777

365GIVE WORLD KINDNESS DAY CAMPAIGN

KINDNESS CAMPAIGN

7 Days. 7 Ways to Be Kind.
777 Acts of Kindness.

WORLD KINDNESS DAY · NOV 13 | INDIVIDUALS | WORKPLACES | COMMUNITY GROUPS | USE ALL YEAR

World Kindness Day is November 13. But why celebrate kindness for just one day?

At 365give, we believe kindness is something we practice every day.

Small acts of kindness can strengthen our connections, support our happiness and create positive impact in the world.

This World Kindness Day, we're inviting you to turn kindness into action.

WHY 777?

Your lucky number for doing good.

Seven has long been considered a lucky number, and 777 is often associated with positive energy and good fortune.

But at 365give, we believe good things don't happen by luck alone. They happen when people choose to take action.

7 Days. 7 Ways to Be Kind. 777 Acts of Kindness.

1

START WITH YOU

7 Days. 7 Ways to Be Kind.

Complete one small act of kindness every day for seven days.

PAGE 2

2

GIVE TOGETHER

7 Ways to Make a Difference.

Bring friends, neighbours, coworkers or your community group together to support a cause.

PAGE 3

3

THE 777 CHALLENGE

777 Acts of Kindness.

Start with 7 people, invite others to join and work together toward 777 acts of kindness.

PAGES 4–5

One small action can make someone's day. Imagine what we can do together.

7 DAYS. 7 WAYS TO BE KIND.

YOUR 7-DAY KINDNESS CHALLENGE

Seven days. Seven small actions. Start whenever you're ready.

K	DAY 1	**KIND WORDS** Send an unexpected thank-you message to someone who has made a difference in your life.	☐
I	DAY 2	**INCLUDE** Invite someone to join you for coffee, a walk or a conversation.	☐
N	DAY 3	**NOTICE** Notice someone who could use a hand and offer five minutes of your time.	☐
D	DAY 4	**DO GOOD** Complete one small act of kindness for someone without expecting anything in return.	☐
N	DAY 5	**NURTURE CONNECTION** Reach out to someone you haven't spoken to in a while.	☐
E	DAY 6	**EMBRACE SELF-CARE** Take 15 minutes to do something that supports your own happiness and well-being.	☐
SS	DAY 7	**SPREAD KINDNESS** Invite someone to complete an act of kindness with you.	☐

WHY PRACTICE KINDNESS EVERY DAY?

Because we become what we practice.

When we make kindness part of our daily lives, we build stronger connections, support our well-being and create positive impact.

Your challenge doesn't end on Day 7. Keep going!

FRIENDS. NEIGHBOURS. COWORKERS. COMMUNITY.

7 WAYS TO GIVE TOGETHER

Want to make a bigger difference? Bring people together for a giving drive!

WHAT'S A GIVING DRIVE?

A giving drive is when people come together to collect items or take action to support a local charity, community organization or cause.

BEFORE YOU START Contact a local organization to find out what they need and how your group can help.

01
FILL THE SHELVES
Collect non-perishable food for a local food bank.

02
WARM FEET, HAPPY HEARTS
Collect new socks for people experiencing homelessness.

03
SHARE THE WARMTH
Collect hats and gloves for people who need them.

04
EVERYDAY ESSENTIALS
Collect new toothbrushes, toothpaste, soap and deodorant for a local shelter.

05
PAWS FOR A CAUSE
Collect pet food, toys and treats for a local animal rescue.

06
SHARE A STORY
Collect books for a children's charity or an organization accepting donations.

07
CLIMATE IMPACT
Organize a neighbourhood cleanup, plant native species where permitted or participate in a local environmental project.

One group. One cause. A whole lot of good.

SHARE THIS PAGE WITH YOUR WORKPLACE OR GROUP

THE 777 COLLECTIVE IMPACT CHALLENGE

CAN YOUR GROUP REACH 777 ACTS OF KINDNESS?

