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# kindness campaign

The Autism Speaks Kindness Campaign celebrates and encourages acceptance, understanding and inclusion with daily acts of kindness.

Sign up today to [#LearnWithKindness](#) at your school!

[autismspeaks.org/learnkindness](https://autismspeaks.org/learnkindness)



# kindness campaign

Thank you for joining the Autism Speaks Kindness Campaign and choosing to #LearnWithKindness!

This guidebook provides information about the Kindness Campaign and how to participate, and offers helpful resources that can be used while completing the daily acts of kindness activities in the Kindness Calendar.

## **In this guidebook, you will find:**

**A Letter to Educators**

**A Letter to Parents**

**Kindness Calendar**

**Kindness Campaign incentive levels and prizes**

**Kindness Campaign Resources**

**Kindness Lesson Plans**

*Elementary School*

*Middle and High School*

**Kindness Journal page**

**Kindness Card template**

**Kindness Thank You Card template**

**Additional Resources for Parents and Teachers**





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*An acceptance, understanding and inclusion initiative of Autism Speaks*

## #LearnWithKindness at school

**Learn With Kindness school assemblies** kick off the Kindness Campaign and feature an Autism Speaks Kindness video and presentations by school VIPs and students with connections to autism. The assembly can be offered virtually or in-person.

**Students reveal the kindness activity** on their interactive calendar (or the printed reveal calendar). Activities range from quick kindness boosts like, “Give a friend a compliment” to fundraising, “Set up your Kindness Campaign page online,” to bigger tasks like, “Start a kindness journal.” Friendly competition is encouraged, and prizes will be awarded at all levels, from individual students, to classes, grades, schools and districts.

**Optional lesson plans on kindness and accepting students with differences** reinforce school culture and support diversity, equity and inclusion goals. The plans and resources seamlessly integrate with *Google Classroom*. Conversation starters reinforcing lesson themes can also be built into daily routines for the month.

**The Kindness Campaign promotes acceptance, understanding and inclusion** whether you do it in a big way or as a fun celebration. It’s an easy and turnkey way to bring fun and purpose to students, teachers and staff alike.



### How it Works

Sign up at [autismspeaks.org/LearnKindness](https://autismspeaks.org/LearnKindness). We'll follow up to help you set up your campaign.

**Earn great prizes** by completing daily tasks and tracking your fundraising progress.

**Visit our kindness resources** to learn more about autism, Autism Speaks and creating a world where all people with autism can reach their full potential.

**Participate at your pace** or join your classroom for dedicated kindness lessons.

**Share your Kindness Campaign** with friends and family and ask for donations to help create a kinder world through your school's partnership with Autism Speaks.

**Celebrate your success in spreading kindness!**





# kindness campaign

Dear Educator,

We are so excited to welcome you and your students to the Autism Speaks Kindness Campaign. The Kindness Campaign celebrates and encourages acceptance, understanding and inclusion with daily acts of kindness. Everyone will love completing activities and reaching fundraising milestones to earn kindness swag.

In this Guidebook you'll find optional resources including a daily kindness calendar, lesson plans on kindness, suggested reading lists for students, and other online resources for students and families to learn more about autism, Autism Speaks and spreading kindness. All of these resources are available on our website [autismspeaks.org/learnkindness](https://autismspeaks.org/learnkindness), giving families easy access to participate in the Kindness Campaign on their own or as part of asynchronous learning plan.

The Kindness Campaign can run anytime and for any length of time that works for you. It's also a great way to celebrate World Autism Month of April and World Kindness Day in November. Your commitment to kindness will get us one step closer to a world where all people with autism can reach their full potential.

If you need support or have questions, we're here to help.

**Feel free to reach out to us at [kindness@autismspeaks.org](mailto:kindness@autismspeaks.org).**





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# kindness campaign

Dear Parent,

We are excited to welcome your student and their school to the Autism Speaks Kindness Campaign. This campaign celebrates and encourages acceptance, understanding and inclusion through daily acts of kindness. By completing a variety of daily activities, including fundraising for an important cause, students feel good, have fun and can earn great kindness swag.

