

Spread Kindness

Toolkit



Purpose of *Spread Kindness*

As we dive into the new year, we're thrilled to introduce the Spread Kindness Campaign—an initiative designed to cultivate a culture of compassion and positive engagement within our community and the dedicated Leon County Sheriff's Office (LCSO).

Aligned with our overarching theme for 2024, the "Year of ENGAGEMENT," our campaign aims to redefine and celebrate the profound quality of kindness. We encourage citizens and employees alike to embody acts of generosity, consideration, and support, renewing our commitment to being genuine in our words and actions.

In tandem with our ongoing efforts to fight crime and ensure the safety of our community, the Spread Kindness Campaign takes a dual-focused approach. With an emphasis on individual acts of kindness, we seek to not only reduce crime rates, discrimination, and workplace stress but also enhance overall morale and unity. We believe that by harnessing the psychological and physical benefits of kindness, we can create a healthier, more connected community where kindness becomes a guiding principle for positive change.

To assist you in becoming active participants in this transformative initiative, we've created the LCSO Spread Kindness Campaign Toolkit. This toolkit is your go-to resource for understanding the campaign's goals, accessing challenge cards for monthly acts of kindness, and learning how to initiate your own Kindness Challenge in your business or office.

We measure the success of the campaign through social engagement metrics, community feedback, and real-life stories, ensuring a sustained and meaningful impact on both the agency and the community it serves. Ultimately, LCSO wants to encourage compassion, empathy, and foster a community where kindness is not only valued but actively practiced as the norm.

Join us on this exciting journey to create a positive and connected Leon County.

Kindness in the Community

Here's how it works:

THE CAMPAIGN IS EASY, EFFECTIVE AND ENGAGING! There is no cost or commitment for you to participate in LCSO's Spread Kindness Campaign. We've created these free tools for everyone to use, to help spread the word.

Spread Kindness PSA

SHARE THE PSA:

We all know a kind word or action can change your day for the better. Someone saying, "thank you" or "you're doing a great job" can really boost your happiness and inspire you to pay it forward or do something nice for others.

This video was created to coincide with the launch of LCSO's Spread Kindness campaign and features Leon County community leaders, families impacted by gun violence and influencers.



FIND IT NOW:

30 SECOND PSA:

<https://youtu.be/mV19cmKESFO>

60 SECOND PSA:

<https://youtu.be/GhF1uE96nrc?si=cDKXRoy1FDG2iyOr>

Spread Kindness Challenge Cards

DOWNLOAD A CARD & TAKE THE CHALLENGE:

Challenge yourself, your family & friends to complete an act of kindness each month. By doing these small and simple acts of kindness, you will not only teach others about compassion but also demonstrates how easy it is to be kind to others.



**COMMUNITY
KINDNESS CHALLENGE CARD**

JANUARY Write and deliver a kind note to someone.	FEBRUARY Give flowers to someone.	MARCH Volunteer at a community event.
APRIL Donate new or gently used items to a non-profit.	MAY Call someone you have been meaning to reach out to.	JUNE Pay for someone's order in the drive thru.
JULY Send a motivational text to a friend.	AUGUST Send someone you know a picture of a cute animal.	SEPTEMBER Contact someone you know and arrange to meet face to face.
OCTOBER Make and send a care package to someone.	NOVEMBER Dance in the mirror to your favorite song. (You earned it!)	DECEMBER Help a neighbor with a small task.

Share Your Kindness Journey & Tag Us!
@leonflso
@leoncosherriff
#ALLInforKindness

Spread Kindness
www.leoncountysso.com

One simple act of kindness can make someone else's entire day better and can even help change someone's life.

To share your journey with us, hashtag #ALLInforKindness and tag the Leon County Sheriff's Office on your social pages with pictures of your acts of kindness.