



**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

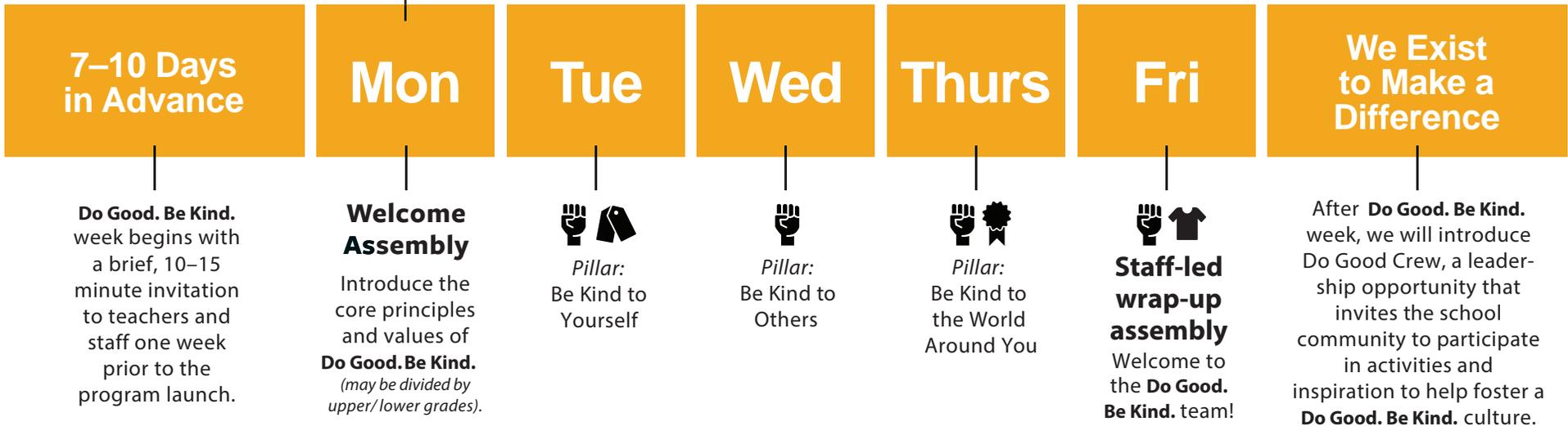
Novato PTA Honorary Service Award



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**



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.



*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

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

#DoGoodBeKind

 facebook.com/dogoodbekind

 @dogood.bekind

 @DoGood_BeKind

**DO
GOOD.
BE KIND.**

[§] 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.

Do Good. Be Kind.® is a registered trademark of DGBK Enterprises, LLC. Reg. U.S. Pat. & Tm. Off.