Start with a group of 7. Invite others. See what you can do together.

HOW IT WORKS

1	**GATHER YOUR 7**	Invite seven friends, coworkers, neighbours or community members to join you.
2	**INVITE MORE PEOPLE**	Ask everyone to invite another person. Keep inviting friends, neighbours and coworkers to join.
3	**START A KINDNESS CHAT**	Create a group chat to invite participants, share encouragement and celebrate your progress.
4	**TRACK YOUR KINDNESS**	Everyone records their own acts of giving using the free 365give Impact Tracker.
5	**CELEBRATE TOGETHER**	At the end of your challenge, share your individual totals, add them together and celebrate your collective impact!

THE MATH OF KINDNESS

Just 2 small acts of kindness per person, per day!

7	14	28	56
PEOPLE	PEOPLE	PEOPLE	PEOPLE
56 DAYS	28 DAYS	14 DAYS	7 DAYS!

Based on everyone completing two acts of kindness each day.

The more people who join, the faster you reach 777!

2 ACTS OF KINDNESS. LESS THAN 7 MINUTES A DAY!

Making a difference doesn't have to take much time. Choose two small acts of kindness each day. You can do both in less than seven minutes!

1. **Give someone your place:** Let someone go ahead of you in line.
2. **Leave a little surprise:** Leave a cheerful handwritten note for someone to discover.
3. **Buy a coffee:** Buy the next person in line a coffee.
4. **Make a space better:** Tidy a shared space that everyone uses.
5. **Save a little energy:** Turn off unused lights and unplug something you're not using.
6. **Care for the planet:** Pick up seven pieces of litter during your walk.
7. **Give yourself a break:** Take a few minutes today to do something you love.

Two small acts a day. Everyone can make a difference.

READY-TO-SHARE INVITATION — COPY & PASTE INTO YOUR GROUP CHAT

"I'm starting a 777 Kindness Challenge! We're getting friends, coworkers and neighbours together to complete 777 acts of kindness. All you need to do is two small acts of kindness a day. Want to join us?"

YOUR COLLECTIVE IMPACT

YOUR 777 KINDNESS TRACKER

Track individually. Celebrate together.

HOW TO TRACK YOUR IMPACT

1
DO GOOD
Complete your daily acts of kindness.

2
TRACK YOUR ACTIONS
Record your acts of giving using the free 365give Impact Tracker.

3
SHARE YOUR TOTAL
At the end of the challenge, tell your group organizer how many acts of kindness you completed.

4
ADD THEM TOGETHER
Combine everyone's totals to see how close your group came to 777.

5
CELEBRATE YOUR IMPACT
Reached 777? Celebrate! Not there yet? Keep going until you reach your goal.

OUR SUPER 7

Seven people. One shared goal. 777 acts of kindness.

OUR GROUP NAME _____

NUMBER OF PARTICIPANTS _____

CHALLENGE START DATE _____

1 Each of the Super 7 invites seven more people to participate.

2 Everyone tracks their own acts of giving using the free 365give Impact Tracker.

3 At the end of seven days, each participant shares their total with the person who invited them.

4 Each of the Super 7 adds up their group's acts of kindness and records one total below.

OUR SUPER 7	TOTAL ACTS FROM YOUR GROUP
1.	
2.	
3.	
4.	

OUR SUPER 7	TOTAL ACTS FROM YOUR GROUP
5.	
6.	
7.	
SUPER 7 TOTAL	

OUR COLLECTIVE IMPACT

_____ / 777

ACTS OF KINDNESS

WE REACHED 777 ON: _____

Keep the kindness going

World Kindness Day may be one day, but kindness can become part of every day. **Keep practicing. Keep inviting others. Keep making a difference.**

Track Your Kindness. See Your Impact.

Use the free 365give Impact Tracker to record your acts of giving and discover the positive impact you're creating.

365give.ca/impact-tracker