Today autism affects 1 in 44 children in the U.S. Many autistic people, especially those in underserved and under-resourced communities, face disparities in access to quality healthcare, employment opportunities, housing and social acceptance. More than two-thirds of children between the ages of 6 and 15 experience bullying and isolation. Peers play a pivotal role in helping autistic friends and classmates feel supported.

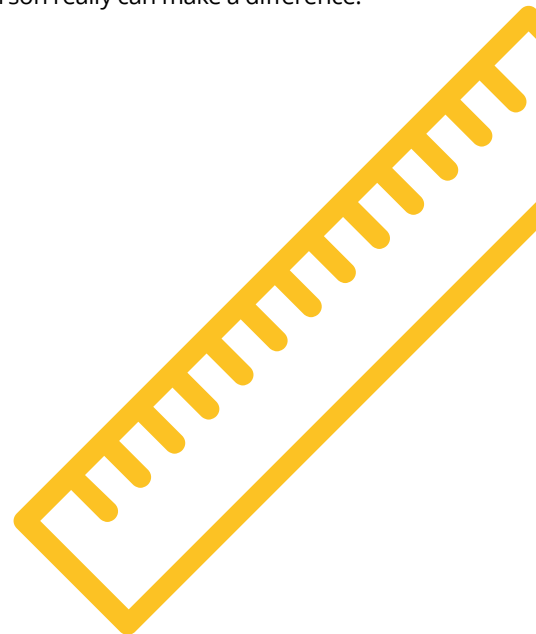
Throughout the campaign, students gain a greater understanding of autism, share kindness through daily activities and raise funds to help all people with autism reach their full potential. We've built in resources and learning aids along the way to make it easy to engage your student in conversations around the importance of kindness and inclusion at home, school and in the community.

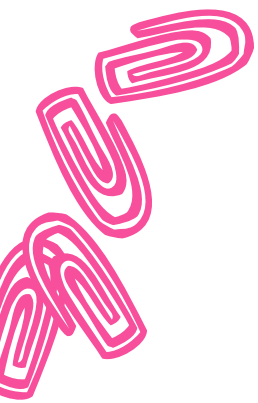
To get started, simply register your student at [autismspeaks.org/learnkindness](https://autismspeaks.org/learnkindness). They may need your help in the beginning as they are guided through daily kindness activities. If they would prefer to participate offline, a print version of our Kindness Calendar is available through your school.

We can't wait to hear about your student's month of kindness. We hope you'll share their progress by posting using #LearnWithKindness, so that everyone at Autism Speaks can follow along.

Our deepest thanks for your support and encouragement in helping your student create a kinder, more inclusive world. One person really can make a difference.

With gratitude and kindness,  
***The Autism Speaks Team***





# Campaña de Amabilidad

Estimado padre/madre:

Nos complace darle la bienvenida a su hijo/a y a su escuela a la Campaña de Amabilidad de Autism Speaks. Con esta campaña se celebra y se fomenta la aceptación, la comprensión y la inclusión mediante acciones cotidianas de amabilidad. Al realizar una variedad de actividades diarias, entre ellas la recaudación de fondos para una causa importante, los estudiantes se sienten bien, se divierten y pueden ganarse un excelente botín de amabilidad.

Hoy en día el autismo afecta a 1 de cada 44 niños en los EE. UU. Muchas personas autistas, sobre todo aquellas en comunidades desatendidas y de bajos recursos, enfrentan desigualdades en el acceso a la atención médica de calidad, las oportunidades de empleo, la vivienda y la aceptación social. Más de dos tercios de los niños con edades de entre 6 y 15 años sufren de acoso escolar y aislamiento. Los compañeros cumplen una función fundamental en ayudar a que sus amigos y compañeros de clase autistas se sientan apoyados.

A través de la campaña, los estudiantes obtienen una mayor comprensión del autismo, ofrecen amabilidad a través de actividades cotidianas y recaudan fondos para ayudar a todas las personas autistas a alcanzar su máximo potencial. Hemos incorporado recursos y ayudas de aprendizaje durante el camino para facilitar la participación de su hijo/a en conversaciones acerca de la importancia de la amabilidad y la inclusión en el hogar, la escuela y la comunidad.

