

A Call for Kindness

A guide to how we can partner together
to dial up kindness around the country.

About the campaign

The past year has changed how we live, work, learn and connect. Kindness is needed now more than ever. That's why we've issued "A Call for Kindness" - and we want you to join us.

Launched in fall 2020, the campaign sought to encourage everyone to be kinder and to treat each other with care and respect amidst extremely challenging times.

Now, we're calling on brands, consumers and employees to join the movement and dial up even more kindness in our communities.

Are you in?

Campaign goal: Activate kindness across the U.S., one kind act at a time.

Research shows that kindness is contagious. And we believe that every kind act makes a difference. We want to create a groundswell of goodness by encouraging consumers, partners, employees, and even communities to commit to at least one act of kindness, and share their stories.

How will we achieve our goal?

Collective kindness starts with individual kind acts. Consumers will be driven to a single campaign page, where they can explore evidence-based kind acts to try, share the stories of kindness around them, and be inspired by the kindness shared by others.

How we're activating A Call for Kindness.

We want to do more than say kindness is important. We want to show proof that every kind act matters and showcase the **tangible impact our kind acts can have.**

Our multifaceted approach leverages research, inspires through art, and educates people through kindness experts. At every step we provide opportunities for people to **quickly, easily and inexpensively choose kindness**, no matter where they live.

Our commitment includes:

Partnership with kindness.org to provide research and thought leadership, ensuring the campaign is anchored in science and provides vetted acts for people to easily get involved.

Kindness.org is a research-led nonprofit that educates and inspires people to choose kindness. Through their work they help to build kinder classrooms, communities and companies.

To help make it easy and motivate people to choose kindness, Verizon has commissioned two studies with Kindness.org. :

The State of Kindness

- A look at how kindness measures across our country.

Kindbase USA

- A database of kind acts that will inform the recommendations we provide to help make it easier for people to choose kindness.



kindness.org

Verizon and Kindness.org will conduct a comprehensive PR effort to elevate awareness of the campaign, discuss the studies, and highlight how people and brands can participate and choose kindness.

A campaign microsite that showcases our partners, stories of kindness taking place around the country, and provides easy functionality for people to do an act of kindness.



@jasonnaylor

Commission of kindness murals in major cities around the country.

Verizon has partnered with local artists in 10 communities across the country to spread kindness. Cities include Chicago, Denver, Houston, Los Angeles, Miami, New York City, Raleigh, San Diego, Seattle and Washington D.C. More murals are coming later this year.

Each mural is coupled with a QR code with a video message. Once complete, murals will be distributed as #ACallForKindness postcards to be donated to local hospitals and kind cards to share on social media.



@kate.lynn.lewis



@kirileigh7



@bournrich

Deploying and refreshing Kind Cards for social sharing.

The more kindness trading cards like these in the world, the more reasons for all of us to smile.

New Kind Cards are posted to the microsite each month to share with friends, family and colleagues.

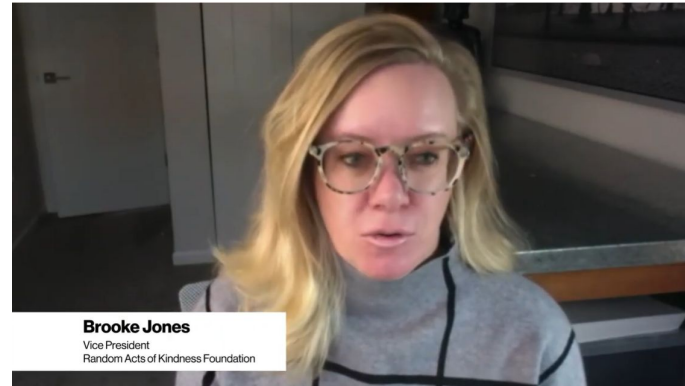
Download and share these Kind Cards in instant messages or social media.



Provide opportunities for partners to participate in conversations with leaders in the kindness space on the impact kindness can have on business.



"The Antidote" producer Kahane Cooperman discusses the inspiration behind her documentary on kindness.
December 2020



Random Acts of Kindness Foundation VP Brooke Jones shares ways to choose kindness on Random Acts of Kindness Day.
February 2021

By partnering with us, you'll get:

- ✓ Logo listed on campaign microsite
- ✓ Name included as our partner in press release
- ✓ Access to research-backed tools to amplify kindness with your consumers and employees
- ✓ Access to a digital toolkit to make it easy to share your participating across social or via email
- ✓ Access to our team to answer questions or to suggest additional campaign elements

Verizon is absorbing campaign costs, however we are inviting participating companies to consider a donation to support kindness.org's efforts to bring more kindness to schools this fall through their program, Learn Kind.

Are you in?

We are grateful to all of the partners who have pledged to participate and hope to have you join us.



Next steps.

- **Let us know you're in. Send an email to andrew.testa@verizon.com.**
- Send us your preferred logo for the campaign site and confirm the exact company name you'd want included in a press release.
- Let us know the point of contact and email address we should be sending all campaign communication to.
- Get ready to help us build a groundswell of kindness.
- Let us know if you'd like to support kindness.org mission in bringing kindness to classrooms around the country this fall (you can learn more about the program [here](#).)
- We'll send you the digital toolkit to begin amplifying kindness on your own channels.

