



KIND CAMPAIGN'S KIND KIT

# ASSEMBLY GUIDE



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Please read through the entire Assembly Guide so that you feel prepared for your Kind Campaign Assembly.

If you have any questions or concerns leading up to your assembly, please email [findingkind@indieflix.com](mailto:findingkind@indieflix.com).

## ASSEMBLY PREPARATION

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2. Promote
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## KIND CAMPAIGN ASSEMBLY GUIDE

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2. Kind Campaign Founders Introduction
3. *Finding Kind* Documentary
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4. Kind Wall
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## KIND CLUBS

## CONTACT INFO

## ASSEMBLY PREPARATION

### 1. FOUNDERS CONFERENCE CALL

You've scheduled your Kind Campaign Assembly - yay! Founders Conference Calls, with Kind Campaign co-founders Lauren Paul and Molly Thompson, happen multiple times a month. On your Founders Conference Call, Lauren and Molly will walk you through the logistics of the Kind Campaign Assembly and will answer any questions you have. Reach out to your booker to find out upcoming conference call dates.

### 2. TEST STREAMING LINKS

The links to stream the documentary, *Finding Kind*, along with the links to stream the Founders Introduction and Closing videos are on the Kind Campaign Dashboard. Simply click the buttons in the Materials Menu to access them. Before your assembly, please test these links on the same equipment you will be using on the day of your assembly. Please note that the audio and visual quality are extremely important to ensure that your audience has an impactful experience. It is crucial that the room is dark enough for the screen to be seen clearly and that the volume is loud enough for everyone to be able to hear clearly. Treat both the Documentary and Founders Introduction and Closing videos like a movie-going experience.

### 3. ROOM SETUP

If you find during your test screening that the room is too bright to properly see the screen, we have received positive feedback from schools who have utilized butcher paper or black sheets to cover the windows. If the sound system isn't loud enough for the audience to easily hear the film, a good solution is to put a microphone up to the computer or room speaker to further amplify the sound to ensure that everyone in the audience can hear clearly. Please make sure that your students have a seat to sit in. We have learned that when students are seated on the floor, it becomes uncomfortable and distracting. Chairs, bleachers, lunch tables, theater seats, etc. are all great options.

### 4. COUNSELORS

We strongly advise you to have a school counselor present at your assembly. The subject matter can bring up sensitive issues and certain students may need to seek further support after the assembly. In addition, it is helpful for your counselors to be a part of the experience so that they can observe how students respond, hear the interactive activities being shared, witness the interactions between students following the assembly and follow up with certain students as needed. Start to have conversations with your school counselors to make sure they will be available and present for the assembly.

### 5. INTERACTIVE ACTIVITIES

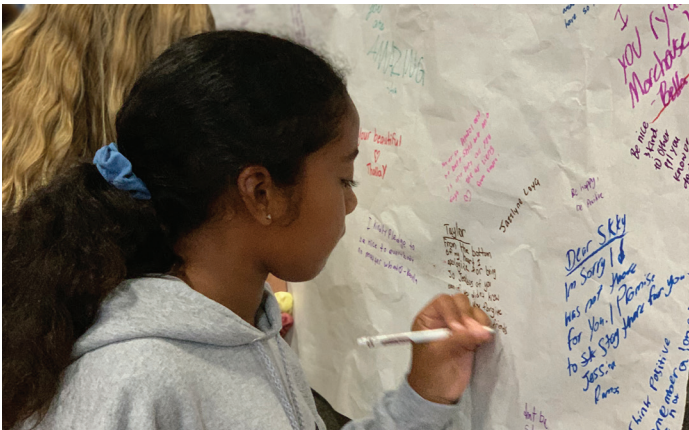
There are three interactive activities you will be facilitating with the students during the assembly: the Kind Pledge, Kind Apology and Kind Card. The template for each activity is in the Materials section of this packet. As you will see, there are four cards to a page, so you need to print and

cut these prior to the assembly. Each person in attendance should receive 1 Kind Pledge, 1 Kind Apology and 1 Kind Card. A total of 3 cards per person. Make sure the cards are passed out before you start your assembly. A couple of easy ways to do that are to have the cards placed onto each seat before the students file into the room or have volunteers pass each stack of cards out to the students as they filter into the room.

## 6. KIND WALL

The Kind Wall is easy to create and serves as a permanent fixture in your school to remind your students of their life-changing Kind Campaign Assembly! Your Kind Wall should be created prior to your assembly. To create the Kind Wall, get a large sheet of butcher paper and write the words 'Kind Wall' across the top. Some schools like to customize their Kind Wall. For example, your Kind Wall could read, 'Niguel Hills Middle School Kind Wall'. Feel free to decorate it and get creative - consider recruiting some art students to customize it!

