



## Influencer Kit: Do Unto Others Campaign

Thanks for your interest in using your platform to campaign for kindness this election season! We've made it easy by outlining key actions you can take as an influencer to help spread the message. You can choose your involvement level, so use the pieces that work well for you.

### Campaign Overview

Do Unto Others is a campaign to help close the kindness and justice gap in our country. It's an invitation to consider how we want to be treated and how we treat others, including those with whom we disagree.

### Campaign Timeline

The campaign will launch on social media on August 13, through the November election.

### Influencer Ask

We've witnessed the impact that influential people like you can have in inspiring action and shaping conversations. We believe we can promote the issues we care about while still being kind, and would love your help amplifying that message this election season.

### Here are some ways you can add your voice to the campaign:

- Request a swag box:** send us your mailing address so we can send you a campaign swag box!
  - Share a video of you opening your box, if you'd like! This is a great way to generate excitement and share the message. If your followers are interested in getting their own swag, you can direct them to [campaignforkindness.com](http://campaignforkindness.com)
  
- Share your word:** *Kindness. Respect. Compassion. Love.* We all choose different words to describe how we treat others – and how we want to be treated in return. What's your word? Share yours on our easy, online platform: [VideoAsk](#).
  
- Share on social:** beginning on August 13, you're welcome to post your own content promoting the campaign for kindness, or re-share any content from our channels, linked here: [Instagram](#) [Facebook](#) [Twitter](#)

We also have social graphics you can **download** to share.

- Add your voice to the campaign:** we would love for you to share directly from your own channels to promote the campaign. In whatever way you prefer to share (posts, stories, or videos), we'd love for you to:
- Introduce your audience to the Do Unto Others campaign and its message of promoting kindness, respect and unity.
  - Share how you connect to the campaign and why the message resonates with you.
  - Encourage your friends and followers to join the movement by sharing their own acts of kindness and using the campaign hashtag.

You can use the **sample messages** below as talking points for story videos or captions for social posts. Feel free to customize to fit your voice and style! **Please always include the hashtag #DoUntoOthers and tag @resurrectionumc when posting.**

"I'm excited to join the #DoUntoOthers campaign, spreading kindness and respect in a world that needs it now more than ever. This campaign is an invitation to consider how we want to be treated, and how we treat others, even those with whom we disagree. Powerful things can happen when our communities lean into kindness. This election season, I'm campaigning for kindness. Will you join me?"

"There is so much division and polarization in our country right now. I feel strongly about the issues I support, and I believe I can do that while also prioritizing kindness. When we lead with kindness, respect and compassion, we might actually be able to change the conversation this election season. I hope you'll join me, and make an effort to choose kindness first. If you want to learn more information about the campaign for kindness, check out the #DoUntoOthers campaign, launched by @resurrectionumc."

"As someone who believes in the power of kindness, I'm thrilled to be a part of the #DoUntoOthers campaign. [Share more about why the campaign's message resonates with you.] Join me in sharing acts of compassion and making a difference in our communities."

"It can be difficult to find meaningful conversation with those who believe differently than us. How do you try to engage with kindness and treat others well in your daily life – even when you don't see eye-to-eye? Let's get a conversation going!" *(Potential to include a question box if using in Instagram story, or engaging in conversation in comments if posting to feed.)*