



VIRTUAL FOUNDER'S TOUR

ASSEMBLY GUIDE

REMOTE LEARNING



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Please read through the entire Assembly Guide so that you feel prepared for your Kind Campaign Assembly.

If you have any questions or concerns leading up to your assembly, please email findingkind@indieflix.com.

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ASSEMBLY PREPARATION

1. FOUNDERS CONFERENCE CALL

You were selected as a part of Kind Campaign's Virtual Founders Tour - yay! Founders Conference Calls, with Kind Campaign co-founders Lauren Paul and Molly Thompson, happen multiple times a month. On your Founders Conference Call, Lauren and Molly will walk you through the logistics of the Founder's Assembly and will answer any questions you have. Reach out to your booker to find out upcoming conference call dates.

2. COUNSELORS

We strongly advise you to have a school counselor on the Zoom to experience the Virtual Founders Assembly. We recommend having your school counselor available via email and/or phone call for any students who need extra support. The subject matter can bring up sensitive issues and certain students may need to seek counsel during or after the assembly. Start to have conversations with your school counselors to see if they can be available or if they have any of their own ideas for how they can support the students remotely.

3. INTERACTIVE ACTIVITIES

There are three interactive activities that we will be facilitating with the students during the assembly: the Kind Pledge, Kind Apology and Kind Card. There are two ways for your students to participate in the interactive activities. The recommended way, if possible for your school, is for you to print and cut these and provide 1 Kind Pledge, 1 Kind Apology and 1 Kind Card to each of your students via a materials pick up at school. If your school is not able to facilitate the students receiving the cards ahead of the assembly, you will find a PDF attachment in the email from IndieFlix to send to your students ahead of the assembly.

4. VIRTUAL KIND WALL

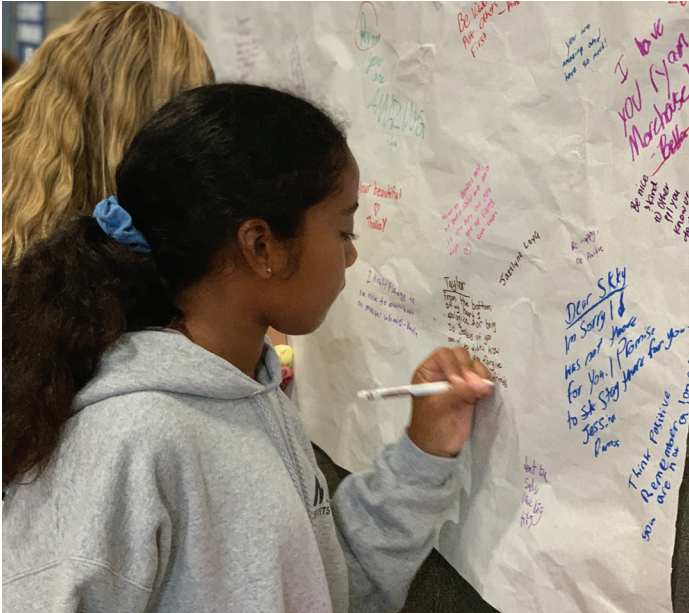
There are Kind Walls in thousands of schools all over the world! Schools have also created Virtual Kind Walls to showcase the positive action steps and kind words that have been shared by their students. Your school's Virtual Kind Wall can be created by using a hashtag specific to your school.

For example, if your school is called Frankford Middle School, your school's Virtual Kind Wall hashtag would be: #FrankfordMSxKindWall or #FrankfordxKindWall.

Here are the simple steps to create your Virtual Kind Wall:

1. Share your school's unique hashtag with your students.
2. Have your students post a picture of their Kind Pledge and Kind Card onto social media and tag @kindcampaign + your school's hashtag.

When you click your schools hashtag you will see all of the Kind Pledges and Kind Cards shared by your students! This will create a powerful space showcasing your students' voices. Let your students know that they can continue to add new Kind Pledges and Kind Cards to your school's Virtual Kind Wall throughout the rest of the year!



ASSEMBLY COUNTDOWN CHECKLIST

Listed below are some tips to help prepare you for your assembly!
Feel free to utilize whatever works for you.

GET STARTED NOW

- Identify faculty and volunteers who are available to help with the planning and execution of your assembly.
- Post your assembly details on your website, local community calendars and social media outlets.
- Reach out to local press.
- If your school has an email database, include your assembly information in the monthly newsletter.

ONE TO TWO WEEKS BEFORE YOUR ASSEMBLY

- Participate in the Kind Campaign Founders Conference Call.

