



THIRTY DAYS.
SMALL CHANGES.
BIG RESULTS.

30-DAY KINDNESS CHALLENGE

FOR CHICK-FIL-A LEADERS

Empirically tested, simple and transformative, the 30-Day Kindness Challenge will greatly benefit you, your team, your guests and your community! Join the hundreds of organizations that have led a private-label 30-Day Kindness Challenge, in whatever way works for you.



GROW STRONGER IN YOUR RELATIONSHIPS, AS A TEAM, AS A COMMUNITY

The Challenge is based on a national study by social researcher Shaunti Feldhahn for *The Kindness Challenge*. Doing three simple things for thirty days improves 89% of relationships – even if only one person is making a change!

Why? 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 the daily ways you were unkind and didn't realize it.

(Note: This initiative also provides a great opportunity for customer/team/community engagement and outreach, and email acquisition if desired.)

WHAT IS THE 30-DAY KINDNESS CHALLENGE?

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

POSITIVITY:

Every day, say nothing negative about your person – either to them OR 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 your person.

Each person who signs up for the 30-Day Kindness Challenge will receive a daily reminder email with a short tip and coaching.

HOW TO USE THE CHALLENGE



Step #1

You personally do the challenge at some point! (So you understand it.)

Step #2

Encourage your team/community to do it, to equip and improve their work, lives, marriages, culture.

If using for outreach: Through your channels (email list, social media, blogs) approach the community to sign up for your private-label challenge (e.g. *“Join the Chick-fil-A Bozeman 30-Day Kindness Challenge!”*), to start on a given date. (It tends to go viral, reaching new people.)

Step #3

They sign up at jointhekindnesschallenge.com for 30 days of reminder emails.

OR if you want to have a more “branded” campaign (and to use it for email acquisition), we can create a dedicated sign-up page for you (e.g. jointhekindnesschallenge.com/CFABozeman). Or we can give you the emails and you can create a signup process and send the emails from your system.)

Step #4

Near the end, send a specific follow-up suggestion. (e.g. “Sign up for our father-daughter Date Night... listen to my podcast...” etc.)

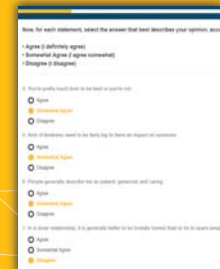
WHAT DO WE PROVIDE?

DAILY EMAILS



The sign-up process at jointhekindnesschallenge.com If you do a private-label version, we could create a dedicated landing/sign-up page for you and send the emails from our system (we give you the email addresses) OR you can create your own sign-up process.

ASSESSMENTS



Online assessments

GROUP STUDY



Small group study with online videos and downloadable discussion guide

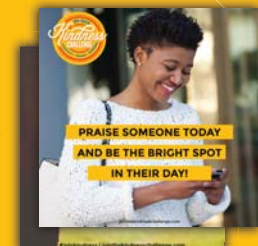
PROMO VIDEOS



Promotional videos from Shaunti

30-Day Kindness Challenge graphics and social media memes

SOCIAL MEDIA



Interested? Please contact Naomi Duncan at NDuncan@shaunti.com for more information. We would love to have your leadership in this movement of kindness!

www.jointhekindnesschallenge.com