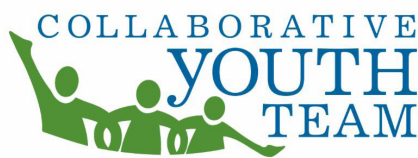


Kickstart

March's Month of Kindness
with the **#RAKChallenge!**

This proactive and positive initiative focuses on random acts of kindness for anyone, anywhere.



The Collaborative Youth Team of Illinois is made up of 35 area non-profits who develop community-wide strategic plans to increase awareness, stimulate discussion, and facilitate action to improve the health and well-being of children, youth, and families.

This year, the community-wide plan is to encourage kindness through posting Random Acts of Kindness on social media, using the hashtag **#RAKChallenge**, and tagging friends, family, businesses/organizations to take the challenge too!

The Challenge Instructions

- Document yourself performing or explaining via video, picture, or writing/status update the Random Act of Kindness that you partook in or experienced
- Challenge others by tagging an individual or organization to take the **#RAKChallenge**
- Make sure to use hashtag **#RAKChallenge** in your post

Examples of Random Acts of Kindness

- Invite a new friend to sit with you at lunch
- Lend a pencil to a friend or coworker
- Thank someone who has helped you
- Give someone a random compliment
- Entertain someone with a happy dance to make them smile

But Wait...There's More!

- On March 2nd, from 4-10 PM we have our own "Because Kindness Matters" Snapchat Filter in Downtown Naperville
- Throughout March, we have two Facebook Profile Picture Frames available to use for Kindness Month Awareness

#RAK
CHALLENGE

A yellow speech bubble with a black outline and a dotted pattern. Inside the bubble, the text "#RAK CHALLENGE" is written in white, bold, sans-serif font. The bubble is positioned over a blue background that features a circular graphic with the text "random acts of kindness" written around its perimeter.

random acts of kindness

Kindness matters in our schools and we should lead by example and get this campaign off the ground together! We have **#RAKChallenge** stickers for you to hand out to students, in hopes you will explain the importance of being kind to others.

Media Kit Link to the RAK Landing Page

<https://www.kidsmatter2us.org/programs/rak-challenge>