There is a Kind Wall Instruction Page in the Materials section of this packet. Print it out to hang alongside your Kind Wall. Bring markers so the students can write their Kind Pledges and Kind Cards onto the wall after the assembly. After the assembly, hang your Kind Wall along with the Kind Wall Instruction Page somewhere central in your school so that students are not only reminded of the action steps and affirming words shared during the assembly, but they are also able to continue adding more Kind Pledges and Kind Cards throughout the rest of the year!



# ASSEMBLY COUNTDOWN CHECKLIST

Listed below are some tips to help prepare you for your assembly!  
Feel free to utilize whatever works for you.

## GET STARTED NOW

- Identify faculty and volunteers who are available to help with the planning and execution of your assembly.
- Post your assembly details on your website, local community calendars and social media outlets.
- Reach out to local press.
- Feel free to invite faculty from local schools to attend your assembly to help spread the word about Kind Campaign's programs.
- If your school has an email database, include your assembly information in the monthly newsletter.

## THREE WEEKS BEFORE YOUR ASSEMBLY

- Start spreading the word! Post flyers, place informational one-sheets in the school office, add information about the assembly to your morning announcements, etc.

## ONE TO TWO WEEKS BEFORE YOUR ASSEMBLY

- Participate in the Kind Campaign Founders Conference Call.
- Make posters to hang throughout the school to get the students excited about the assembly.
- Test audio/visual screening setup, microphones and any additional equipment needed for the event.

## ONE TO TWO DAYS BEFORE YOUR ASSEMBLY

- **Required: Print and cut Kind Pledges, Kind Apologies and Kind Cards.**  
The templates for these activities are in the Materials section of this packet. Each person in your audience should have a total of three cards: one Kind Pledge, one Kind Apology and one Kind Card.
- Test all audio/visual equipment for the assembly.
- Make an announcement about the upcoming assembly to get your school excited!
- Make your Kind Wall.
- Gather markers for the Kind Wall. Gather pens/pencils for the interactive activities.
- Send a reminder text or email to faculty members and volunteers who are helping with the assembly.
- Depending on where your event is taking place, you may need to set up chairs or pull out the bleachers. Please make sure that your audience is not seated on the floor.

## THE DAY OF YOUR ASSEMBLY

- Have all of your materials accounted for:
  - Kind Campaign Dashboard: *Finding Kind* Documentary, Founders Introduction Video & Founders Closing Video
  - Assembly Guide
  - Kind Wall with markers
  - Kind Pledge, Kind Apology and Kind Card handouts
  - Extra writing utensils and extra Kind Pledges, Kind Apologies and Kind Cards
- Make an announcement reminding the students to bring a pen or pencil.
- If possible, disable the bell system for the duration of the assembly. This allows for a distraction free viewing experience.
- Place 1 Kind Pledge, 1 Kind Apology and 1 Kind Card on each chair prior to the start of your assembly, or have your volunteers pass them out as the audience makes their way into the room.
- Run a final audio and visual check.

## AFTER THE ASSEMBLY

- Gathering data helps us raise money to provide free Kind Campaign Assemblies. If possible, have each person at your assembly take the Kind Campaign survey within 1-3 days after the event. The link to the survey is on the Kind Campaign Dashboard.
- We love to hear feedback! Please let us know how the booking, planning and execution of your assembly was for you. We'd also love to hear how your assembly went and anything special that you witnessed between your students during or after the assembly. If you feel comfortable sharing feedback, please email your booker.



## PROMOTE

Spreading the word about your assembly is a great way to help spread the word about Kind Campaign's mission and free school programming, while also sharing your school's dedication to create positive change with your community. We wrote a press release for you to access and download if you are interested in promoting your assembly. You can find the press release in the Materials Menu on your Kind Campaign Dashboard.

### LOCAL PRESS

- Local reporters, writers, and radio hosts covering education and mental health
- Local Bloggers
- School and University Newspapers

### LOCAL SCHOOLS

- Principals and Faculty
- School Board and Superintendent's Office
- PTA
- Parents and Students
- School Counselors
- University Professors
- University Campus Clubs and Organizations

### LOCAL HEALTH CARE PROFESSIONALS

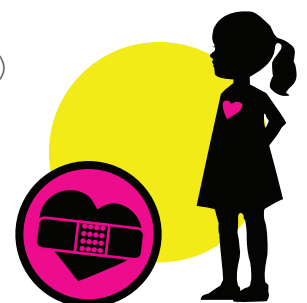
- Psychologists, Therapists, Counselors
- Mental Health Professionals
- Social Workers
- Educational Consultants
- Pediatricians

### SOCIAL NETWORKING SITES

- Instagram, Twitter and Facebook
- Email Newsletters

### COMMUNITY PROGRAMS

- Local/State Education Departments
- Local Youth Groups and Teen Programs (YMCA, Girl Scout Troops)
- Local Library and Community Centers
- Parent Education Groups
- Policymakers (Your Mayor, Local Congressmen)
- Local Religious Leaders



# FUNDRAISE

Donations to Kind Campaign help support our Free To Be Kind Initiative, which provides Kind Campaign Assemblies and Kind Clubs free of charge to thousands of schools across the globe.

