

Join today!

**A little kindness
makes a big difference
in the lives of people
with autism.**



autism speaks®

kindness **campaign**

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.



autism speaks®

kindness campaign

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.**



A 14-day Mini-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 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

And check out this
great article from
[Harvard Business Review:](#)
[Don't Underestimate the](#)
[Power of Kindness](#)
[at Work](#)

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.

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](#) 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. Seuss 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.” – Publilius 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

SAMPLE PROMO FLYER

YOUR LOGO
HERE



**<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.

YOUR
INCENTIVE
HERE!

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



autismspeaks.org/kindnessiconic

autismspeaks.org/howwehelp

LINKS DIRECTLY
TO YOUR
COMPANY
KINDNESS PAGE!



kindness  campaign

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

1 Share Kind: Sign up online for The Kindness Campaign	2 Light it Up! Wear blue and decorate your office or use a Kindness Campaign Zoom background	3 Support Kind: Set a fundraising goal for your Campaign and share why you're participating	4 Share Kind: Update your Kindness Campaign page with a picture and why you're involved	5 Kindness Note: Jot down one kindness goal for the month	6 Support Kind: Start a Facebook fundraiser, then donate to your campaign to get things started	7 Kindness Note: List two things you are grateful for
8 Be Kind: Send a note or card to someone who needs a boost	9 Support Kind: Send 10 emails asking people to support your campaign	10 Kindness Note: Who is the kindest person you know?	11 Support Kind: Add your Kindness Campaign page link to your email signature	12 Share Kind: Tag three kind friends with a compliment	13 Kindness Note: List four people you will do something nice for this month	14 Light it Up! Decorate your car or home window for autism awareness
15 Kindness Note: List three good characteristics you have	16 Support Kind: Share your Facebook Fundraiser and why the Autism Speaks mission matters to you	17 Be Kind: Compliment a co-worker	18 Share Kind: Share an Autism Speaks "how we help" infographic	19 Be Kind: Schedule a Zoom coffee break with a colleague	20 Be Kind: Give a new hire a warm welcome	21 Share Kind: Decorate kindness rocks and leave them around town for others to find
22 Light it Up! Wear blue and walk 1.54 miles	23 Be Kind: Send someone a surprise thank you note	24 Kindness Note: Write yourself a compliment	25 Share Kind: Leave a kind review for your favorite restaurant	26 Support Kind: Share your Kindness Campaign Facebook fundraiser one more time!	27 Be Kind: Send thank you notes to your Kindness Campaign donors	28 Keep going! Race to a Kinder World through our virtual run series autismspeaks.org/teamup
29 Kindness Note: Write down at least one thing you're proud of this month	30 Light it Up! You did it! Take a selfie and share what you learned.					

LEGEND:

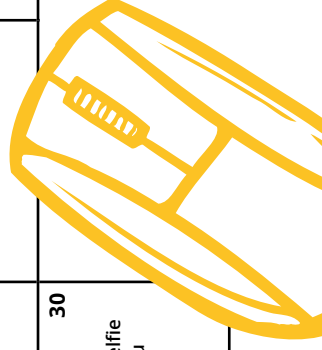
Support Kind = Fundraise for Autism Speaks

Be Kind = Do an act of kindness

Kindness Notes = Quick sticky-note kindness builders

Share Kind = Promote a kinder world

Light it Up = Do something visible

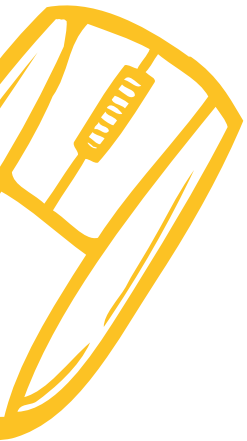




The Kindness Campaign

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**

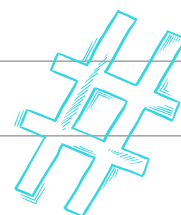
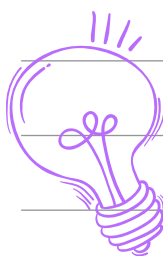
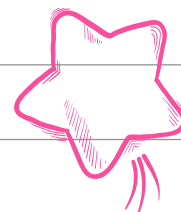


For questions or more information, contact kindness@autismspeaks.org



The Kindness Campaign

Lined area for writing notes or ideas.





autism speaks®

The Kindness Campaign



#LeadWithKindness | #LightUpWithKindness

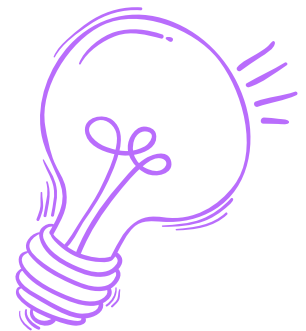




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The Kindness Campaign

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.

The screenshot shows the beKIND autism speaks website. The top navigation bar includes links for 'About', 'Find Participant/Team', and 'Resources', along with 'Donate' and 'Participant Center' buttons. The main content area is titled 'Week 1 Challenges' and lists four tasks: 'Share Kind' (Sign up online for The Kindness Campaign, completed with a checkmark), 'Light it Up!' (Wear blue and #LightupwithKindness, with a 'more info' link and an empty circle), 'Support Kind' (Set a fundraising goal for your Kindness Campaign, with a 'more info' link and a checkmark), and another 'Share Kind' (Update your Kindness Campaign page with why kindness is important to you, with a 'more info' link and an empty circle). A sidebar on the right titled 'REACH YOUR GOAL FASTER' encourages raising money directly on Facebook and lists three steps: 1. Connect this fundraiser to Facebook, 2. Invite friends, share updates and collect donations on Facebook, and 3. Keep track of your progress. The money you raise on Facebook will count toward your goal. At the bottom of the sidebar is a button labeled 'Connect Fundraiser to Facebook'.

- 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.



autism speaks® How we help.



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](https://twitter.com/autismspeaks).