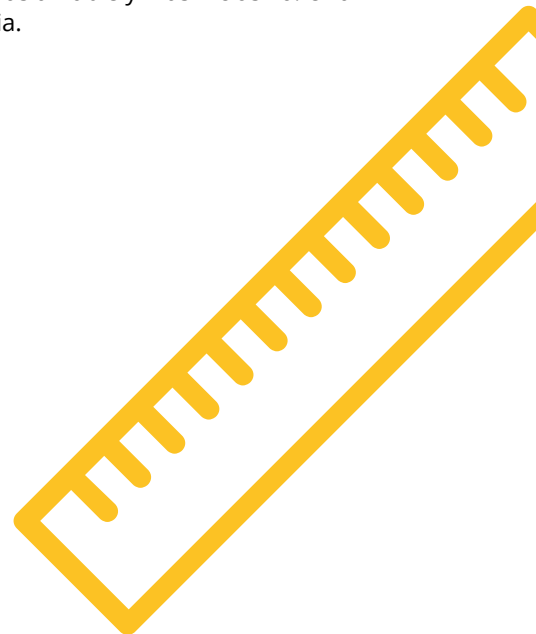
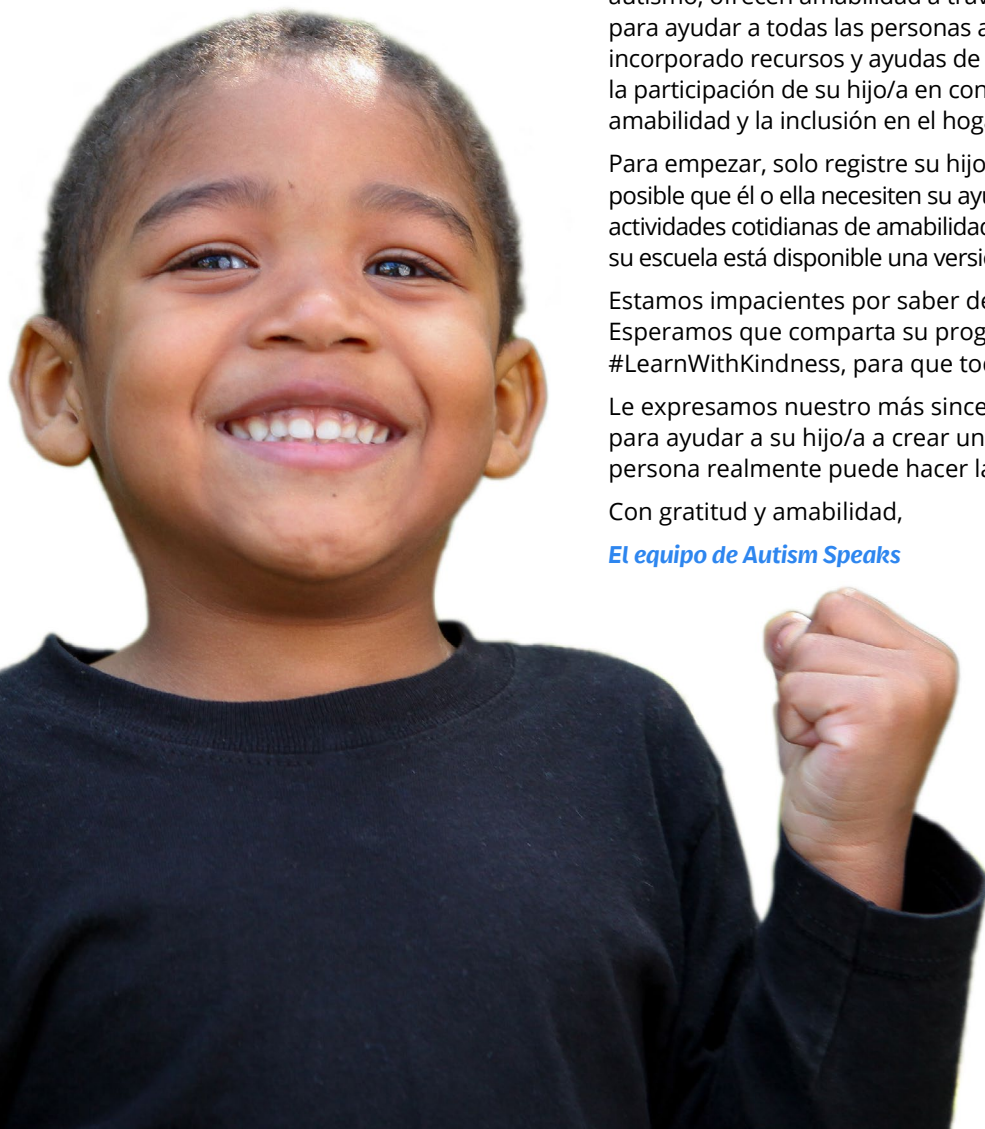
Para empezar, solo registre su hijo/a en [autismspeaks.org/learnkindness](https://autismspeaks.org/learnkindness). Es posible que él o ella necesiten su ayuda a medida que reciban orientación mediante actividades cotidianas de amabilidad. Si él o ella prefieren participar sin conexión, en su escuela está disponible una versión impresa de nuestro Calendario de Amabilidad.