ONE TO TWO DAYS BEFORE YOUR ASSEMBLY

- **Print and cut Kind Pledges, Kind Apologies and Kind Cards.** The templates for these activities are in the Materials section of this packet. If possible, each person experiencing the assembly should have a paper copy of these activities by including them in your students materials pick-up at school. If that is not possible, please email your students the Interactive Activities PDF that was included in your email from IndieFlix.
- Email your students the Registration Link you received from IndieFlix's tech producer and instruct them to register via the link prior to the assembly.
- Test all audio/visual equipment for the virtual assembly.

THE DAY OF YOUR ASSEMBLY

- Have all of your materials accounted for:
 - Virtual Founders Assembly Invite email with link to connect to Live Assembly
 - Kind Campaign Assembly Guide
- Click on the link that you received from IndieFlix to log into the Live Founders Assembly about 15 minutes prior to the start to the assembly. The tech producer will test your microphone and camera to ensure that you are ready to welcome everyone at the start of the assembly.

AFTER THE ASSEMBLY

- Gathering data helps us raise money to provide free Kind Campaign Assemblies. If possible, have each person at your assembly take the Kind Campaign survey within 1-3 days after the event. The link to the survey is on the Kind Campaign Dashboard.
- We love to hear feedback! Please let us know how the booking, planning and execution of your assembly was for you. We'd also love to hear how your assembly went and anything special that you witnessed between your students during or after the assembly. If you feel comfortable sharing feedback, please email your booker.

PROMOTE

Spreading the word about your assembly is a great way to help spread the word about Kind Campaign's mission and free school programming, while also sharing your school's dedication to create positive change with your community. We wrote a press release that was included in the email from your booker at IndieFlix, for you to access and download if you are interested in using it to promote your assembly..

LOCAL PRESS

- Local reporters, writers, and radio hosts covering education and mental health
- Local Bloggers
- School and University Newspapers

LOCAL SCHOOLS

- Principals and Faculty
- School Board and Superintendent's Office
- PTA
- Parents and Students
- School Counselors
- University Professors
- University Campus Clubs and Organizations

LOCAL HEALTH CARE PROFESSIONALS

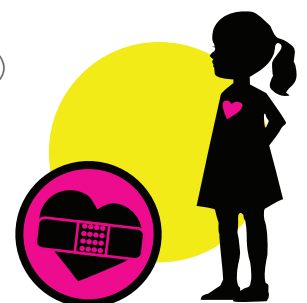
- Psychologists, Therapists, Counselors
- Mental Health Professionals
- Social Workers
- Educational Consultants
- Pediatricians

SOCIAL NETWORKING SITES

- Instagram, Twitter and Facebook
- Email Newsletters

COMMUNITY PROGRAMS

- Local/State Education Departments
- Local Youth Groups and Teen Programs (YMCA, Girl Scout Troops)
- Local Library and Community Centers
- Parent Education Groups
- Policymakers (Your Mayor, Local Congressmen)
- Local Religious Leaders



FUNDRAISE

Donations to Kind Campaign help support our Free To Be Kind Initiative, which provides Kind Campaign Assemblies and Kind Clubs free of charge to thousands of schools across the globe.

If your school or PTA is able and interested in donating to Kind Campaign, a 501(c)3 non-profit organization, find out details at kindcampaign.com/donate.



KIND CAMPAIGN ASSEMBLY GUIDE

RUN OF ASSEMBLY

1. WELCOME
2. VIRTUAL FOUNDER'S ASSEMBLY
3. INTERACTIVE ACTIVITIES
4. POST ASSEMBLY CLOSING MESSAGES

The following scripts and guidelines will help you properly navigate your Kind Campaign Assembly.



The text in pink is a script we have provided for the assembly facilitator to read aloud to the audience. The facilitator can tweak the language to make it feel natural to the way they normally speak, but should stay on script as much as possible.

1. WELCOME

Click on the link in the email you received from IndieFlix to begin the live Founders Assembly. After logging into Zoom, IndieFlix's tech producer will test your audio and visual setup to ensure that the students will be able to see and hear you. At the direction of the tech producer, please read the pink welcome script below.

Welcome Script:

Hi everyone! We have come together to talk about an important issue that affects every single person participating in this assembly today. My hope is that you leave today feeling inspired, loved and ready to create positive change.

Kind Campaign is an internationally recognized nonprofit organization that brings awareness and healing to the negative and lasting effects of girl-against-girl bullying through their global movement, documentary film, in-school assemblies and educational curriculums.

