next step...”)

What are the benefits to you?

- Engages your followers/members (and others who participate) with interactive communication for 30+ days
- Gives your followers/members a very simple and proven way to improve one or more individual relationships and/or their community
- Provides a “hook” to draw your followers/members to your website, your organization, or other channels for more engagement (including related content around the theme of kindness and relationships, if desired.)
- Brings in more followers/members and increases your audience (the 30-Day Kindness Challenge tends to go very viral, as those who do it, share it with others)
- Grows your reach via email (if you choose to sign up people directly, email addresses will be added to *your* system, not ours)
- You will be a key leader in the effort to bring kindness back to our communities

What do we provide to you?

- 30 daily emails we tested and found effective. (In addition, if you want more options, we also have specialized versions for Wives, Husbands, Parents with kids at home, and the Workplace.)
- Design files for the 30-Day Kindness Challenge for purpose of co-branding (*Please note: To maintain consistency, the Challenge branding and citations/data from The Kindness Challenge book must be kept.*)
- 30-Day Kindness Challenge ancillary imagery
- Promotional videos from Shaunti (If desired)
- Small group study; with online videos and discussion guide PDF (If desired)

Interested? Please contact Eileen Kirkland at ekirkland@shaunti.com for more information.

We would love to have your leadership in this movement of kindness!