Estamos impacientes por saber del mes de la amabilidad de su hijo/a. Esperamos que comparta su progreso mediante publicaciones con el hashtag #LearnWithKindness, para que todos en Autism Speaks puedan dar seguimiento.

Le expresamos nuestro más sincero agradecimiento por su apoyo y estímulo para ayudar a su hijo/a a crear un mundo más amable y más inclusivo. Una persona realmente puede hacer la diferencia.

Con gratitud y amabilidad,

**El equipo de Autism Speaks**

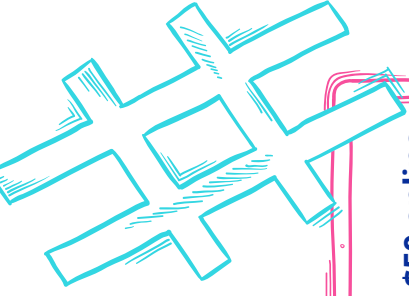




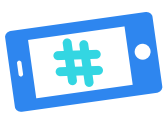


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# The Kindness Campaign

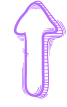


Name \_\_\_\_\_



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

Find tons of ideas and resources to support your 30 day campaign at [autismspeaks.org/learnkindness](http://autismspeaks.org/learnkindness)



**Raise \$50 online**  
to earn your first prize!

1 <b>Share Kind:</b> Sign up online for The Kindness Campaign	2 <b>Light it Up!</b> Wear blue and #LearnWithKindness	3 <b>Support Kind:</b> Set a fundraising goal for your Kindness Campaign	4 <b>Share Kind:</b> Update your Kindness Campaign page with why kindness is important to you	5 <b>Kindness Journal:</b> Start your journal: Write about a time someone was kind to you	6 <b>Support Kind:</b> Create a list of five ways to raise \$50 for Autism Speaks	7 <b>Kindness Journal:</b> What is one thing you are grateful for today?
8 <b>Be Kind:</b> Make and send a kindness card to someone who needs a boost	9 <b>Support Kind:</b> Ask five people to donate to your Kindness Campaign	10 <b>Kindness Journal:</b> Think of a kind person you know. What makes them kind?	11 <b>Support Kind:</b> Start a Facebook fundraiser (or ask a grown-up to do it)	12 <b>Share Kind:</b> Read a book about kindness	13 <b>Kindness Journal:</b> Why is it important to help each other?	14 <b>Light it Up!</b> Decorate your car or home window for autism awareness
15 <b>Kindness Journal:</b> What are three things you like about yourself?	16 <b>Support Kind:</b> Share your Kindness Campaign Facebook fundraiser	17 <b>Be Kind:</b> Send letters to three family members with a kind compliment	18 <b>Kindness Journal:</b> How can our differences make the world better?	19 <b>Share Kind:</b> Create and share a video about why being kind matters to you	20 <b>Be Kind:</b> Invite someone new to join you in an activity	21 <b>Share Kind:</b> Decorate kindness rocks and leave them around town for others to find
22 <b>Light it Up!</b> Wear blue and walk 1.44 miles	23 <b>Be Kind:</b> Send someone a surprise thank you note	24 <b>Kindness Journal:</b> Write about a time you did something kind	25 <b>Light it Up!</b> Chalk your walk with messages of kindness	26 <b>Support Kind:</b> Share your Kindness Campaign Facebook fundraiser one more time!	27 <b>Be Kind:</b> Send thank you notes to your Kindness Campaign donors	28 <b>Keep going!</b> Race to a Kinder World through our Virtual run series <a href="http://autismspeaks.org/teamup">autismspeaks.org/teamup</a>
29 <b>Kindness Journal:</b> What is something you did this month that you are proud of?	30 <b>Light it Up!</b> You did it! Take a selfie and share what you learned.					