Since its founding in 2009, Kind Campaign Assemblies like this one have taken place in thousands of schools around the world and have changed and saved hundreds of thousands of friendships and lives. By attending and participating in this assembly, YOU are choosing to take a stand and make girl world a kinder place.

We are so excited to be a part of Kind Campaign's first Virtual Founders Tour and we have live with us today the founders of Kind Campaign. They are also the filmmakers and stars of the documentary we will be watching soon. Now I'd like to introduce Lauren and Molly as they share their personal testimonies and why they started this movement.

2. VIRTUAL FOUNDER'S ASSEMBLY

Lauren and Molly will be live and ready to start the assembly. They will talk about Kind Campaign, share their testimonies, and introduce the documentary. They will cue the film to play (you do not need to do anything) and when the film is over, they will lead the audience through the interactive activities. After facilitating the Kind Pledge, Kind Apology and Kind Card with the audience they will share closing messages and wrap the assembly. After they share the closing messages, Lauren and Molly will turn it over to you to read the Closing Message Script below and share any additional dismissal information.

3. INTERACTIVE ACTIVITIES: **KIND PLEDGE, KIND APOLOGY & KIND CARD**

Lauren and Molly will walk your students through the instructions for each activity. The details for how the interactive activities will be executed will be discussed on the Founders Conference Call.

KIND PLEDGE

By taking the Kind Pledge, I pledge to unite in kindness in an effort to end bullying.

I **KINDly** Pledge to: _____

Name: _____

JOIN THE MOVEMENT
@kindcampaign #kindpledge
www.kindcampaign.com

KIND APOLOGY

Dear, _____

KINDly, _____

JOIN THE MOVEMENT
@kindcampaign
www.kindcampaign.com

KIND CARD

Dear, _____

KINDly, _____

JOIN THE MOVEMENT
@kindcampaign #kindcard
www.kindcampaign.com



4. POST ASSEMBLY CLOSING MESSAGE

Please feel free to add any remarks to the below Closing Message Script that you feel may be relevant to your school and community. If you are starting a Kind Club at your school, inform your students of all the information they need about how to sign up.

Closing Message Script:

Thank you so much for your active participation today! I have a few things to share before we dismiss. First, this virtual format is new for Kind Campaign and they have asked for feedback so if you have any thoughts, please feel free to email me and I will pass that along to Lauren and Molly.

I'm really excited to share that we have created our very own virtual Kind Wall. There are Kind Walls in thousands of schools all over the world and recently schools have been creating virtual Kind Walls as well. After this assembly, post a picture of your Kind Pledge and Kind Card and tag @kindcampaign with our school's Kind Wall hashtag (*share what your school's hashtag is*).

When you go to the hashtag, you will see all of your Kind Pledges and Kind Cards which will be a powerful space showcasing each of your inspiring voices. You can continue to add new Kind Pledges and Kind Cards to our virtual Kind Wall throughout the rest of the year!

To connect directly with Lauren and Molly, you can follow Kind Campaign on social media @kindcampaign as well as their personal pages @lauren paul8 and @mollymaethomps. Again, I am so proud of each one of you! It was great hearing each of you use your voices to commit to creating kinder, safer and more inclusive school hallways.

This concludes the Live Virtual Founders Assembly! The Tech Producer will close out the assembly by ending the virtual meeting.

CONGRATULATIONS! YOU FINISHED YOUR KIND CAMPAIGN ASSEMBLY!

A FEW REMINDERS:

- Check in with your counselors and make sure you are aware of any students who need further support.
- Send your students the link for the Kind Campaign Participant Survey and instruct them to fill it out within three days following the Kind Campaign Assembly.
- Post any photos/screenshots from the assembly or Kind Wall posts to your school's social media and tag @kindcampaign!
- Email your booker with any feedback about the process of hosting your assembly or anything you'd like to share about how your students responded to the assembly.
- If you are starting a Kind Club, start laying the groundwork and let your students know how they can get involved.



DISCUSSION QUESTIONS

The following is a list of questions and themes to help facilitate a deeper discussion in small groups after your assembly. This is optional and can be utilized in whatever way is most beneficial. You could share these questions with teachers so that they can have discussions in their individual classrooms, you could plan for smaller breakout sessions on another school day or you could discuss these during a Kind Club meeting.

You can utilize all of the questions and themes below, choose a couple or even create your own questions that you feel are more relevant to your audience and community.

