

October 20, 2017

To All Teaching Staff:

I am writing to invite the Anglophone West School District and its schools of the Fredericton community to participate in our annual Kindness Day, on Friday, November 3, 2017.  This is a celebration of good in our community and **not** a fundraising event.

We produce t-shirts for our Kindness Champions and leave them to kickstart the motion of multiple acts of kindness throughout our city. We ask anyone participating to capture the moment and share it on social media with our hashtag to ensure the acts continue throughout the day!

**Participating in Kindness Day is easy**:

Step 1: Go out into the community and perform an act of kindness

Step 2: Post your act of kindness on social media using the hashtag #KindnessFredericton

Step 3: Feel good and inspire others to take part – Challenge another school, partner with another school to do good deeds for your community

Kindness Day is our opportunity to come together as a city and celebrate kindness.

**WHY PARTICIPATE?**

This is a feel good, fun event for the whole community. It builds community spirit and it builds the idea that the smallest act of philanthropy can have a wonderful, positive impact on the recipient as well as the giver. This in turn, makes our community a better place.

What do you get out of this? You get all the exposure you can muster through your posts on event day, mentions on our social media and in our promotional posts leading up to the day. Mostly, you’ll get a fun-filled and rewarding experience in our Fredericton community.

**NEXT STEPS**

Would you like to participate in this year’s Kindness Day? If so, we will provide you with some t-shirts for distribution. Then your school can do some good deeds while sharing it to others. We ask all participants to use #KindnessFredericton with their social media posts.

If you’re interested, please contact us or sign up online at: <https://www.fredfdn.ca/kindness-day>. This truly is an organic event that grows throughout the day, and is not scripted. It shouldn’t be, as that is the point of the ‘random’ and allows the good to spread.

Thank you for considering joining us for Kindness Day on Friday, Nov. 3, 2017.

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