**LEGEND:**

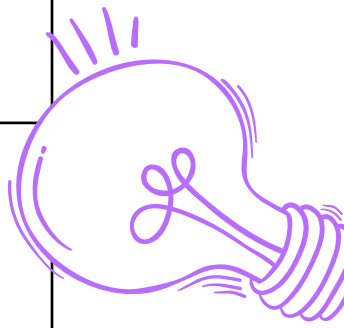
**Be Kind** = Do an act of kindness

**Share Kind** = Promote a kinder world

**Support Kind** = Fundraise for Autism Speaks

**Kindness Journal** = Written activities

**Light it Up** = Do something visible





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**Join the Kindness Campaign and earn great prizes!**

**Prizes are awarded to students based on individual Autism Speaks fundraising efforts.**



**\$50 Raised**  
Cotton shoelaces



**\$100 Raised**  
Tie-dye polyester  
drawstring backpack



**\$125 Raised**  
Set of 12 mood pencils  
with colored erasers



**\$200 Raised**  
Magic Sand with  
6 piece mold set



**\$300 Raised**  
Speaker with built in  
electronics sanitizer

**When your classroom spreads kindness, teachers win too! Receive these great teacher prizes when your classroom fundraises for Autism Speaks.**



For questions or more information, contact [kindness@autismspeaks.org](mailto:kindness@autismspeaks.org)





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**Campaign Resources**



## kindness campaign

# Kindness lesson plan: elementary school

## Activity

### Kindness Break

## Objective

*Students will be able to:*

- Name ways to show kindness.
- Understand how it feels when someone does or says something kind.
- Take actions to add more kindness to the world using a Kindness Break.

## Supplies

Book "How Kind!" by Mary Murphy

## Preparation

- Create a word web for the word "kindness" with students.
- Read the book, "How Kind!" by Mary Murphy. Look for this book at your local library, including any e-book and digital lending systems, as well as live readings on YouTube.

## Connection

- Drawing activity: draw a picture of your favorite part of the book.
- Discuss the acts of kindness in the story and related emotions.  
Ask students to identify the emotions that kindness can bring out.

### For example:

*In this story, we saw Hen give Pig an egg. How did Pig feel afterward?*

*Then what happened?*

*What is another kindness you saw in the book?*

*Connect the acts of kindness from the book to acts of kindness in the group or other environment.*

### For example:

*What about in our class or family?*

*Name something kind that someone has said or done for you. How did that make you feel?*

*Name a kind thing that you have done. What do you think that person felt?*

# Kindness lesson plan: elementary school

## Active engagement

- Encourage learners to think about ways to perform acts of kindness themselves, and who they would like to extend kindness to. Talk about different ways to be kind, as shown by the characters in the book.
- Then, ask them to take a “kindness break,” where they stop what they are doing to extend kindness to someone else. Encourage students to think of virtual ways to be kind, while many are learning remotely.

**Each learner will choose a partner in the small group and the learners will each say something kind** to their partners. If this lesson plan is being conducted virtually, students can choose someone in their household to do this activity with. Choose a volunteer to tell the group what they said or plan to say during their kindness break. Then, ask the group to think about ways they can take a kindness break to extend kindness to people outside this classroom or group. For more ideas about kindness activities, print or share our Kindness Calendar.