QUESTIONS

- What words or thoughts come to mind when you think about females and the relationships we have with one another?
- Why do you think girl-against-girl bullying takes place?
- How have you seen female bullying evolve over time in both a positive and negative way?
- How does social media affect our relationship with ourselves and others?
- What are some beautiful and powerful words and thoughts that represent women and our relationships with one another?
- What action steps can you personally take to promote kindness and encourage inclusivity within your school hallways and community?
- What action steps can our faculty and community take to create kinder, more supportive and inclusive school hallways and help bring an end to bullying?
- If there is an incident on campus, do you know who to report it to or who to go to for support?
- Do you feel like there is a support system in place at school to rely on when bullying takes place?
- If so, what could we improve upon to make that system even more helpful? If not, what could that support system look like to be the most helpful for our student body?



TALKING POINTS

- Social Media & Technology
- Family Life
- Peer Pressure
- Gender Stereotypes
- Insecurities



HISTORY, MISSION & IMPACT



KIND CAMPAIGN IS AN INTERNATIONALLY RECOGNIZED NONPROFIT ORGANIZATION THAT BRINGS AWARENESS AND HEALING TO THE NEGATIVE AND LASTING EFFECTS OF GIRL-AGAINST-GIRL BULLYING THROUGH THEIR GLOBAL MOVEMENT, DOCUMENTARY FILM, IN-SCHOOL ASSEMBLIES AND EDUCATIONAL CURRICULUMS.

In February 2009, while attending Pepperdine University, Lauren Paul and Molly Thompson joined forces. Having both been affected by female bullying throughout their youth, the young women decided to create change by giving females a platform to speak out about this universal experience. What began as an idea for a documentary about girl-against-girl bullying, ultimately became Kind Campaign, a multi-platform movement that has transformed hundreds

of thousands of lives, friendships, classrooms and communities around the world.

Kind Campaign is proud to offer all of their school programs free of charge. With their documentary, assemblies, annual tours, Kind Club Curriculum, Kind Camp and their connected and deeply supportive online community, Kind Campaign serves as the premiere anti-bullying movement for girls and has impacted millions of individuals across the globe.

REACH

- Kind Campaign co-founders, Lauren and Molly, have held Kind Campaign Founders Assemblies in over 600 schools across North America and the UK.
- Kind Campaign Assemblies have been held for over 500,000 students across the world.
- Over 2,700 Kind Campaign Assemblies have taken place in schools and communities since September 2010.
- On average, about 350 Kind Campaign Assemblies take place each school year, all of which are free of charge.
- Over 400 Kind Ambassadors volunteer to spread Kind Campaign Assemblies and Kind Clubs into their local communities.
- Kind Clubs have been implemented into over 700 schools.

This information reflects Kind Campaign programming through 2020.

IMPACT

- 96% of girls surveyed were compelled to be kinder to girls after experiencing a Kind Campaign Assembly.
- Two out of every three girls apologizes to someone during or after a Kind Campaign Assembly.
- 90% of girls surveyed agreed that they did not want to participate in gossip or drama after experiencing a Kind Campaign Assembly.
- 90% of girls surveyed realized they were not alone because of the Kind Campaign Assembly.

These statistics reflect data collected during Assemblies from August 2014 – May 2015. 4,000 students participated. Survey results analyzed by HK Impact Advisors.

PROGRAMS

“

I WAS AT THE KIND CAMPAIGN ASSEMBLY AT DRAPER PARK. YOU GUYS REALLY CHANGED MY POINT OF VIEW ON EVERYTHING. EVERY GIRL FRIEND I'VE HAD, I HAVE LOST. THIS MORNING WHEN I WOKE UP I WAS THINKING ABOUT COMMITTING SUICIDE. I CAME TO SCHOOL TODAY ON THE VERGE OF TEARS. I CAME UP AND SHARED MY KIND CARD. ONCE I GOT HOME I REALIZED THAT EVEN THOUGH SOME GIRLS CAN BE MEAN AND DON'T UNDERSTAND WHAT THEIR WORDS CAN DO THAT IT SHOULDN'T BE WORTH DYING OVER. YOUR ASSEMBLY TODAY? YEAH, IT SAVED MY LIFE.

”

– POSTED BY A GIRL NAMED RACHEL ONTO KIND CAMPAIGN'S INSTAGRAM AFTER A KIND CAMPAIGN ASSEMBLY



KIND CAMPAIGN FOUNDER'S ASSEMBLY

The Kind Campaign Co-founders go on two tours a school year speaking throughout America, Canada and the UK. During the Founder's Assembly, Lauren and Molly share their personal testimonies, screen their documentary film, *Finding Kind*, and facilitate life-changing interactive activities and discussions. Lauren and Molly speak in about 70 schools every school year.

