



**OHIO CHAMBER  
OF COMMERCE**

**Kindland**  
JUST BE ♥ KIND®



**CASE  
WESTERN  
RESERVE  
UNIVERSITY**

**Weatherhead  
School of  
Management**

# CORPORATE CHALLENGE FOR KINDNESS

Kindland is partnering with the Ohio Chamber of Commerce and Case Western Reserve University's Weatherhead School of Management to challenge Ohio's CEOs and companies to do and document acts of kindness using the Just Be Kind app. It's a friendly challenge for companies to encourage their associates to recognize and share the many acts of kindness that occur in the workplace between co-workers, customers, clients, colleagues, and in their surrounding communities.

## The goal is to make Ohio the "Kindness State."

Presented by Cleveland-based, non-profit organization, Values-in-Action Foundation, the Kindland movement is bringing together communities, businesses, organizations, and schools by recognizing and sharing the acts of kindness around us to inspire a ground swell of positivity and goodness. Kindland relies on the power of the people to do, recognize, report, and share the acts of kindness happening every day.

## Getting started is easy!

1. Register your company. Scan the QR code or visit [BeKindland.com](http://BeKindland.com)
2. After registering, you will receive an email from a Kindland representative with a unique ID for your company. Each employee will need to enter this code when setting up their profile on the app in the "Company ID" field.  
**IMPORTANT:** *This code is the only thing that will tie your business with your associates' posted acts of kindness, so it must be entered for their acts of kindness to count.*
3. Communicate the program to your employees, provide them with your company code, and ask that they download the app. The app is free and accessible in both Android and Apple app stores.
4. Designate a point person who will drive the challenge February thru April. Someone who will be passionate about reminding people to recognize, look for, and report acts of kindness via the app. Acts of kindness can be from work, at home, in your community, on the news, etc. You want to post the most acts of kindness so that you're the KINDEST COMPANY IN OHIO!
5. Remember to continue to encourage your employees to keep posting throughout the entire challenge period (February thru April). You will receive a weekly report letting you know how the company is doing!
6. Work hard and you'll earn the distinction of the KINDEST COMPANY IN OHIO and WIN the coveted **KINDNESS CUP!**

**HELPFUL HINTS:** The more fun you make it, the better it will work! Incentives always help! Or maybe a friendly competition between associates or departments? **If you have any questions about the Corporate Challenge for Kindness, please contact Kristina Isenhour at [kristina@mcgstrategies.com](mailto:kristina@mcgstrategies.com).**



**Register NOW**

**Challenge runs  
February-April**



**Participating companies will be separated into the following categories:**

Small business: 2-250 employees  
Mid-size business: 251-999 employees  
Large business: 1000+ employees



@BeKindland #Kindland To learn more, visit [BeKindland.com](http://BeKindland.com)