### For example:

*In “How Kind!” we learned that kindness fills others with happiness and makes them feel good. Then they want to share that feeling with others. If we all work together, we can spread kindness in our group, our classrooms and our whole school. All it takes is making the effort to be kind to others. There are lots of ways to be kind to others. Let’s practice a few:*

**Invite someone to join your activity.** *You can ask your classmate or friend who doesn’t have a partner if they want to join your group, play on your team or sit with you at lunch. Try saying: “Hey Sofia, there’s a seat here. Do you want to work with us?” If you are teaching at home, offer ways to share kindness with family members. Try inviting a sibling to play a game with you.*

**Find common interests.** *You’ll never know what you have in common with someone else until you find out what they like to do! Try starting a conversation by sharing something you like, then asking what your classmate likes to do. “I like playing football in the back yard. What’s your favorite thing to do after school?”*

**Be patient.** *Everyone moves and speaks at their own speed. Sarah might talk really fast, while Henry might need more time to say what he’s thinking. And, sometimes it will take a few invitations for someone to feel OK saying “Yes.” Keep extending kindness and give them time to respond. Try: “That’s OK if you don’t want to play right now. Sometimes I feel that way, too.”*

**Be kind** – *just like you would want to be treated! Accept your classmates and respect them for all their differences. Think of someone you don’t typically play with and think of a kind thing to say about them. Tell them here, or write it down and deliver it later, like a letter. “Jack, you are good at remembering our routine in class. It helps us stay on track,” or, “Olivia, your ideas are very creative.”*

## Kindness lesson plan: elementary school

**Take a kindness break** – right now! Find a partner in our group/class. Then, think of something kind to say, like we read about in our book, and then say it out loud to them.

**Invite a student to share their kindness message.** Ask what each of the volunteers felt when they heard kind words? How did you feel when you heard that?

**Let's make our kindness grow all the time,** not just here. Think of someone in your life – maybe in your class, your sports team or your family. It might be someone you don't normally play with, or someone you might not always remember to thank for their kindness [teacher, bus driver, coach]. Think of something kind to say to them or something kind to do for them. Write it down, and the next time you see them, take a kindness break and share that kind word or action.

### Closing

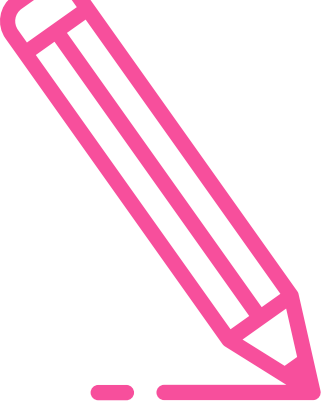
Invite learners to pledge to be kind by participating in the Kindness Campaign. Then ask that they do an act of kindness for someone else outside this group to keep the kindness growing.

#### For example:

*Give your kindness message to that person the next time you see them. You'll be starting a kindness boomerang like we saw in our video today.*







## kindness campaign

# Kindness lesson plan: middle and high school

## Activity

### Kindness Break

## Objective

### Students will be able to:

- Name ways to show kindness.
- Understand how it feels when someone does or says something kind.
- Take actions to add more kindness to the world using a Kindness Break.

## Supplies

Video

## Preparation

- Brainstorm with students to create a word web for the word "kindness."
- Watch Kindness video and "What Does Kindness Means to You?"

## Connection

- Discuss the acts of kindness in the story and related emotions.
- Ask students to identify the emotions that kindness can bring out.

### For example:

*In this video, we saw a series of kind acts, starting with the construction worker. How did his act of kindness make an impact on ???*

*When the kindness was returned to him, how do you think that impacted him in turn?*

*Connect the acts of kindness from the video to acts of kindness in the group or other environment*

### For example:

*What about in our class/group/family?*

*Name something kind that someone has said or done for you. How did that make you feel?*

*Name a kind thing that you have done for someone. What do you think that person felt?*

# Kindness lesson plan: middle and high school

## Active engagement

- Encourage learners to think about ways to perform acts of kindness themselves, and who they would like to extend kindness to. Talk about different ways to be kind, as shown by the characters in the video.
- Then, ask them to take a “kindness break,” where they stop what they are doing to extend kindness to someone else. Encourage students to think of virtual ways to be kind, while many are learning remotely.

