Join today!
A little kindness makes a big difference in the lives of people with autism.

Join the Autism Speaks Lead With Kindness corporate fundraising initiative in celebration of World Autism Month this April. Help create a kinder, more inclusive world where all people with autism can reach their full potential.
Join us as we head into April, World Autism Month, with a new campaign just for our corporate supporters. Autism Speaks invites you to Lead with Kindness at Work to create a kinder, more inclusive world where all people with autism can reach their full potential. Engage your employees in a fulfilling and fun campaign and make a meaningful difference for the 1 in 44 children and 1 in 45 adults in the U.S. with autism. A heartfelt opportunity to engage employees in a charitable giving program.

Lead with Kindness at Work

Studies show that corporate charity inspires greater employee engagement. Here’s two great ways to make your employees feel more connected to your organization.

A 14-day Mini-Campaign

Take the lead to help create a kinder, more inclusive world for people with autism by asking your employees to donate $25 and be rewarded with a great company perk.

Throughout this simple and fast two-week campaign, we’ll provide you with daily messages of kindness and awareness to help grow employee engagement. Studies show that employees feel good working for a company that cares. Send an even stronger message by offering to match all donations up to a certain amount.

An easy way to make a meaningful difference.

Go to: autismspeaks.org/minicampaign for your downloadable campaign materials.

A 30-day Month-Long Campaign

Encourage your employees to take the lead in creating a kinder, more inclusive world for people with autism through 30 daily acts of kindness during April, World Autism Month.

Activities range from sharing quick kindness boosts like “Give a co-worker a compliment” to impactful fundraising and volunteer opportunities. Employees engage in friendly fundraising competition and earn great swag!

Throughout the month, employees will gain a greater understanding of people with autism and the challenges they face through real-life stories and VIP presentation opportunities. Last but not least, they’ll gain a fuller appreciation of your business knowing they work for a company that cares.

Go to: autismspeaks.org/leadkindness for your downloadable campaign materials.

Choose one or both programs to inspire and engage your employees with some fun activities and charitable giving.
Many companies are facing low morale, burnout and retention issues right now. Engaging employees in supporting charitable initiatives is a proven way to reverse those trends and increase company pride.

**Here’s how it works:** Employees join the campaign with a $25 donation and earn a half-day off or a similar great company perk.

**THE CAMPAIGN IS EASY, EFFECTIVE AND ENGAGING!**

1. Launch the campaign
2. Promote with daily kindness messaging
3. On the last day of the campaign, celebrate and award your perk!

There is no cost or commitment for a company to join *The Kindness Campaign* – and employees who want to donate or fundraise more than $25, earn great kindness swag!

Autism Speaks does all the work to get your corporate page set up and provides everything for a successful campaign. We can’t wait to have you join us!
A 14-day Mini-Campaign

**TIMELINE**

*Pre-Campaign:*
- Select the perfect corporate perk that will drive participation in the campaign.
- Send Autism Speaks a company logo, the incentive and team structure (if multiple teams within the company). We'll do the rest!

*Day 1:* Announce the campaign
*Day 1 - 13:* Promote with daily kindness messaging and calls to join
*Day 14:* Celebrate the campaign and award the perk!

**SAMPLE PERKS**

*(awarded to everyone who joins the campaign):*
- Half-day off
- Raffle entry for something really great
- Free subscription service
- Audience with CEO/senior leadership
- Free lunch (send in a receipt/expense lunch on us)
- Admission to exclusive corporate event
A 14-day Mini-Campaign

DAILY MESSAGING

(mix and match, edit to make your own!):

**Day 1:** (this can be used daily in combination with other messaging below)
Join the campaign with a $25 donation in the next 2 weeks and help create a kinder world where all people with autism can reach their full potential. Everyone who joins The Kindness Campaign will earn <CORPORATE PERK>.

<QR Code linking to company page>
<short URL to company page>

The Kindness Campaign celebrates and encourages acceptance, understanding and inclusion for all people with autism. We hope you will join us!

**Day 2:** Did you know that it’s been proven that receiving a compliment, words of recognition and praise can help individuals feel more fulfilled, boost their self-esteem and trigger positive emotions? Show a little kindness and compliment a co-worker today!

**Day 3** *Sometimes it takes only one act of kindness and caring to change a person’s life.* — Jackie Chan
Channel your inner Jackie Chan and do a random act of kindness today!

**Day 4**
Giving compliments can make us even happier than receiving them. Compliments can become a social glue, enhancing connections and positivity in relationships, and making us happier. Share some love today – how about a thank-you email to someone who helped you out on a project or a shout-out to a reliable team member?