If your school or PTA is able and interested in donating to Kind Campaign, a 501(c)3 non-profit organization, find out details at [kindcampaign.com/donate](http://kindcampaign.com/donate).





# KIND CAMPAIGN ASSEMBLY GUIDE

## RUN OF ASSEMBLY

1. WELCOME
2. KIND CAMPAIGN FOUNDERS INTRODUCTION
3. SCREEN *FINDING KIND*
4. INTERACTIVE ACTIVITIES
5. KIND CAMPAIGN FOUNDERS CLOSING
6. KIND WALL



The following scripts and guidelines will help you properly navigate your Kind Campaign Assembly.

The text in pink is a script we have provided for the assembly facilitator to read aloud to the audience. The facilitator can tweak the language to make it feel natural to the way they normally speak, but should stay on script as much as possible to ensure the audience receives the intended message of the Kind Campaign Assembly.

## 1. WELCOME

**Welcome your audience to the Kind Campaign Assembly and introduce yourself. Share why you are excited to have this assembly at your school.**

## Welcome Script:

Hi everyone! We have come together today to talk about an important issue that affects every single person sitting in this room. My hope is that you leave today feeling inspired, loved and ready to create positive change.

Kind Campaign is an internationally recognized nonprofit organization that brings awareness and healing to the negative and lasting effects of girl-against-girl bullying through their global movement, documentary film, in-school assemblies and educational curriculums.

Every single female has encountered girl-against-girl bullying at some point in their life, and most of us have been on both sides of this issue, whether it be from the perspective of the “victim” or the “aggressor.” Gossip, manipulation, physical fighting, name-calling, cyber-bullying, and ostracizing other girls all fall under the category of girl-against-girl “crime.” What we often forget is the fact that these experiences frequently lead to depression, anxiety, loss of self-worth, addiction and suicidal thoughts in millions of girls’ lives.

Since its founding in 2009, Kind Campaign Assemblies like this one have taken place in thousands of schools around the world and have changed and saved hundreds of thousands of friendships and lives. By attending and participating in this assembly, YOU are choosing to take a stand and make girl world a kinder place.

We are about to hear from the two young women who are the founders of Kind Campaign and made this event today possible. They are also the filmmakers and stars of the documentary we will be watching soon. Listen with me as we hear Lauren and Molly’s personal testimonies and why they started this movement.

## 2. KIND CAMPAIGN FOUNDERS INTRODUCTION VIDEO

Turn all of the lights off and turn the volume up, so that everyone can clearly hear and see no matter where they are seated.

Play Founders Introduction Video.

The link is #2 in the Materials Menu on the Kind Campaign Dashboard.

## 3. SCREEN *FINDING KIND*

Play *Finding Kind* Documentary.

The link is #3 in the Materials Menu on the Kind Campaign Dashboard.

## 4. INTERACTIVE ACTIVITIES: **KIND PLEDGE, KIND APOLOGY & KIND CARD**

Right after the screening of *Finding Kind*, start the interactive activities. We have witnessed the Kind Pledge, Kind Apology and Kind Card save lives, mend broken friendships, and start life-changing conversations. Make sure that each person has a total of three cards: 1 Kind Pledge, 1 Kind Apology and 1 Kind Card.

**KIND PLEDGE**

By taking the Kind Pledge, I pledge to unite in kindness in an effort to end bullying.

I **KINDly** Pledge to: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Name: \_\_\_\_\_

JOIN THE MOVEMENT  
@kindcampaign #kindpledge  
www.kindcampaign.com

**KIND APOLOGY**

Dear, \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

KINDly, \_\_\_\_\_

JOIN THE MOVEMENT  
@kindcampaign  
www.kindcampaign.com

**KIND CARD**

Dear \_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_

\_\_\_\_\_

KINDly \_\_\_\_\_

JOIN THE MOVEMENT  
@kindcampaign #kindcard  
www.kindcampaign.com



### **KIND PLEDGE**

Read the instructions and examples below of the Kind Pledge to your audience. Give them 3-5 minutes to quietly fill out their pledge. After they've filled them out, open the floor and choose some of the students to line up at the front of the room to share their Kind Pledges out loud to their peers. The number of people you call on to share is dependent on the amount of time you have. We recommend around 10 participants, but you can call on more if your assembly's end time is flexible. **The students should keep their Kind Pledge as a reminder of the action step they have promised to take.**

## Kind Pledge Script:

I hope you enjoyed watching *Finding Kind!* Through hearing from Lauren and Molly and watching the film, we have witnessed the detrimental effects of bullying, but more importantly what we can each do to create change. We are now going to dive into three activities that will give you the opportunity to take action and use your voice. We are going to start with the Kind Pledge.