### Find some ideas here.

Each learner will choose a partner in the small group and the learners will each say something kind to their partners. If this lesson plan is being conducted virtually, students can choose someone in their household to do this activity with. Choose a volunteer to tell the group what they said or plan to say to during their kindness break. Then, ask the group to think about ways they can take a kindness break to extend kindness to people outside this classroom or group.

### For example:

**Invite someone to join your activity.** You can ask your classmate or someone who seems to be on the “outside” and inviting them to connect in person, if your situation allows, or virtually. You can also use social media for a good cause here by adding new people to your social networks and offering positive comments. Try offering to tutor someone in class who seems like they need some help in a subject you do well in, or, if relevant, “There is a play tryout today. Would you like to walk over together?” If you are teaching at home, offer ways to share kindness with family members. Try inviting a sibling to play a game with you or do a project together at home.

**Find common interests.** You’ll never know what you have in common with someone else until you find out what they like to do! Try starting a conversation by sharing something you like, then asking what others like to do. “I can’t wait for softball season to start. Do you play any sports?” or “Here are some at-home exercises I’ve been doing with my family. Do you have any ideas or recommendations?”

**Be patient.** Everyone moves and speaks at their own speed. Sarah might talk really fast, while Henry might need more time to say what he’s thinking. And, sometimes it will take a few invitations for someone to feel OK saying “Yes.” Keep extending kindness and give them time to respond. Try: “I’m here if you need to talk.”

**Be kind** – just like you would want to be treated! Accept your classmates and respect them for all their differences. Think of someone you don’t typically connect with at school or in sports or activities and think of a kind thing to say about them. Tell that person here, or write it down and deliver it later, like a letter. “Jack, thanks for giving great feedback on that group project. Your ideas made the end result better,” or, “Olivia, thanks for being a great leader on the team. You are a great model to everyone on how to support each other.”

# Kindness lesson plan: middle and high school

**Take a kindness break** – right now! Find a partner in our group/class. Then, think of something kind to say, like we read about in our book, and then say it out loud to them.

**Invite a student to share their kindness message.** Ask what each of the volunteers felt when they heard kind words? How did you feel when you heard that?

**Let's make our kindness grow all the time, not just here.** Think of someone in your life – maybe in your class, your sports team or your family. It might be someone you don't normally connect with, or someone you might not always remember to thank for their kindness [teacher, bus driver, coach]. Think of something kind to say to them or something kind to do for them. Write it down, and the next time you see them, take a kindness break and share that kind word or action.

## Closing

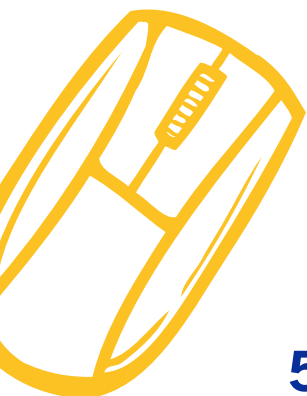
Invite learners to pledge to be kind by participating in the Kindness Campaign. Then ask that they do an act of kindness for someone else outside this group to keep the kindness growing.

### For example:

*Let's all make a pledge to be kind. [If in person: Have students sign the printed pledge to be kind. If virtual: Have students take the pledge at [autismspeaks.org/kindness](https://autismspeaks.org/kindness).]*

*Give your kindness message to that person the next time you see them. You'll be starting a kindness boomerang like we saw in our video today.*





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### 5 Recess and at home kindness activities

*Kids can create a kinder, more inclusive world.*

Here are some ideas from all of us at Autism Speaks! If you share on social media, make sure to tag [@autismspeaks](#) and use [#Learnwithkindness](#) to join the kindness conversation.

#### **Idea 1**

Create a sensory path or obstacle course with chalk on your sidewalk, driveway, patio or parking lot. Here is a [fun example](#) to get you thinking.

