



THE 30 DAY KINDNESS CHALLENGE FOR RADIO

Do you want to:

- ✓ Encourage your listeners & give them ultra-practical help?
- ✓ Increase engagement and reach?
- ✓ Generate some great stories on-air?
- ✓ help solve the unkindness of our culture?

You can – with the 30-Day Kindness Challenge For Radio!

Radio has a crucial role to play in a nationwide movement called the 30-Day Kindness Challenge. A recent national study by social researcher and best-selling Christian author Shaunti Feldhahn found that 89% of those who do the Challenge improve their relationships, impact others, and dramatically reduce their own unseen unkindness.

The 30-Day Kindness Challenge provides a great engagement, growth and outreach opportunity for radio. You'll also gain many eye-opening, funny, poignant, relatable stories for listeners.

Interested? We can get you started fast!

Please contact Eileen Kirkland at ekirkland@shaunti.com, or 770.883.3965

WHAT IS THE 30 DAY KINDNESS CHALLENGE? (AS PRESENTED IN THE BOOK *THE KINDNESS CHALLENGE*)

Participants pick one person as a target for kindness (spouse, colleague, neighbor, child, mother-in-law...). Then, each day for 30 days they do these three things:

- **POSITIVITY:** Say nothing negative/negatively about their person – either to them or about them to someone else.
- **PRAISE:** Sincerely praise them at least once per day AND tell someone else.
- **KINDNESS:** Do a daily act of kindness or generosity for them.

Note: Participants can sign up to receive 30 days of short reminder emails with tips and coaching at jointhekindnesschallenge.com. **OR** your station can choose to send these emails out from your system including your logo and use this as an email acquisition tool!

HOW WOULD YOUR STATION / PROGRAM DO THE CHALLENGE?

You could do the Challenge in many ways – and all of them generate call-ins and stories:

- Through existing channels (broadcast, social media, blogs) approach current audience to sign up for your 30-Day Kindness Challenge, to start on a given date
- Encourage your audience to invite others to do the Challenge
- Engage your audience regularly with on-air updates and blogs
- A host does the 30-Day Kindness Challenge live on-air and invites listeners to do the same
- Create a select kindness group to follow on-air
- Ask your listeners to call in or post their updates, 'aha moments', and what they are seeing happen!

FOR EXAMPLE....

- **A HOST DOES IT PERSONALLY, ON-AIR.** For example, "Annie," a morning-show host at a popular Christian station in a top-50 market took the online assessment of her kindness level, confessed her score ("I got 36 embarrassing points out of 50") and invited her listeners to do the Challenge with her for 30 days.
- **A STATION OR PROGRAM DOES A PRIVATE-LABEL VERSION OF THE 30-DAY KINDNESS CHALLENGE.** For example, "Join us for the Encouragement Channel 30-Day Kindness Challenge. Sign up for the Challenge on our home page at _____ .com." And, "How is your Challenge going so far? Have you caught yourself about to be negative today? Tell us your story and what you did!"

- **A HOST CREATES A SELECT GROUP TO GO THROUGH THE BOOK *THE KINDNESS CHALLENGE* AND PROVIDE INPUT AS NEEDED.** For example, a radio host who wants to connect more personally with listeners could ask “Who wants to be part of my Kindness Crew?” and recruit a group of 50+ women to go through the book, be available to provide audio clips and stories, and have a lunch at the end provided by a sponsor. (Shaunti could also Skype in to that lunch if desired.)

WHAT ARE THE BENEFITS TO RADIO?

- Engages your audience (and others who participate) with interactive communication for 30+ days, building loyalty and community
- Gives your audience what they most want – spiritually enriching content and encouragement
- Brings in more listeners and increases your influence both via the broadcast, and social media (the 30-Day Kindness Challenge tends to go viral, as those who do it share it with others)
- Grows your email list (if you choose to send the daily reminder emails from your system)
- You will be a key leader in bringing kindness back to our communities.

WHAT DO WE PROVIDE YOU?

- A Radio Partner Kit, which includes:
 - Short on-air scripts for each of the 30 days
 - 30 daily emails we tested and found effective (In addition to the main general version, we also have, if you want them, specialized versions for Wives, Husbands, Parents, and the Workplace)
 - 30-Day Kindness Challenge social media memes
- Promotional videos from Shaunti (If desired)
- Small group study; with online videos and discussion guide PDF (If desired)
- Design files for the 30-Day Kindness Challenge (Please note: To maintain consistency, the Challenge branding and citations/data from *The Kindness Challenge* book must be kept.)
- Other support as needed

Interested? Questions? Contact Eileen Kirkland at ekirkland@shaunti.com for more information. The process of getting started is simple and fast. Christian Radio has a great role to play. Join us in Kindness today!