The Kind Pledge gives each of you the opportunity to take an action step in the name of kindness. Write down a pledge that you want to take to actively create change within your school hallways, your community and within your own life. It's really powerful that we are all taking this Kind Pledge together because it serves as a great way to hold ourselves and our peers accountable for our actions.

Here are some examples of Kind Pledges made by girls from Kind Campaign Assemblies across the country:



“

I kindly pledge to stop talking behind my friends backs and to stop participating in gossip. I will no longer be a bystander and I pledge to use my voice when I see others being bullied on campus.

- Ruby, Salt Lake City, Utah

I kindly pledge to be kind to myself. To stop hurting myself, stop blaming myself and to reach out and ask for help when I need it.

- Amara, Boston, Massachusetts

”

Now take a couple minutes to fill out your Kind Pledge and then we will open the floor for a few of you to share your Kind Pledges, because it's really cool to hear some of the action steps you and your peers are going to take.

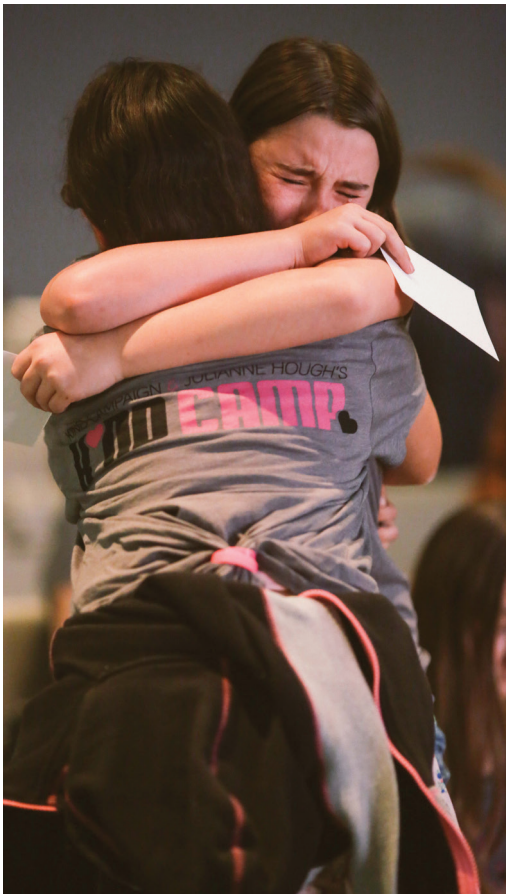
## KIND APOLOGY

Read the instructions and examples for the Kind Apology to your audience. Give them about 5 minutes to quietly fill out their apology. Do not open the floor for them to share. They are writing private and deeply personal things and we don't want anyone to feel pressured. **Instead, let your audience know that they will hand their apology to the person they have written it to after the assembly or the next time that they see them.**

## Kind Apology Script:

The Kind Apology is one of the most important parts of this assembly. This action step gives you the opportunity to write a personal apology to someone for something hurtful that you have said or done. Every single person in this room can apologize for something, myself included. It's important to remember that apologizing to someone is not only healing for the person that you're apologizing to, but it's also a healing thing for yourself as well, so that you don't have to look back on this chapter of your life and have regrets, wishing you could take something back. This little piece of paper has transformed thousands of friendships across the country, has started important conversations and has mended conflicts that have been going on for years. We are not going to open the floor for the Kind Apologies because I know you are writing really personal things. Instead, I want you to hand your apology to the person that you have written it to after the assembly or the next time that you see them. I know that may seem a little scary, but I promise, if you take this seriously, you will see the most impactful change happen.

Here are a couple examples of Kind Apologies shared by girls from Kind Campaign Assemblies across the country.



“ Dear Shantel,  
I'm sorry I got all the girls in school to turn on you. I did it because I was jealous of you. You didn't deserve the pain that you went through and I wish so badly that I could take it back. It had nothing to do with you and everything to do with myself and my own insecurities. You are truly a beautiful person inside and out. I'm so sorry.

KINDly,

Becca, Detroit, Michigan

”

“ Dear Kat,  
I'm sorry for not being there for you in your darkest moments. I should have stood up for you and not followed the group that was tormenting you. I should have been a better friend.

Thank you for forgiving me.

KINDly,

Charlotte, Boise, Idaho

”

Now take a couple minutes to quietly fill out your Kind Apology.

## KIND CARD

Read the instructions and examples of the Kind Card to your audience. Give them 3-5 minutes to quietly fill out their card. After they're done filling them out, open the floor and choose some of the students to line up at the front of the room to read their Kind Cards out loud to their peers. We recommend about 10 students, but this number can vary depending on the number of people who raise their hand and the amount of time you have remaining in your assembly. **Please let the students know that they will hand their Kind Card to the person that they have written it to after the assembly or the next time that they see the person.**

### Kind Card Script:

In our busy, everyday lives, we often forget to let people know how much we appreciate them. The Kind Card gives you the opportunity to give someone a compliment or a positive shout-out. It's amazing to see how a few kind words can completely change someone's day, and even someone's life. This Kind Card can be written to a close friend, or even to someone that you don't know very well. Just like the Kind Apology, you are going to give your Kind Card to the person you are writing it to after the assembly or the next time that you see them.