**Day 5** *When I started counting my blessings, my whole life turned around.* — Willie Nelson
Gratitude and kindness go hand in hand. Take a minute today and write down three things you’re grateful for.

**Day 6:** *A single act of kindness throws out roots in all directions, and the roots spring up and make new trees.* — Amelia Earhart
Soar to new heights and join The Kindness Campaign. We are halfway through our campaign! We hope to get at least X# of employees to join and support the acceptance and inclusion work of Autism Speaks.

And check out this great article from Harvard Business Review: *Don’t Underestimate the Power of Kindness at Work*
A 14-day Mini-Campaign

DAILY MESSAGING CONTINUED

Day 7:  *Start where you are. Use what you have. Do what you can.* – Arthur Ashe
Kindness is a grand slam. Serve up something good today! (And join the Kindness Campaign!)

Day 8:  *The best way to find yourself is to lose yourself in the service of others.* – Gandhi
Practicing kindness helps life feel more meaningful. Research finds that volunteering our time improves wellbeing, bringing happiness and a sense of meaning to life. Autism Speaks needs volunteers year-round for advocacy, events, grant review and more.

Day 9:  *If you've met one individual with autism, you've met one individual with autism.* – Stephen Shore
Sometimes kindness is understanding that not everyone experiences the world the same way you do. Visit [Autism Speaks on Instagram](https://www.instagram.com) and read stories from across the spectrum.

Day 10:  *I've been searching for ways to heal myself, and I've found that kindness is the best way.*
– Lady Gaga
Go Gaga and be kind to yourself today.

Day 11:  *Volunteers do not necessarily have the time; they have the heart.* – Elizabeth Andrew
Maybe you're too busy working to find time to join The Kindness Campaign? Researchers found that higher rates of courtesy, helping and praise were predictive of productivity, efficiency and lower turnover rates. When leaders and employees act kindly towards each other, they facilitate a culture of collaboration and innovation – and who doesn’t have time for that? Make time to be kind today!

Day 12:  *Unless someone like you cares a whole awful lot, nothing is going to get better. It's not.*
– Dr. Seuss
Dr. Suess says it best. We need YOU to make our Kindness Campaign complete. Today is the last day! Join the campaign by donating $25 to support Autism Speaks vision of a world where all people with autism can achieve their full potential.

Day 13:  Share the Autism Speaks infographic on the last page of this tool kit to show how your fundraising is making a difference
A 14-day Mini-Campaign

KINDNESS QUOTES

Here are some additional impactful kindness quotes for your use throughout the initiative.

“Wherever there is a human being, there is an opportunity for a kindness.” – Lucius Annaeus Seneca

“Three things in human life are important. The first is to be kind. The second is to be kind. And the third is to be kind.” – Henry James

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.” – Margaret Mead

“We make a living by what we get. We make a life by what we give.” – Winston Churchill

“Kindness is like snow: It beautifies everything it covers.” – Kahlil Gibran

“Life’s most persistent and urgent question is, what are you doing for others?” – Martin Luther King, Jr.

“Carry out a random act of kindness, with no expectation of reward, safe in the knowledge that one day someone might do the same for you.” – Princess Diana

“Service to others is the rent you pay for your room here on earth.” – Muhammad Ali

“Every person can make a difference, and every person should try.” – John F. Kennedy

“Because the people who are crazy enough to think they can change the world are the ones who do.” – Steve Jobs

“Do things for people not because of who they are or what they do in return, but because of who you are.” – Harold S. Kushner

“Love and kindness are never wasted. They always make a difference. They bless the one who receives them, and they bless you, the giver.” – Barbara De Angelis

“What wisdom can you find that is greater than kindness?” – Jean-Jacques Rousseau

“You can accomplish by kindness what you cannot by force.” – Pubilius Syrus

“Constant kindness can accomplish much. As the sun makes ice melt, kindness causes misunderstanding, mistrust, and hostility to evaporate.” – Albert Schweitzer

Kindness in words creates confidence. Kindness in thinking creates profoundness. Kindness in giving creates love.” – Lao Tzu
A 14-day Mini-Campaign

SAMPLE PROMO FLYER

<COMPANY> has joined the Lead with Kindness at Work initiative!

Join the campaign with a $25 donation and help create a kinder world where all people with autism can reach their full potential.

Everyone who joins the Lead with Kindness Campaign will earn <CORPORATE PERK>!

autismspeaks.org/kindnessiconic
autismspeaks.org/howwehelp
A 30-day Month-Long Campaign

Many companies are facing low morale, burnout and retention issues right now. Engaging employees in supporting charitable initiatives is a proven way to reverse those trends and increase company pride.

