



# United Acts of Kindness

## Best Practices



### Early Planning and Coordination

- Start planning well in advance to ensure all logistics are in place.
- Establish a planning committee to help coordinate your efforts. Meet regularly to discuss logistics.
- Create a budget for swag and activity expenses.
- Visit the UAK website and utilize the resources available to you.
- Order supplies/swag from the UAK website as soon as it becomes available.



### Employee Engagement

- Encourage active participation from your employees.
- Promote the event internally through email, meetings, and announcements.
- Provide incentives or rewards for employee involvement, such as recognition or prizes.
- Have smaller activities leading up to United Acts of Kindness Day so that more employees can take part.
- Provide in-house opportunities for staff who will not have the opportunity to leave work to participate in outside activities on United Acts of Kindness Day.

### Training and Guidelines

- Send save-the-date reminders to your employees and community/business partners in November.
- Encourage creativity and innovation in the acts of kindness shared.



### Define Clear Objectives

- Clearly define the goals and objectives of the day with your team, such as the number of acts of kindness you've committed to, impact areas, or specific community needs to address.



### Tracking & Reporting

- Encourage employees to report their activities and share their stories.
- Log Acts of Kindness at [unitedactsofkindness.org](http://unitedactsofkindness.org).



### Feedback & Reflection

- After the event, gather feedback from participants to learn what went well and what could be improved for future initiatives.
- Share the impact of the event with the community to showcase the collective effort.



### Sustainability

- Consider how this initiative can have a lasting impact beyond just one day. Explore ways to continue community involvement throughout the year.



### Employee Coverage

- Ensure that essential functions are not compromised during the event by planning for adequate employee coverage.
- Consider flexible scheduling or tiered hours to allow all employees to participate during work hours.



### Friends & Family Involvement

- Encourage employees to involve their families, friends, and neighbors in United Acts of Kindness Day.
- Create family-friendly activities to make it easier for families to participate.
- Invite other businesses and non-profits to participate alongside you.



### Promote What You Do!

- Utilize social media, your website, and any other organic means you have to spread the word.
- Create buzz and excitement by promoting early.



### Celebrate Success

- Host a closing ceremony or recognition event to celebrate the achievements of the day and acknowledge the contributions of participants.
- Host a Kick-Off meeting with your staff and include any community partners in person or Webex.