Here are some examples of Kind Cards written by girls from Kind Campaign Assemblies across the country.



“ Dear Vanessa,  
I know we have never really talked before but I just want you to know that your smile is contagious and I think of you as one of the nicest, most genuine people in our entire school. I would love to get to know each other better before we graduate. You're also such a talented artist!  
KINDly,  
Tianna, Sacramento, California ”

“ Dear Crystal,  
You have been there for me since elementary school. You stand up for what you believe in and you are honest. I love how you always stick up for people being picked on. Your courage inspires me to be a better person.  
KINDly,  
Chelsea, Charlotte, North Carolina ”

Now take a couple minutes to fill out your Kind Card and then we will open the floor for a few of you to share your Kind Cards. It's really powerful to hear some of the kind thoughts you have about others who may be sitting in this very room!

## 5. KIND CAMPAIGN FOUNDERS CLOSING VIDEO

The room will be buzzing with love and positivity after sharing the Kind Cards. Give the students a minute to feel that energy then settle them back into their seats and make sure the room is quiet.

### Kind Campaign Founders Closing Script:

**I'm so inspired by all of your courage to use your voices today and I want you to remember that you don't need a piece of paper to say "I'm sorry", to tell someone you appreciate them or to make a promise to yourself. We did these activities today with the hope that you will continue to practice this throughout the rest of the school year and your lives. Now that you've gotten to know the founders from the film, we are going to hear from Lauren and Molly one more time before we wrap up the assembly. Listen as they share some powerful messages with us that they hope we walk away with and implement into our daily lives.**

**Play the Kind Campaign Founders Closing video.  
The link is #4 in the Materials Menu on the Kind Campaign Dashboard.**

Please feel free to add any remarks to the Closing Message Script below that you feel may be relevant to your school and community. If you are starting a Kind Club at your school, inform your students of the information they need about how to sign up.

We suggest taking a group picture with your audience at the end of the assembly. This could be a great photo to include in the school yearbook or share on your school's social media (if you do, tag @kindcampaign)! We love seeing the faces of all the students who have become a part of our movement!



Closing Message Script:

Thank you so much for your active participation today! I have a few things to share before we dismiss. We are really excited to have our very own Kind Wall! There are Kind Walls in thousands of schools all over the world. As you exit today, go to

(fill in the blank with the location of your Kind Wall)

and write your Kind Pledge and Kind Card onto the Kind Wall.

We will hang this (fill in the blank with the location of the permanent central spot for Kind Wall)

so that you will be reminded of everything that took place today, while also continuing to add Kind Pledges and Kind Cards to the Kind Wall throughout the rest of the year. To connect directly with Lauren and Molly, you can follow Kind Campaign on social media @kindcampaign as well as their personal pages @laurenpaul8 and @mollymaethomps.

We would love to take a group picture with everyone, so stay seated and look up here and smile!

\*Snap the photo\*

Share dismissal instructions.





# CONGRATULATIONS! YOU FINISHED YOUR KIND CAMPAIGN ASSEMBLY!

We hope it was a powerful assembly and we cannot wait to hear about it.

## A FEW REMINDERS:

- Check in with your counselors and make sure you are aware of any students who need further support.
- Send your students the link for the Kind Campaign Participant Survey and instruct them to fill it out within three days following the Kind Campaign Assembly.
- Post your group photo on social media and tag @kindcampaign!
- Email your booker with any feedback about the process of hosting your assembly or anything you'd like to share about how your students responded to the assembly.
- If you are starting a Kind Club, start laying the groundwork and let your students know how they can get involved.



# KIND PLEDGE

By taking the Kind Pledge, I pledge to unite in kindness in an effort to end bullying.

I KINDly Pledge to: \_\_\_\_\_

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Name: \_\_\_\_\_

JOIN THE MOVEMENT  
@kindcampaign #kindpledge  
www.kindcampaign.com

# KIND PLEDGE

By taking the Kind Pledge, I pledge to unite in kindness in an effort to end bullying.

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Name: \_\_\_\_\_

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Name: \_\_\_\_\_

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www.kindcampaign.com

# KIND PLEDGE

By taking the Kind Pledge, I pledge to unite in kindness in an effort to end bullying.