Here’s how it works: Employees join the campaign during April, World Autism Month and perform 30 days of kindness activities and fundraising efforts. The campaign is designed to work in virtual, in-person or hybrid settings.

The Campaign is fun, effective and engaging!

1. Launch the campaign
2. Earn prizes by raising funds
3. Share with friends and family and ask for donations to help people with autism reach their full potential.
4. Use provided kindness resources to enhance your campaign
5. Celebrate your success

There is no cost or commitment for a company or its employees to join The Kindness Campaign - but employees who engage in fundraising can earn great kindness swag!

Autism Speaks provides everything you need for a successful campaign. We can’t wait to have you join us!
A 30-day Month-Long Campaign

TIMELINE

Day 1:
- Invite your employees to take the lead during April, World Autism Month to create a kinder, more inclusive world for people with autism.
- We'll help you make the kick-off inspiring through videos, VIP presentation opportunities and real-life stories to better understand the challenges for people with autism and the impact of employee support.

Day 2-29:
Employee participants will utilize an interactive fundraising calendar featuring daily kindness and fundraising activities to spread kindness throughout the month and make a difference for autistic people and their families.

Day 30:
Celebrate the campaign!

RESOURCES
You will find examples of the available resources:

- Kindness Calendar
- Incentive Levels and Prizes
- Kindness Journal Page
- Kindness Blank Page Template
- Kindness Thank You Card Template
- How to Start a Facebook Fundraiser Flyer
- How We Help Infographic

Visit autismspeaks.org/leadkindness for social media assets and resources about autism.
The Kindness Campaign

Throughout the month, spread kindness far and wide by sharing updates and pictures tagged with #LightUpWithKindness and #LeadWithKindness.

Find tons of ideas and resources to support your 30 day campaign at autismspeaks.org/leadkindness.

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<th>Day</th>
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<td>Light it Up!</td>
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<td>Share Kind:</td>
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<td>Kindness Note:</td>
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<td>Kindness Note:</td>
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<td>30</td>
<td>Light It Up!</td>
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LEGEND:
- Be Kind = Do an act of kindness
- Share Kind = Promote a kinder world
- Support Kind = Fundraise for Autism Speaks
- Kindness Notes = Quick stick y-note kindness builders
- Light it Up = Do something visible
Join the Kindness Campaign and earn great prizes!
Prizes are awarded based on individual Autism Speaks fundraising efforts.

$44 Donated/Raised
Feltboard with letters

$154 Donated/Raised
Be Kind Walk Tee

$250 Donated/Raised
Graphite Utility Tote with large interior and exterior pockets

$500 Donated/Raised
CamelBak Chute Mag Copper 20 oz Bottle

$1,000 Donated/Raised
Desktop UV Sanitizer with Bluetooth Speaker

For questions or more information, contact kindness@autismspeaks.org
The Kindness Campaign

Thank you!

#LeadWithKindness   |   #LightUpWithKindness
The Kindness Campaign

How to start a Facebook fundraiser

Step 1: Log into your Participant Center
- On the top right of the Kindness Campaign website, enter your login credentials.
- You will automatically be sent to your Participant Center.

Step 2: Connect a Facebook fundraiser to your fundraising account
- On the dashboard, click on the Connect Fundraiser to Facebook box.
  - You'll be prompted to log in to Facebook – if you’re already logged in, just confirm you're connecting the correct account.
  - Your Facebook fundraiser will be automatically created using the personal story, photo and goal from your fundraising page.
Successfully advocated for autism insurance benefits covering 207M people in all 50 states

Invested $234M in scientific grants, resulting in additional $1B public sourced funding focused on autism

Championed $3.9B in federal funding for autism since 2007

Created an online database of nationwide autism services and resources viewed by over 21M people

Helped lead the world's largest genomic discovery about biology of autisms

Provided tool kits offering critical information and support to over 1.5M families and professionals

Funded research to lower the age of diagnosis, driving earlier screening and interventions

Provided more than 535K people with direct assistance by email, phone and chat

Increased understanding and acceptance by sharing stories with @autismspeaks social community of 2.8M

Aided over 24.1M people through funded services and supports

Funded nearly $15.2M in local grants and scholarships throughout the U.S.

Administered network of medical centers/academic facilities developing cutting edge care to more than 500K children

We’re here to help.

(888) AUTISM2   En Español (888) 772-9050 help@autismspeaks.org

To find resources, find ways to fundraise or make a donation, go to autismspeaks.org or connect with us on social @autismspeaks.