

DOING AOK

SCHOOL CHALLENGE QUICK CHECKLIST

1. BEFORE YOU START

- SIGN UP FOR THE SCHOOL CHALLENGE
- CHOOSE YOUR 2-WEEK CHALLENGE DATES
- PICK YOUR SCHOOL AMBASSADOR(S)

2. GET READY

- DOWNLOAD THE CHALLENGE KIT
- PRINT KINDNESS TRACKING FORMS
- PLAN HOW YOU'LL SHARE THE CHALLENGE

3. LAUNCH IT

- ANNOUNCE THE CHALLENGE
- ENCOURAGE STUDENTS & STAFF TO JOIN

4. DURING THE CHALLENGE

- COMPLETE ACTS OF KINDNESS
- RECORD EACH ACT ON THE FORMS
- COLLECT COMPLETED FORMS

5. WRAP IT UP

- COUNT TOTAL ACTS OF KINDNESS
- GATHER PHOTOS AND STORIES
- SCAN AND SUBMIT EVERYTHING

6. KEEP IT GOING

- CHALLENGE ANOTHER SCHOOL

7. CELEBRATE

- SHARE YOUR RESULTS
- CELEBRATE YOUR IMPACT

Want to learn more?
Want to share the
challenge with others?
Scan the QR Code!



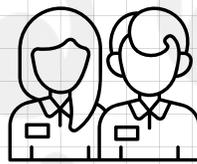
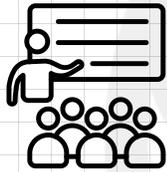
DOING AOK

ACTS OF KINDNESS INSPIRATION GUIDE

HOW TO USE THIS

YOU DON'T NEED TO OVERTHINK IT. KINDNESS CAN BE SIMPLE, QUICK, AND PART OF YOUR EVERYDAY ROUTINE.

CHOOSE 1-3 IDEAS EACH DAY AND TAKE ACTION.



IN THE CLASSROOM

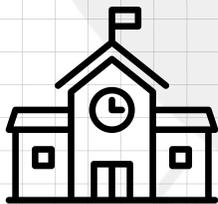
- HELP A CLASSMATE WHO IS STRUGGLING
- SHARE YOUR NOTES WITH SOMEONE WHO MISSED CLASS
- GIVE A GENUINE COMPLIMENT
- INVITE SOMEONE NEW TO SIT WITH YOU
- ENCOURAGE SOMEONE WHO'S NERVOUS TO SPEAK OR PRESENT

TEACHERS & STAFF

- WRITE A THANK-YOU NOTE TO A TEACHER
- HOLD THE DOOR FOR STAFF MEMBERS
- HELP PASS OUT OR COLLECT PAPERS
- THANK THE JANITOR FOR KEEPING THE SCHOOL CLEAN
- OFFER TO RUN SOMETHING TO THE OFFICE

WITH FRIENDS

- CHECK IN ON A FRIEND WHO SEEMS OFF
- SEND A KIND TEXT OR MESSAGE
- INCLUDE SOMEONE WHO FEELS LEFT OUT
- CELEBRATE SOMEONE'S SUCCESS
- OFFER TO HELP WITH HOMEWORK



AROUND THE SCHOOL

- PICK UP TRASH WITHOUT BEING ASKED
- HELP ORGANIZE A SHARED SPACE
- LEAVE A KIND NOTE ON A LOCKER
- OFFER TO HELP SOMEONE CARRY THEIR BOOKS

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DOING AOK x School KINDNESS CHALLENGE

INCLUDE A STUDENT

SIT WITH SOMEONE NEW AT LUNCH OR INVITE SOMEONE INTO YOUR GROUP.

SMILE + SAY HI

SMILE AND GREET AT LEAST 3 PEOPLE YOU NORMALLY PASS WITHOUT SPEAKING TO.

