We are so excited that your school is participating in Ben's Bells Kind Campus program! A kick-off assembly is a great way to start the new school year with a focus on kindness. This guide is designed to help you lead a kick-off assembly that will introduce students and staff to the program and get everyone inspired and motivated to practice intentional kindness throughout the school year.

How to Begin:

1. Dress up as KIND Superheroes! Enlist the support of administrators, faculty, staff, and students and make it fun! Dress in bright green masks, capes, tutus, and other crazy accessories and come up with your own Kind Superhero name. Have students make masks using this template.

2. Explain Ben's Bells and why your school is creating a Kind Campus.

3. Show the welcome video from our Founder and Chief Kindness Officer, Jeannette Mare.

4. Include student leaders in the assembly, and invite other staffers to join the leadership team. Invite the leaders to introduce kindness goals for the year.

5. Set your goal for this year- maybe it is to fundraise for a mural, or reach 2,000 acts of kindness. Or, maybe your school will create a kindness tree, decide to feature a kindness "shout out" on daily announcements, or create a "be kind" Code for your school. Be creative!

6. End your assembly with the "Say Something Kind About Our School" activity.

7. Play fun music as students exit the assembly and send them back to class feeling inspired!

Additional Ideas

1. Have your students help create short videos of what kindness means to them.

2. Invite students to perform a skit or a song about kindness.

3. Pass out Kindness Coins and explain how they work. Visit our online Shop Kind to discover other great tools that support kindness in your school.

4. Encourage a Kindness "Changes" Everything fundraising drive where students bring in their coins/change to support Ben's Bells programming.

Share your photos and stories by tagging Ben's Bells on social media or by emailing them to kindcampus@bensbells.org

Guiding Assembly Script

Watch our Kind Campus video featuring Ben's Bells Founder (and Ben's Mom) Jeannette Mare's welcome!

Principal (or kindness leader): "Ben's Bells is a nonprofit that teaches individuals and communities about the positive impacts of intentional kindness and inspires people to practice kindness as a way of life. Our school is partnering with Ben's Bells and committing to practicing kindness and creating a culture of kind leaders. Today is the kick-off for the year, and all year we will be working towards becoming a more kind community. Your teachers will be leading you in kindness activities, and you will be sharing what you are doing with your families. We will do school-wide projects as well, and we will also get involved in the community. We want kindness to become a way of life at our school! Now let's watch this video welcoming us to the new KIND year!"

Become a Kindness Superhero

Recruit your Kind Superhero Team. Anyone who wants to help spread kindness may join the team. Ask staff, colleagues, students, parents, and friends to join.

Use this template to create your mask and outfit! Get your cape, tights, and "be kind" shirt ready. Capes and shirts are available at all Ben's Bells locations and online at BensBells.org/Shop

Optional: Create your own Kind Superhero persona.

Say Something Kind About our School

Post the "Say Something Kind About" template on the podium and invite a representative from each grade to come up to the podium to say what they love about your school. After the assembly, ask each classroom to participate in the "Say Something Kind About" activity, and then find a common space in your school to display them all!