I KINDly Pledge to: \_\_\_\_\_

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Name: \_\_\_\_\_

JOIN THE MOVEMENT  
@kindcampaign #kindpledge  
www.kindcampaign.com

# KIND APOLOGY

Dear, \_\_\_\_\_

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KINDly, \_\_\_\_\_

JOIN THE MOVEMENT  
@kindcampaign  
www.kindcampaign.com

# KIND APOLOGY

Dear, \_\_\_\_\_

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KINDly, \_\_\_\_\_

JOIN THE MOVEMENT  
@kindcampaign  
www.kindcampaign.com

# KIND APOLOGY

Dear, \_\_\_\_\_

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KINDly, \_\_\_\_\_

JOIN THE MOVEMENT  
@kindcampaign  
www.kindcampaign.com

# KIND APOLOGY

Dear, \_\_\_\_\_

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KINDly, \_\_\_\_\_

JOIN THE MOVEMENT  
@kindcampaign  
www.kindcampaign.com

# KIND CARD

Dear, \_\_\_\_\_

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KINDly, \_\_\_\_\_

JOIN THE MOVEMENT  
@kindcampaign #kindcard  
www.kindcampaign.com

# KIND CARD

Dear, \_\_\_\_\_

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KINDly, \_\_\_\_\_

JOIN THE MOVEMENT  
@kindcampaign #kindcard  
www.kindcampaign.com

# KIND CARD

Dear, \_\_\_\_\_

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KINDly, \_\_\_\_\_

JOIN THE MOVEMENT  
@kindcampaign #kindcard  
www.kindcampaign.com

# KIND CARD

Dear, \_\_\_\_\_

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KINDly, \_\_\_\_\_

JOIN THE MOVEMENT  
@kindcampaign #kindcard  
www.kindcampaign.com

# KIND WALL

The **Kind Wall** is a safe space for your student body to commune and share action steps and kind words to help create safer, kinder and more inclusive school hallways. Write your Kind Pledge and Kind Card onto the Kind Wall and become a part of the Kind Campaign movement!

WWW.KINDCAMPAIGN.COM | @KINDCAMPAIGN | #KINDCAMPAIGN #YOUCANSITWITHUS

## KIND PLEDGE

**WRITE AN ACTION STEP YOU WANT TO TAKE TO HELP UNITE YOUR SCHOOL HALLWAYS.**

EXAMPLE

I KINDly pledge to sit with students that I see sitting alone at lunch. I will stop participating in gossip and drama. -Amanda

I KINDly pledge to stand up for people and to not be a bystander, and to use my voice when I see injustice. -Deon

I KINDly pledge to be kinder to myself. To stop blaming myself and to reach out for help when I need it. -Kiara

I KINDly pledge to spread love and positive change across our community and into the world. -George



## KIND CARD

**IN OUR BUSY, EVERYDAY LIVES, WE OFTEN FORGET TO CELEBRATE ONE ANOTHER. USE THE KIND CARD TO SHARE A COMPLIMENT AND ENCOURAGE SOMEONE. IT CAN BE WRITTEN TO A CLOSE FRIEND, AN ACQUAINTANCE OR EVEN A STRANGER.**

EXAMPLE

Dear Maya,  
I know we have never really talked before but I just want you to know that your smile is contagious and I think of you as one of the nicest, most genuine people in our entire school. I would love to get to know each other better before we graduate. You're also such a talented artist!

KINDly, Sam

Dear Max,  
You have been there for me since elementary school. You stand up for what you believe in and you are honest. I love how you always stick up for people being picked on. Your courage inspires me to be a better person.

KINDly, Camilla

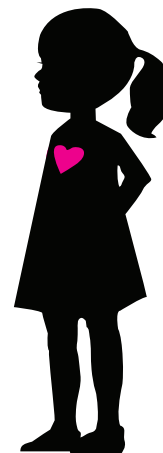
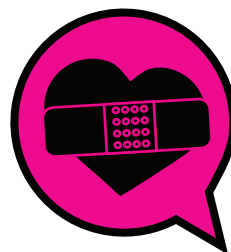
## DISCUSSION QUESTIONS

The following is a list of questions and themes to help facilitate a deeper discussion in small groups after your assembly. If you happen to have enough time during your assembly, feel free to dive into these with your audience. This is optional and can be utilized in whatever way is most beneficial. You could share these questions with teachers so that they can have discussions in their individual classrooms, you could plan for smaller breakout sessions on another school day or you could discuss these during a Kind Club meeting.

You can utilize all of the questions and themes below, choose a couple or even create your own questions that you feel are more relevant to your audience and community.

### QUESTIONS

- What words or thoughts come to mind when you think about females and the relationships we have with one another?
- Why do you think girl-against-girl bullying takes place?
- How have you seen female bullying evolve over time in both a positive and negative way?
- How does social media affect our relationship with ourselves and others?
- What are some beautiful and powerful words and thoughts that represent women and our relationships with one another?
- What action steps can you personally take to promote kindness and encourage inclusivity within your school hallways and community?
- What action steps can our faculty and community take to create kinder, more supportive and inclusive school hallways and help bring an end to bullying?
- If there is an incident on campus, do you know who to report it to or who to go to for support?
- Do you feel like there is a support system in place at school to rely on when bullying takes place?
- If so, what could we improve upon to make that system even more helpful? If not, what could that support system look like to be the most helpful for our student body?



