



How Your Church Can Join The 30 Day Kindness Challenge

Shaunti Feldhahn's national research study for her upcoming book *The Kindness Challenge* reveals the incredible power of intentional kindness to transform lives, relationships, the marketplace and our culture -- in a moment when kindness has never been more needed. The timing of this book's release, decided years ago for January 2017, could only have been orchestrated by God to immediately follow such a malicious election season.

The research found that if someone does three simple things for thirty days regardless of the type of relationship, 89% of relationships improve. More important: When you do the challenge, it impacts the other person, but it completely changes you, your feelings about that person and then your whole environment.

What is the 30-Day Kindness Challenge?

Pick one or more people as a target for kindness (your spouse, colleague, neighbor, child, mother-in-law...).

For the next 30 days do these three things:

- ✓ **POSITIVITY:** Say nothing negative/negatively about your person - either to them or about them to someone else.
- ✓ **PRAISE:** Every day, find one positive thing that you can sincerely praise or affirm about your person and tell them, and tell someone else.
- ✓ **KINDNESS:** Every day, do a small act of kindness or generosity for them.

How would it work?

The research found the best way to motivate and encourage participants doing the Challenge is a daily reminder email. You have your members sign up with you. You will then send out 30 daily emails, templates provided by us, from your system. (You could choose, instead, to have your members sign up with us at www.jointhekindnesschallenge.com, and the emails would be sent from our system.)

How could a church use this?

- A church-wide 30-Day Kindness Challenge, private labeled for YOUR church (e.g., "The [Name of your church] 30-Day Kindness Challenge).
- A sermon or sermon series on the power and practicalities of kindness. This could include scheduling Shaunti for a pastoral interview as the sermon time, to encourage participation and share her findings personally.
- An initiative for groups in the church (small groups, youth groups, women's bible studies, Sunday School classes), which could do the 30-Day Kindness Challenge using our free group videos and study guide.
- For outreach: church members doing the 30-Day Kindness Challenge for non-churchgoing colleagues and family members is a simple but powerful way to build or improve relationships. The other person (without knowing why) feels closer to you and feels that you care about them... which makes it much easier and more comfortable to invite that person to church.

What are the benefits to churches?

- Engages your members (and others who participate) with interactive communication for 30+ days
- Gives your members a very simple and proven way to improve one or more individual relationships and/or their community
- Dramatically reduces negativity, complaining, grumbling as your people practice “nixing negativity” for a month - and build a long-term habit in the process.
- Brings in more people to your church and increases your influence (the 30 Day Kindness Challenge tends to go very viral, as those who do it share it with others)
- Grow your email list (if you choose to send the daily reminder emails from your church)
- You will be a key leader in bringing kindness back to our communities.

What do we provide you?

- Templates for 30 daily emails we tested and found effective (in addition to the main general version, we also have, if you want them, specialized versions for Wives, Husbands, Parents w/Kids at Home, and Workplace)
- Design files for the 30-Day Kindness Challenge (Please note: To maintain consistency, the Challenge branding and citations/data from The Kindness Challenge book must be kept.)
- A range of social media products; for example, key quotes from the book and the memes based on them.
- Promotional videos from Shaunti
- All materials for the free small group study; with online videos and discussion guide PDF

Interested? Please contact Naomi Dunan at nduncan@shaunti.com for more information.

We would love to have your leadership in this movement, as we truly believe the Church has a lead role to play in bringing kindness back to our world.