



Kindness Campaign Tasks and Timelines

Spring/Summer 2026

- Get ready to bring the campaign to your church, organization or community! Familiarize yourself and others in your group with the campaign by reviewing the campaign website and resources. [campaignforkindness.com]
- Determine the theme, message and branding you would like to use. Love One Another is the new theme for 2026, but you can also choose from previous campaigns – Do Unto Others; Be Just, Kind, Humble; and Love Your Neighbor. Each campaign focuses on a different familiar scripture, but all share a universal message of how God intends for humankind to love, respect and care for each other.
- Review the downloadable resources and other campaign materials: videos, print designs, social media graphics and more are available. Then begin planning how you will implement the campaign.
- Help share the message by encouraging your community to engage with the campaign. Invite other organizations and partners to join in.
- Identify community events and activities where you can share the campaign through your presence and involvement
- For churches planning for fall, sermons and supporting studies are available from previous campaigns that you can review for ideas. (Love One Another will be available in September.)

June/July 2026

- Order campaign t-shirts if desired. We've partnered with a fair trade, sustainable apparel provider, GOEX, to make ordering easy. View and order

t-shirts and sweatshirts with the Love One Another and Resurrection branding at <https://goexapparel.com/pages/kindness-campaign>.

- If you'd like to order apparel with your church or organization branding on the back, you can also do so through GOEX using the form at <https://goexapparel.com/pages/kindness-campaign-form> with a minimum order of 24.
 - If you prefer to use a different vendor, you can download t-shirt design files from the Resources page.
- Create and order other campaign materials to help you spread the message. Create your own designs using the brand graphics or use the downloadable design files for things like yard signs, posters, banners, mugs and stickers.
 - Get ready for the campaign's social media kickoff in mid-August and begin planning and scheduling. The social media content calendar provides a suggested posting schedule and ready-to-use content.

August – November 2026

- Distribute print materials, t-shirts and other campaign resources and begin displaying the brand and message.
- Launch campaign social media promotion.
- Focus on the message to Love One Another by engaging in service and acts of kindness in your community during the month of October.
- Encourage kindness and respect in the days leading up to the national election.
- Continue to explore opportunities to promote kindness and encourage people to Love One Another in your community.
- Share how you implemented the Campaign for Kindness in your community so we can keep spreading the message. Send you photos and information to campaignforkindness@cor.org.