### TALKING POINTS

- Social Media & Technology
- Family Life
- Peer Pressure
- Gender Stereotypes
- Insecurities



## HISTORY, MISSION & IMPACT



**KIND CAMPAIGN IS AN INTERNATIONALLY RECOGNIZED NONPROFIT ORGANIZATION THAT BRINGS AWARENESS AND HEALING TO THE NEGATIVE AND LASTING EFFECTS OF GIRL-AGAINST-GIRL BULLYING THROUGH THEIR GLOBAL MOVEMENT, DOCUMENTARY FILM, IN-SCHOOL ASSEMBLIES AND EDUCATIONAL CURRICULUMS.**

In February 2009, while attending Pepperdine University, Lauren Paul and Molly Thompson joined forces. Having both been affected by female bullying throughout their youth, the young women decided to create change by giving females a platform to speak out about this universal experience. What began as an idea for a documentary about girl-against-girl bullying, ultimately became Kind Campaign, a multi-platform movement that has transformed hundreds

of thousands of lives, friendships, classrooms and communities around the world.

Kind Campaign is proud to offer all of their school programs free of charge. With their documentary, assemblies, annual tours, Kind Club Curriculum, Kind Camp and their connected and deeply supportive online community, Kind Campaign serves as the premiere anti-bullying movement for girls and has impacted millions of individuals across the globe.

### REACH

- Kind Campaign co-founders, Lauren and Molly, have held Kind Campaign Founders Assemblies in over 600 schools across North America and the UK.
- Kind Campaign Assemblies have been held for over 500,000 students across the world.
- Over 2,700 Kind Campaign Assemblies have taken place in schools and communities since September 2010.
- On average, about 350 Kind Campaign Assemblies take place each school year, all of which are free of charge.
- Over 400 Kind Ambassadors volunteer to spread Kind Campaign Assemblies and Kind Clubs into their local communities.
- Kind Clubs have been implemented into over 700 schools.

*This information reflects Kind Campaign programming through 2020.*

### IMPACT

- 96% of girls surveyed were compelled to be kinder to girls after experiencing a Kind Campaign Assembly.
- Two out of every three girls apologizes to someone during or after a Kind Campaign Assembly.
- 90% of girls surveyed agreed that they did not want to participate in gossip or drama after experiencing a Kind Campaign Assembly.
- 90% of girls surveyed realized they were not alone because of the Kind Campaign Assembly.

*These statistics reflect data collected during Assemblies from August 2014 – May 2015. 4,000 students participated. Survey results analyzed by HK Impact Advisors.*

## PROGRAMS

“

I WAS AT THE KIND CAMPAIGN ASSEMBLY AT DRAPER PARK. YOU GUYS REALLY CHANGED MY POINT OF VIEW ON EVERYTHING. EVERY GIRL FRIEND I'VE HAD, I HAVE LOST. THIS MORNING WHEN I WOKE UP I WAS THINKING ABOUT COMMITTING SUICIDE. I CAME TO SCHOOL TODAY ON THE VERGE OF TEARS. I CAME UP AND SHARED MY KIND CARD. ONCE I GOT HOME I REALIZED THAT EVEN THOUGH SOME GIRLS CAN BE MEAN AND DON'T UNDERSTAND WHAT THEIR WORDS CAN DO THAT IT SHOULDN'T BE WORTH DYING OVER. YOUR ASSEMBLY TODAY? YEAH, IT SAVED MY LIFE.

”

– POSTED BY A GIRL NAMED RACHEL ONTO KIND CAMPAIGN'S INSTAGRAM AFTER A KIND CAMPAIGN ASSEMBLY



### KIND CAMPAIGN FOUNDER'S ASSEMBLY

The Kind Campaign Co-founders go on two tours a school year speaking throughout America, Canada and the UK. During the Founder's Assembly, Lauren and Molly share their personal testimonies, screen their documentary film, *Finding Kind*, and facilitate life-changing interactive activities and discussions. Lauren and Molly speak in about 70 schools every school year.

### KIND CAMPAIGN ASSEMBLY

Kind Campaign Assemblies are facilitated by faculty and volunteers almost every day of the school year in communities across the globe. Kind Campaign provides each school with a comprehensive Assembly Guide, their documentary *Finding Kind*, and Kind Campaign's life-changing interactive activities. On average, 350 Kind Campaign Assemblies take place every school year.

### KIND CLUB CURRICULUM

Kind Clubs offer a safe and supportive space for students to come together to have deep and meaningful discussions and to create stronger and healthier relationships with themselves and their peers. This year long curriculum encourages students from all walks of life to come together to create kinder and more inclusive communities and has empowered hundreds of school hallways. Introspective exercises, team-building activities and community service projects throughout the curriculum provide students with life-changing experiences and tools.

