



Do Unto Others Campaign Talking Points

What is the Do Unto Others campaign?

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.

What is the message behind the campaign?

"Do unto others as you would have them do unto you." - Matthew 7:12

The 2024 campaign for kindness centers around this verse, often referred to as The Golden Rule. This same message can be found in most major world religions and serves as a simple, common-sense guide to how we can live and work together. At a time where we see division and polarity all around us, the Do Unto Others campaign serves as a guide for how we interact, emphasizing the reciprocity of treating others with kindness, respect, love, and compassion.

Who can participate in the Do Unto Others campaign?

Anyone, anywhere! It takes all of us working together to bridge the divides in our communities and our country. All are welcome and encouraged to join in this pursuit of kindness.

How can you get involved?

The campaign is designed to be adaptable for churches, organizations or community members who want to see political polarity decrease, civility increase, and kindness prevail. Videos, social media content, print materials and other ready-to-use resources are available to download at campaignforkindness.com to make involvement as easy as possible.

Who is leading this campaign?

Do Unto Others is sponsored by Resurrection, a United Methodist Church in the Kansas City area. Resurrection launched their first bi-annual kindness campaign, Love Your Neighbor, in 2020, followed by the BE Campaign in 2022. As part of a long-term vision to bridge the kindness and justice gap, Resurrection aims to produce a kindness campaign every two years, aligning with major election cycles, through 2030.