

Join today!

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



autism speaks

kindness **campaign**

Autism Speaks invites you to **Lead with Kindness at Work** to create a 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.



kindness campaign

Studies show that corporate charity inspires greater employee engagement.

2 Ways to Lead with Kindness at Work



A Company-led Kindness Campaign

Donate \$25 and be rewarded with a great company perk. Throughout this quick and easy campaign, we'll provide you with daily messages of kindness and autism 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 employee donations.***

A simple but impactful way to make a meaningful difference where everyone wins.

An Employee-led Kindness Campaign

Encourage your employees to take the lead in creating a kinder, more inclusive world for people with autism through daily acts of kindness. Employees will gain a greater understanding of people with autism and the challenges they face through real-life stories. Activities range from sharing quick acts of kindness, like sending a note to a colleague, to impactful fundraising and volunteer opportunities. ***Employees engage in friendly competition and earn great Autism Speaks' swag!***

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



Company-led Kindness Campaign

Studies show that corporate social responsibility encourages a higher caliber of job applicants as well as improves employee retention rates, boosts morale, builds loyalty and increases motivation. Engage your employees with this quick and easy kindness challenge.

Here's how it works:

Employees join the campaign with a \$25 donation and earn an inviting company perk of your choosing.

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 Autism Speaks swag!

Autism Speaks does all the work to get your corporate page set up and provides everything you need for a successful campaign.

HOW TO GET STARTED

1. Select the perfect corporate perk that will drive participation.
2. Chose the start and end dates of your campaign.
2. Send your contact at Autism Speaks a company logo, the perk and team structure (if multiple teams) and we'll do the rest!

SAMPLE PERKS

- Time off
- Raffle entry for something really great
- Free subscription service
- Audience with CEO/senior leadership
- Free lunch (with receipt/expense lunch on us)
- Admission to exclusive corporate event
- A coveted parking spot



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

DAILY MESSAGING TO MAKE YOUR OWN!

Use the following daily messages any way you'd like.

Join the campaign with a \$25 donation before **<INSERT DATE>** 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!

Did you know 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!

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!

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?

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.

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! Make a \$25 donation before **<insert date>** and help create a world where all people with autism can reach their full potential. We hope to get at least **X#** of employees to join and support the acceptance and inclusion work of Autism Speaks.



DAILY MESSAGING CONTINUED

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!)

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.

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.

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.

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!

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. Join the campaign by donating \$25 to support Autism Speaks vision of a world where all people with autism can achieve their full potential.

Share an Autism Speaks infographic provided in the resources link, autismspeaks.org/kindness to show how your fundraising is making a difference.



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 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*



COMPANY-LED KINDNESS 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, more inclusive world where all people with autism can reach their full potential.

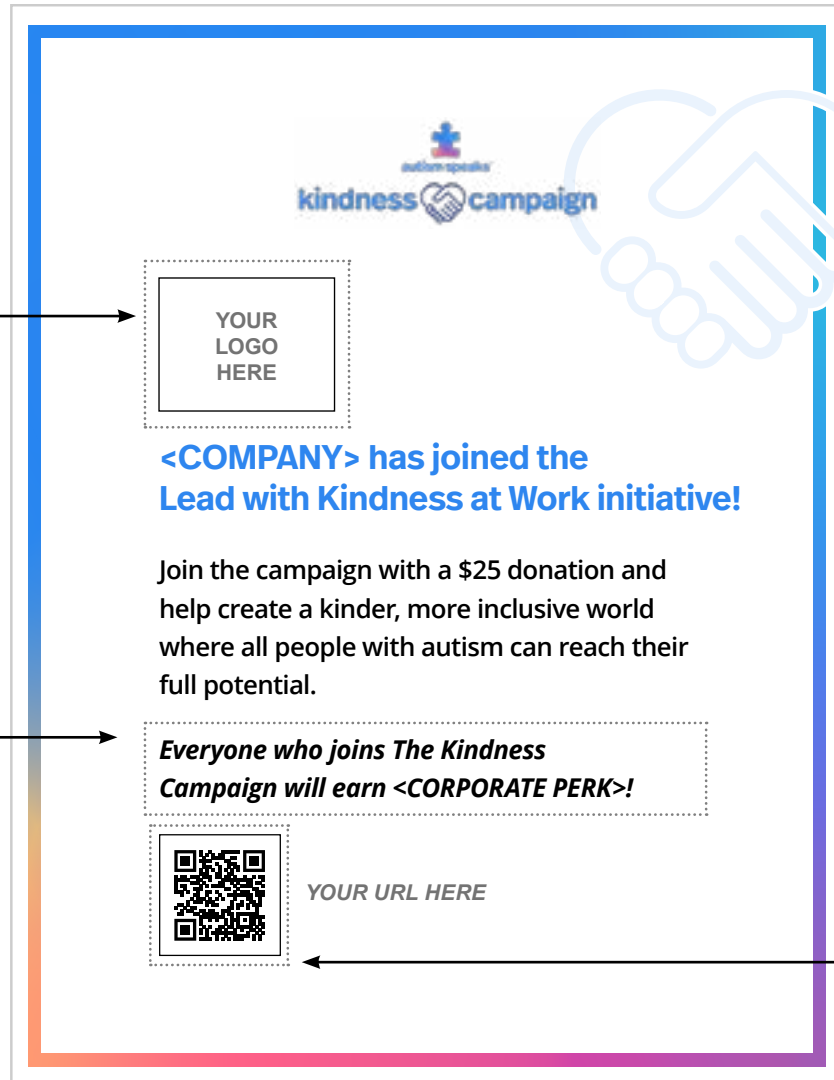
YOUR
INCENTIVE
HERE!

***Everyone who joins The Kindness
Campaign will earn <CORPORATE PERK>!***



YOUR URL HERE

LINKS DIRECTLY
TO YOUR
COMPANY
KINDNESS PAGE!





An Employee-led Kindness Campaign

Here's how it works: Invite employees to take the lead in creating a kinder, more inclusive world where all people with autism can reach their full potential. Employees join the campaign by participating in daily acts of kindness activities and fundraising. We've provided 30 days of activities here – create a campaign that works best for you!

THE CAMPAIGN IS FUN, EFFECTIVE AND ENGAGING!

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

Autism Speaks provides everything you need for a successful campaign. We'll help you make the kick-off inspiring through videos and real-life stories to better understand the challenges for people with autism and the impact of employee support.

RESOURCES

Visit autismspeaks.org/kindness for available resources:

Kindness Calendar

Kindness Journal Page

Kindness Thank You Card

How to Start a Facebook Fundraiser

How We Help Page

Infographics

Incentive Levels and Prizes

Zoom Backgrounds



Manage and share your Autism Speaks Kindness Campaign on the go with our mobile app.

Download the [Be Kind app here!](#)



kindness campaign

Join the campaign and earn great swag!

Prizes are awarded based on individual Autism Speaks fundraising efforts.



\$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