THANK A STAFF OR FACULTY MEMBER

WRITE OR SAY THANK YOU TO A TEACHER, CUSTODIAN, CAFETERIA WORKER, OFFICE STAFF MEMBER, COACH, OR BUS DRIVER.

LISTEN FIRST

GIVE SOMEONE YOUR FULL ATTENTION WITHOUT INTERRUPTING OR CHECKING YOUR PHONE.

GIVE A GENUINE COMPLIMENT

SAY SOMETHING SPECIFIC AND POSITIVE TO A PEER OR ADULT.

CLEAN IT UP

PICK UP TRASH IN A HALLWAY, CLASSROOM, CAFETERIA, OR OUTSIDE ON CAMPUS.

HELP WITHOUT BEING ASKED

HELP SOMEONE CARRY SOMETHING, CLEAN UP, OR UNDERSTAND AN ASSIGNMENT.

STUDENT CHOICE: DIY FILL-IN ACTS

MY ACT OF KINDNESS:

ENCOURAGE SOMEONE

SEND A POSITIVE MESSAGE, NOTE, OR SAY SOMETHING UPLIFTING TO SOMEONE HAVING A TOUGH DAY.

MY ACT OF KINDNESS:

SHUT DOWN NEGATIVITY

STAND UP FOR SOMEONE BEING TEASED OR EXCLUDED. KINDNESS IS COURAGE.

MY ACT OF KINDNESS:

RECOGNIZE EFFORT

PUBLICLY GIVE CREDIT TO SOMEONE WHO WORKED HARD IN CLASS, SPORTS, OR AN ACTIVITY.

MY TOTAL: _____

NAME: _____

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Standard Operating Procedure (SOP)

Doing AOK School Ambassador Guide



Purpose

The School Ambassador leads and manages the Doing AOK School Challenge.

This includes:

- Promoting participation
- Collecting acts of kindness
- Submitting final results

The goal is simple:

Encourage students and staff to complete and record acts of kindness over a two-week period.

Kindness is not random. It is intentional, measurable, and contagious.

1. Ambassador Responsibilities

Each participating school must appoint School Ambassador(s) who will:

- Serve as the primary contact with the Doing AOK team
- Promote the challenge internally
- Collect kindness submissions
- Submit results after the challenge ends

Ambassadors may include:

- Teachers
- Student leadership groups
- Counselors
- Administrators
- Student clubs

2. Pre-Challenge Setup

Step 1: Review Materials

Review the full Challenge Kit:

- Kindness tracking forms
- Inspiration guide
- Checklist
- Promotion materials

Step 2: Make a Plan

Decide:

- Where forms will be distributed and collected
- Who will help (students, staff, clubs)
- How you will communicate the challenge

Step 3: Prepare for Launch

- Print or share tracking forms
- Inform teachers and staff
- Choose communication channels:
 - Morning announcements
 - Classrooms
 - Newsletter
 - Social media

3. Launching the Challenge

Duration

The challenge runs for 2 weeks

Step 1: Announce It

Launch the challenge through: (*Optional Scripts number 10*)

- Morning announcements
- Classrooms
- Staff communication
- Social media
- Assembly (*recommended*)

Cover these points:

- What Doing AOK is
- The goal of the challenge
- How to participate
- Where to turn in forms

Step 2: Explain Participation

Students and staff should:

- Complete acts of kindness (in school or outside of school)
- Record each act on the form
- Turn forms in at the designated location

Key Reminders to Share

- Acts can be repeated
- Small actions count
- Everyone can participate

Simple Example Ideas

- Share notes with someone
- Thank a teacher or staff member
- Include someone at lunch
- Help without being asked

4. During the Challenge (*Daily Execution*)

Daily Responsibilities

- Remind students and staff to participate
- Share 1–3 simple kindness ideas
- Encourage form completion
- Collect forms regularly

Keep Participation High

Make it feel easy

- “Just do one thing today.”
- “It takes 10 seconds.”

