



The Great Kindness Challenge®

Kindness Certified Sports Teams recognize the importance of good sportsmanship and serve as champions for kindness at all times, everywhere!



Kindness Certified Sports Teams are asked to actively promote and encourage youth and families to [sign up](#) and participate in The Great Kindness Challenge.

As a Kindness Certified Team, you agree to:

Promote The Great Kindness Challenge Through:

- Social media posts (please use #GreatKindnessChallenge, #GKCfamily)
- Flyer distribution
- Website promotion, blog posts, newsletters
- Speaking engagements
- General public relations (news, TV, print, etc.)

Provide Incentives Such As:

- Award season tickets to the first 5 kids who complete the Family Edition Checklist with their families.
- Host monthly Photo Opportunity Drawings for one-to-one pictures with favorite players for families that took on The Great Kindness Challenge.
- Feature the family that won the “Favorite Player Photo Opportunity” on your team’s website to inspire other families to action.

Incorporate a *Kind Gesture* Into Your Games:

- During a game, consider doing a grand or small kindness gesture and lead by example.

In return, as a Kindness Certified Team you will receive:

- Electronic “Kindness Certified Sports Team Seal” to show the world your commitment to kindness!
- Team’s logo featured on our Great Kindness Challenge website
- A shout out in our 2019 The Great Kindness Challenge Toolkit
- Recognition in our Great Kindness Challenge newsletter sent out to all participating schools
- Gratitude mention on our social media

Thank you. Your KINDNESS MATTERS!