KIND CAMPAIGN ASSEMBLY

Kind Campaign Assemblies are facilitated by faculty and volunteers almost every day of the school year in communities across the globe. Kind Campaign provides each school with a comprehensive Assembly Guide, their documentary *Finding Kind*, and Kind Campaign's life-changing interactive activities. On average, 350 Kind Campaign Assemblies take place every school year.

KIND CLUB CURRICULUM

Kind Clubs offer a safe and supportive space for students to come together to have deep and meaningful discussions and to create stronger and healthier relationships with themselves and their peers. This year long curriculum encourages students from all walks of life to come together to create kinder and more inclusive communities and has empowered hundreds of school hallways. Introspective exercises, team-building activities and community service projects throughout the curriculum provide students with life-changing experiences and tools.

KIND AMBASSADORS

Kind Campaign's official volunteer program, Kind Ambassadors, gives people across the world the opportunity to spread Kind Campaign Assemblies and Kind Clubs into their local schools and communities. There are currently over 400 active Kind Ambassador volunteers creating change in their communities across the world! If you are interested in learning more about this program, please fill out the application on www.kindcampaign.com and email the completed form to kindambassadors@kindcampaign.com.



JOIN THE MOVEMENT

www.kindcampaign.com

[@kindcampaign](https://www.instagram.com/kindcampaign)

YOU CAN SIT WITH US



WWW.KINDCAMPAIGN.COM | @KINDCAMPAIGN

MISSION

Kind Campaign is an internationally recognized nonprofit organization that brings awareness and healing to the negative and lasting effects of girl-against-girl bullying through their global movement, documentary film, in-school assemblies and educational curriculums.

GET INVOLVED

- Host a Kind Campaign Assembly
- Start a Kind Club
- Make a Kind Pledge, give a Kind Apology and share a Kind Card
- Become a Kind Ambassador Volunteer
- Spread the word
- Join the Kind Community on social
- Sport Kind apparel
- Donate



TO BOOK AN ASSEMBLY VISIT
WWW.KINDCAMPAIGN.COM

TO VOLUNTEER, EMAIL
KINDAMBASSADORS@KINDCAMPAIGN.COM

ALWAYS REMEMBER

- You are not alone.
- Do not be a bystander.
- Everyone has a story.
- Use technology wisely & kindly.
- If you are struggling, ask for help. Seek support from a school counselor, family member or teacher.
- When conflict arises, avoid gossip by talking directly with the other person about the issue.
- When your school hallways feel overwhelming, know that there are so many chapters ahead. It gets better.
- Be Kind. It feels better.
- You are perfect just as you are.
- You can change the world with your friends.

KIND CLUBS



After seeing the positive change that was created during Kind Campaign assemblies, Lauren and Molly were inspired to create a curriculum that would take the conversation outside of the assembly and into the rest of the student's school year. Kind Club is a 19-week curriculum written by Kind Campaign founders, Lauren Paul and Molly Thompson, and is endorsed by self-esteem expert, author and girl-world guru, Jessica Weiner. Kind Club meetings were designed to be led by a Kind Club Mentor which could be a faculty member, college student, parent, local community member, or Kind Ambassador. The curriculum's meeting schedule is based on a school that is able to meet every other week, but it is adaptable and can easily be adjusted to your school's schedule.

**KIND CLUBS OFFER A SAFE SPACE
FOR STUDENTS TO COME TOGETHER
TO CREATE A STRONGER AND HEALTHIER
RELATIONSHIP WITH THEMSELVES
AND THEIR PEERS.**

This year long curriculum encourages students from all walks of life to come together to create kinder and more inclusive communities and has empowered hundreds of school hallways. Introspective exercises, team-building activities and community service projects throughout the curriculum provide students with life-changing experiences and tools.



There are currently hundreds of active Kind Clubs across the world. We would love for your school to start one too!

For more information on how to start your own Kind Club, please email PRODUCTMANAGER@KINDCAMPAIGN.COM or visit WWW.KINDCAMPAIGN.COM



CONTACT INFORMATION

If you have any questions about your upcoming assembly, please contact your IndieFlix booker at findingkind@indieflix.com

For more information about Kind Campaign school programs and volunteer opportunities, check out www.kindcampaign.com.

[@KINDCAMPAIGN](https://twitter.com/KINDCAMPAIGN)