

SCHOOL KINDNESS CAMPAIGN

Before this meeting, assemble a planning team with club officers and three to five club members. As a team, review this agenda and the attached resources prior to the meeting. After reviewing, gather your team's ideas to share at the next club meeting. In addition, identify as a team other school groups that might participate in this campaign. It could be conducted virtually or in person depending upon the school's status and regulations.

1. Welcome

- a. Introductions and icebreakers.
 - i. Introduce officers.
 - ii. Introduce advisor.
- b. Introduce guests — [include icebreakers.](#)

2. Old business

- a. List all outstanding club projects from the last few months. What has been completed? What is still outstanding?
- b. Review the assignments for those remaining projects. Make sure everyone, including guests, is involved.

3. New business

- a. As a group, watch the video, "[What is Kindness?](#)" Compile your club's own list defining kindness and why it is important. Ask your club these questions related to kindness in your school:
 - i. Is more kindness needed in your school?
 - ii. Are there other school groups that could work with Key Club on a kindness campaign?
 - iii. After your club discusses these questions, have the planning team share their list of possible campaign partners.
- b. Next, have your club watch the video, "[Give a bit: How kindness conquers during the COVID-19 pandemic.](#)" Brainstorm a list of activities that could be part of the campaign.
- c. Check out [kindness campaign resources](#) to see how others around the world are spreading kindness and acts of kindness your club can do.
- d. Answer these questions. Research information if necessary:
 - i. Will your kindness campaign be a virtual or in-person effort? What are your school's guidelines and regulations?
 - ii. Will it be a single day, several days or a week?
 - iii. How will you show kindness to everyone in the school community — students, teachers, administrators, counselors, custodians, cafeteria workers, health workers and parents?
 - iv. How will your club and club partners work together to create an impactful kindness campaign?
- e. Have the planning team consider all input and prepare a complete plan for a kindness campaign meeting with club partners. The Key Club advisor can help with any approvals needed from school administration.

4. Home project

- a. Refer to the open projects review from earlier in the meeting and review assignments.
- b. Check in with new officers to see how their training meetings are going.
- c. Save time for the kindness campaign planning committee to schedule their meeting.

5. What's next

- a. Awards and contests — Recognize excellent Key Club International clubs and club officers. For more information on how to nominate clubs and officers for awards, visit the [distinguished officer nominations page](#) for district-level awards and the [contests and awards entry page](#) for club contests.
- b. Leadership development — Key Club International is introducing another way for members to continue learning and gaining leadership skills. The [Global Leadership Certificate pilot program](#) is for active Key Club members. Through videos, assessments, resources and activities, members gain leadership skills and stand out as candidates for college, trade schools or employers.
 - i. Pilot courses include Civic Engagement, Strategic vs. Tactical Leadership and Putting Your Passions Into Practice.
 - ii. Encourage your Key Club members to be among the first to test this new program. [Register to begin courses today](#).

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