



Elementary  
School Week

**DO  
GOOD.  
BE KIND.®**



**“If we graduate a generation of children who can read and write and know math and science, but do not know how to be kind to one another, we will have failed.”**

— Angela Kriesler, Principal,  
Rancho Elementary School

**Do Good. Be Kind.®** is on a mission to re-introduce simple values of kindness and accountability and to flip the script on traditional anti-bully messages. We do this through a social-emotional experience that begins in schools and ripples out into the community.

### **Goals:**

1. Deliver a memorable, fun, impactful experience for the school community.
2. Invite students to adopt values of accountability and kindness through simple daily actions.
3. Remind students of their ability to create a positive ripple effect in the world.

*As Featured On:*



**ABC7 News Good Things Utah**

*Winner of:*

Marin County Education






Golden Bell Awards

**Novato PTA Honorary Service Award**



# Suggested Calendar of Events

**Do Good. Be Kind.\*** Week kicks off with an assembly where all teachers and staff are wearing their **Do Good. Be Kind.** apparel. Using story-form teaching we introduce the students to the five **Do Good. Be Kind.** Pillars:

-  **Be Accountable**
-  **Do Good**
-  **Be Kind to Yourself**
-  **Be Kind to Others**
-  **Be Kind to the World Around You**

## 7–10 Days in Advance

**Do Good. Be Kind.** week begins with a brief, 10–15 minute invitation to teachers and staff one week prior to the program launch.

## Mon

### Welcome Assembly

Introduce the core principles and values of **Do Good. Be Kind.**  
*(may be divided by upper/lower grades).*

## Tue



*Pillar:*  
**Be Kind to Yourself**

## Wed



*Pillar:*  
**Be Kind to Others**

## Thurs



*Pillar:*  
**Be Kind to the World Around You**

## Fri



**Staff-led wrap-up assembly**  
Welcome to the **Do Good. Be Kind.** team!

## We Exist to Make a Difference

After **Do Good. Be Kind.** week, we will introduce Do Good Crew, a leadership opportunity that invites the school community to participate in activities and inspiration to help foster a **Do Good. Be Kind.** culture.

### Activities Legend:



#### Daily Fistbump:

Each morning during **Do Good. Be Kind.** week, the school is encouraged to recognize 3–5 students whose behavior or actions are aligned to **Do Good. Be Kind.** Students are given “Fistbump” stickers that they can also pass along when they recognize others doing good and being kind.



#### Fill-The-Fence Challenge:

Our all-weather tags are a fun way for the school community to record acts of kindness and show how quickly they can add up. These tags can be placed on a fence or other visible area.



#### The Pledge:

As a symbol of being part of a bigger team, students and staff are invited to sign a pledge banner and are given their **Do Good. Be Kind.** wrist band saying “**My pledge to Do Good. Be Kind.**”



#### Spirit Wear\*:

If the school has opted to provide **Do Good. Be Kind.** apparel, we encourage the students to wear it on this day. This is a good time to remind them that they are part of a worldwide team and invite them to live and share the values in their daily actions.

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\*If the school opts for all students to receive co-branded **Do Good. Be Kind.** apparel



# FAQs

**Why Do Good. Be Kind.® ?** We've introduced a simple motto that evokes action and fosters positive change. There is no political agenda and kids of all ages love it!

**Why a full week?** Interviews and experience have taught us that too many costly assemblies are flash-in-the-pan, one-day events that do not foster real cultural change.

**Can our PTA and parents also get Do Good. Be Kind. apparel?**

Yes! We'll provide you with a unique code to use on our retail site: [dogoodbekind.life](https://dogoodbekind.life)

**What does the Do Good. Be Kind. Elementary School Week Program cost?**

The cost of the assembly package is \$1500 and includes the following:  
1,000 fence tags, 2 banners, Do Good. Be Kind. wristbands and stickers for all students and staff, lanyards for all staff, and 100 Fistbump stickers.

**Are sponsorships or funding available?** Most schools reach out to local business sponsors, use PTA funds, school budget, or a combination of these three things to fund their **Do Good. Be Kind.** week.

**Will the logos of our sponsors go on the shirts?** We want to keep the message and design as simple and pure as possible, so we limit the shirt designs to include only the **Do Good. Be Kind.** motto and school logo. We recognize sponsors at the assemblies, on the school's Pledge Banner, and on social media.

**Is a third-party sponsorship tax deductible?** For tax deductible contributions, we recommend making a payment directly to the school

or PTA with the designation of **Do Good. Be Kind.** Week. §

**Do the shirts really have magical powers?** It's hard not to live up to a motto you wear publicly. Here's what a guitar playing, woodworking dad from Petaluma, CA wrote:

*"Got stopped (AGAIN) in South Tahoe today; 'May I ask where you got that awesome shirt?' My **Do Good. Be Kind.** shirt is my favorite shirt. Not only is it soft and amazing, but I meet the nicest people whenever I wear it. And if that weren't enough, I just tend to do more good and be more kind whenever I wear it.. It holds me accountable to be my best."*

—Darren Thompson, Owner Reclaimed Sonoma



## Are you ready to flip the script?

Let's do this together! Sign up, ask questions, customize activities, and get tips on acquiring sponsorship.

Contact us today: [schools@dogoodbekind.life](mailto:schools@dogoodbekind.life)

#DoGoodBeKind

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§ Do Good. Be Kind.® does not specialize in tax accounting. For deductions and other questions related to your sponsorship, we recommended consulting with your CPA or tax attorney.

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