#### **Idea 2**

Have your students perform an “Act of Kindness” for a neighbor, friend or family member. Use or share the Kindness Lesson Plan for elementary or middle/high-school students for more ideas.

#### **Idea 3**

Look around your neighborhood or outdoor classroom for sensory activity ideas. Work with your student to collect things that involve all of their senses. Consider mud painting, leaf printing, freezing toys in ice for excavation, making your own bubbles or other outdoor activities.

#### **Idea 4**

Have your students complete a time capsule activity, and post videos or pictures on your social channels. Make sure to tag [@autismspeaks](#) and use [#Learnwithkindness](#) to join the kindness conversation.

#### **Idea 5**

Host a family brainstorm and come up with ways to show kindness in your neighborhood. Follow along with your Kindness calendar and plan a short walk around your school or neighborhood to spread kindness.

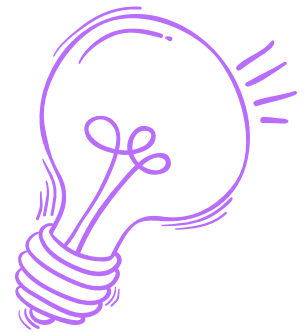






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[#LearnWithKindness](#) | [#LightUpWithKindness](#)

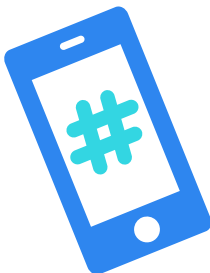
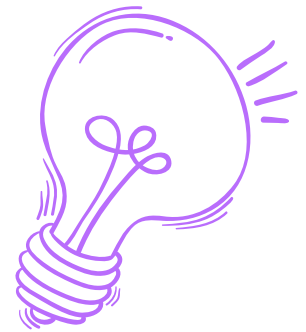




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*Thank You!*



[#LearnWithKindness](#) | [#LightUpWithKindness](#)



# Additional resources for parents and teachers

## Understanding and parenting a child with autism

[The World of Autism](#) – understanding the world from a child on the spectrum

[What my son with autism wants you to know about him](#)

[A Day in the Life: A Mom's Perspective on Parenting during a Pandemic](#)

[A parent's perspective on understanding challenging behaviors associated with autism](#)

[How to best support students with autism in a virtual learning environment](#)

## **Autism Speaks Tool Kits for information on topics including...**

Transition Toolkit

100 Day Kit for School Children

Autism-Friendly Youth Organizations

Advocacy

[And many more!](#)

## Kindness Resources

[What does kindness mean to you?](#)

[Help Create a Kinder, More Inclusive World](#)

[Host a Kindness Break for Autism Speaks](#)

[Connecting through Kindness: Sharing Positivity in a Virtual World](#)

## **Suggested books about autism**

### *Elementary Students*

All My Stripes: A Story for Children with Autism

The Autism Acceptance Book: Being a Friend to Someone with Autism

Ethan's Story; My Life with Autism

My Brother Charlie

Different Like Me: My Book of Autism Heroes

The Survival Guide for Kids with Autism Spectrum Disorders

Uniquely Wired: A Story About Autism and Its Gifts

Dragon and His Friend: A Dragon Book About Autism. A Cute Children Story to Explain the Basics of Autism at a Child's Level

Since We're Friends: An Autism Picture Book

### *Middle/Jr High Students*

#### **9 Multicultural Children's Books about Autism**

Same but Different: Teen Life on the Autism Express

Holding up the Universe

### *High School Students*

#### **5 Must-Read Books by Black Autistic Authors**

Uniquely Human: A Different Way of Seeing Autism

Neurotribes: The Legacy of Autism and the Future of Neurodiversity

Aspergirls: Empowering Females with Asperger Syndrome

Born on a Blue Day: Inside the Extraordinary Mind of an Autistic Savant

The Reason I Jump: The Inner Voice of a Thirteen-Year-Old Boy with Autism

The Curious Incident of the Dog in the Night-Time

## **Do-it-Yourself Projects including...**

Weighted Lap Buddy

Sensory Bottle

Stress Creatures

Communicator Cards