Give clear examples

- Share notes
- Say thank you
- Include someone

Use What Works

- Teacher reminders in class

- Student groups helping promote
- Friendly competition:
 - Class vs class
 - Grade vs grade

Recognize Participation

- Shout out to students or staff
- Share real examples
- Celebrate effort, not perfection

Mid-Challenge Reminder (*End of Week One*)

- “We are halfway through.”
- Encourage those who haven’t started
- Remind everyone to finish strong

Social Media (*Keep It Simple*)

- Post photos
- Share short videos
- Highlight real examples
- Post reminders

Focus on:

- Real moments
- Simple content
- Consistency

5. Tracking & Collection

Participants

- Record each act on the form

Ambassadors

- Collect all forms
- Keep them organized
- Track total acts completed

Optional

- Share progress updates
- Create a simple leaderboard

6. Submitting Results

At the end of the challenge, submit:

1. Total acts completed
2. Scanned forms
3. Testimonials (students + staff)
4. Photos
5. Favorite stories

Submit to:

John@AreYouDoingAOK.com

7. Challenge the Next School

- Choose the next school
- Provide their name
- Share a contact if available

This keeps the challenge moving.

8. Share & Celebrate

Share results through:

- Social media
- School communication
- Community channels

Optional:

- Announce totals
- Recognize participants
- Celebrate completion

9. The Goal

Inspire **1,000,000 acts of kindness**

Each school helps build a culture where kindness becomes part of everyday life.

10. Optional Scripts

Announcement Script (*Launch Day*)

Speaker: Ambassador or Administrator

Good morning, (School Name).

Today, (School Name) is officially launching the *(School Name/Mascot) Kindness Challenge*, led by our (Club, Group, Counselor..) and powered by a movement called ***Doing AOK: Doing Acts of Kindness***.

Doing AOK isn't just a brand, it's a movement. It is a community of people who believe the world can be a better place, one small act at a time.

The goal is bold: ***one million Acts of Kindness***.

That might sound big, but it starts simply.

It starts with you.

It starts with me.

It starts with *one act*.

Here's how this works.

Starting today, and for the next two full weeks, every student at (School name) is challenged to complete Acts of Kindness during school, after school, or on your own time.

These are not complicated or expensive actions. They are everyday choices: including someone, encouraging someone, thanking someone, helping someone without being asked.

Today, you will receive a ***(School Name/Mascot) Kindness Challenge Sheet***. On that sheet is a list of Acts of Kindness you can complete. Every time you complete one, you will check it off or add your own.

You do not need to complete every act, but the more you do, the more you help our school reach a powerful goal. AND you can complete the challenges as many times as you want. Encourage 4 classmates, that's 4 Acts of Kindness. Help someone in the cafeteria every day for a week? That's 5 Acts of Kindness.

At the end of the two weeks, all challenge sheets will be collected by (Club, Group, Counselor..). They will tally every single Act of Kindness completed by our school and submit the total to the Doing AOK movement.

And here's where it gets exciting. Once our total is submitted, (School Name) will officially challenge another high school to try to beat our number.

This is our chance to lead.

To show who the (School Name/Mascot) are.

To prove that kindness is not random, it is intentional.

Over the next two weeks, choose kindness on purpose. Choose it when it's easy, and especially when it's not.

Let's see how many Acts of Kindness the (School Name/Mascot) can create.

It starts with one. Let's get started.

Mid-Campaign Homeroom Reminder (*End of Week One*)

Quick reminder: we are halfway through the (School Name/Mascot) Kindness Challenge.

Keep logging your Acts of Kindness; every act matters. If you haven't started yet, it's not too late. Finish strong and help set a number that's hard to beat.

Final Day Homeroom Script (*Final Wednesday*)

Today is the final day of the (School Name/Mascot) Kindness Challenge.

Please make sure your Kindness Challenge Sheets are completed and turned in today. (Club, Group, Counselor..) will be tallying all Acts of Kindness and submitting our official total.

Thank you for helping make (School Name/Mascot) a place where kindness leads.