### KIND AMBASSADORS

Kind Campaign's official volunteer program, Kind Ambassadors, gives people across the world the opportunity to spread Kind Campaign Assemblies and Kind Clubs into their local schools and communities. There are currently over 400 active Kind Ambassador volunteers creating change in their communities across the world! If you are interested in learning more about this program, please fill out the application on [www.kindcampaign.com](http://www.kindcampaign.com) and email the completed form to [kindambassadors@kindcampaign.com](mailto:kindambassadors@kindcampaign.com).



**JOIN THE MOVEMENT**

[www.kindcampaign.com](http://www.kindcampaign.com)

[@kindcampaign](https://www.instagram.com/kindcampaign)

**YOU CAN SIT WITH US**



# kindcampaign

WWW.KINDCAMPAIGN.COM | @KINDCAMPAIGN

## MISSION

Kind Campaign is an internationally recognized nonprofit organization that brings awareness and healing to the negative and lasting effects of girl-against-girl bullying through their global movement, documentary film, in-school assemblies and educational curriculums.

### GET INVOLVED

- Host a Kind Campaign Assembly
- Start a Kind Club
- Make a Kind Pledge, give a Kind Apology and share a Kind Card
- Become a Kind Ambassador Volunteer
- Spread the word
- Join the Kind Community on social
- Sport Kind apparel
- Donate



TO BOOK AN ASSEMBLY VISIT  
[WWW.KINDCAMPAIGN.COM](http://WWW.KINDCAMPAIGN.COM)

TO VOLUNTEER, EMAIL  
[KINDAMBASSADORS@KINDCAMPAIGN.COM](mailto:KINDAMBASSADORS@KINDCAMPAIGN.COM)

### ALWAYS REMEMBER

- You are not alone.
- Do not be a bystander.
- Everyone has a story.
- Use technology wisely & kindly.
- If you are struggling, ask for help. Seek support from a school counselor, family member or teacher.
- When conflict arises, avoid gossip by talking directly with the other person about the issue.
- When your school hallways feel overwhelming, know that there are so many chapters ahead. It gets better.
- Be Kind. It feels better.
- You are perfect just as you are.
- You can change the world with your friends.

GET READY FOR A LIFE CHANGING

# KIND CAMPAIGN ASSEMBLY!



Kind Campaign is an internationally recognized nonprofit organization that brings awareness and healing to the negative and lasting effects of girl-against-girl bullying through their global movement, documentary film, in-school assemblies and educational curriculums.

Follow them on social media so you get to know the founders and learn more about the movement before your assembly!



Find out more about Kind Campaign  
[WWW.KINDCAMPAIGN.COM](http://WWW.KINDCAMPAIGN.COM)  
[@KINDCAMPAIGN](https://twitter.com/KINDCAMPAIGN)

**YOU CAN SIT WITH US**



DATE: \_\_\_\_\_ TIME: \_\_\_\_\_ LOCATION: \_\_\_\_\_

Kindly coordinated for you by **Indieflix**

# KIND CLUBS



After seeing the positive change that was created during Kind Campaign assemblies, Lauren and Molly were inspired to create a curriculum that would take the conversation outside of the assembly and into the rest of the student's school year. Kind Club is a 19-week curriculum written by Kind Campaign founders, Lauren Paul and Molly Thompson, and is endorsed by self-esteem expert, author and girl-world guru, Jessica Weiner. Kind Club meetings were designed to be led by a Kind Club Mentor which could be a faculty member, college student, parent, local community member, or Kind Ambassador. The curriculum's meeting schedule is based on a school that is able to meet every other week, but it is adaptable and can easily be adjusted to your school's schedule.

**KIND CLUBS OFFER A SAFE SPACE FOR STUDENTS TO COME TOGETHER TO CREATE A STRONGER AND HEALTHIER RELATIONSHIP WITH THEMSELVES AND THEIR PEERS.**

This year long curriculum encourages students from all walks of life to come together to create kinder and more inclusive communities and has empowered hundreds of school hallways. Introspective exercises, team-building activities and community service projects throughout the curriculum provide students with life-changing experiences and tools.



There are currently hundreds of active Kind Clubs across the world. We would love for your school to start one too!

For more information on how to start your own Kind Club, please email [PRODUCTMANAGER@KINDCAMPAIGN.COM](mailto:PRODUCTMANAGER@KINDCAMPAIGN.COM) or visit [WWW.KINDCAMPAIGN.COM](http://WWW.KINDCAMPAIGN.COM)



## CONTACT INFORMATION

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If you have any questions about your upcoming assembly, please contact your IndieFlix booker at [findingkind@indieflix.com](mailto:findingkind@indieflix.com)

For more information about Kind Campaign school programs and volunteer opportunities, check out [www.kindcampaign.com](http://www.kindcampaign.com).

[@KINDCAMPAIGN](https://www.instagram.com/KINDCAMPAIGN)