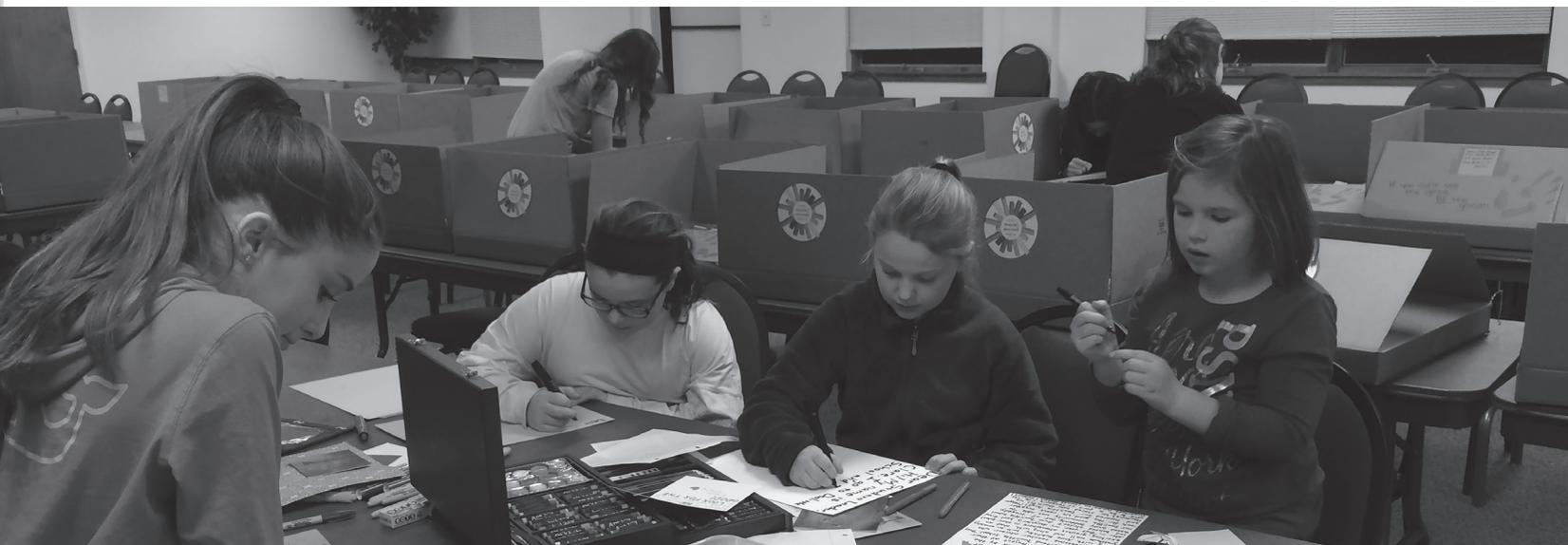


## *Message from Anne Kubitsky, Founder + CEO*

Dear Awesome Teacher Advisor,

Before you start, I want to tell you that kids love this program because it was created by children just like them. Not only did kids help me develop the books and videos you'll use at your school, but they even packed and decorated some of the materials in your Campaign Kit! In just two years, 44,000+ children have participated in our program and have generated 950,000+ messages of gratitude to uplift their school communities. The more children take the lead in looking for the good, the more it inspires parents and teachers to do it too. This is why the Look for the Good Project is not just a "cute program for kids," but also an effective way of bringing polarized adults together, based on the leadership of their own children. With acts of violence and intolerance on the rise, let's make America kind again... one school at a time!

Anne Kubitsky, Founder & CEO  
[www.lookforthegoodproject.org](http://www.lookforthegoodproject.org)



## YOU CAN DO THIS

First of all, thank you for caring. Thank you for showing up, trying your best, and wanting to make the world a better place. There are many things you could be doing with your time, and instead, you chose to be a teacher, a parent, someone who actually gives a hoot. And you know what? That matters. Your presence impacts the people you meet and the legacy you leave. Thank you. You are inspiring a whole generation of students to rise above the violence to become inspiring leaders in their communities. It starts with one little question and a willingness to open your eyes and look for the good. If you can't see the good, you must be the good. Are you ready to be the change?



# GETTING STARTED

1. Join our Slack Channel to connect with other Teacher Advisors. (Yes! You have a community of teachers and administrators who want to connect!!)  
Join us here: ***lookforthegood.slack.com***
2. Pick Student Leaders from your upper grade to run the campaign.
3. Host a meeting with these students using our Planning Meeting video on the Online Training Platform.
4. Make sure you plan out your Kickoff Assembly, Student Announcements, and who is going to hang posters.
5. Make sure you have enough sticky notes. We are sending you 4,800 to start, but you may need more. To determine how many you need, make sure there are 10 sticky notes for each child in the school. You can purchase more supplies here: ***lookforthegoodproject.org/supplies***
6. Decide if you are going to use the campaign to also raise money. If so, is it through a t-shirt sale, a book sale, or Raise Craze?
7. Get adults onboard with our parent and teacher outreach materials.
8. **DOWNLOAD THE KICKOFF ASSEMBLY VIDEO** to the computer you will use during the assembly in case the internet fails when you are using our Online Platform. This is a good backup just in case!!
9. Run your Gratitude Campaign starting with your Kickoff Assembly.
10. If you want to report survey results to your district at the end of the year, please have your 4th - 6th Grade Students take the survey on the **LAST** day of the campaign. We'll send you the results in May, in time for your end of year reports. Please contact us if you need these results sooner: [info@lookforthegood.org](mailto:info@lookforthegood.org)

# JOINING SLACK.COM

We will send an email invite to each Teacher Advisor. Just click the link in your email invitation to get started:

1. Check your inbox for an invitation to join a Slack team. In our case the channel is **#look4goodschools** through ***lookforthegood.slack.com***.
2. Click the “Join” button.
3. On the signup page, enter your first and last name and choose a username.
4. When you’re ready, click “Next.”
5. Choose a password, then click “Join team.”

If you did NOT get the email invite, please contact us at [info@lookforthegood.org](mailto:info@lookforthegood.org)



# MATERIALS

In your Campaign Kit you'll find:

- 4 Gratitude Spots
- 1 Wall Decal
- 250 Kindness Cards
- This Training Manual
- A Training Manual for Student Leaders called *Be a Hero*. (You can purchase these on our website for 40% off so that you can give one to each Student Leader)
- A Sample *You Matter* Booklet
- 4,800 Sticky Notes (We'll ship these separately)

## ADDITIONAL MATERIALS NEEDED

- Additional Sticky Notes (you need 10 per student)
- Scotch tape
- Bulletin Board paper for your Gratitude Wall
- Stationary for the You Matter Letter

If you need additional materials, including more Kindness Cards and Gratitude Spots, please visit: ***lookforthegoodproject.org/supplies***

# FUNDRAISING

Many schools have successfully combined the Look for the Good Project's Gratitude Campaign with fundraising efforts. You can sell "You Matter" Shirts, books, or simply pledge acts of kindness to inspire donations through an online tracker called Raise Craze.



## You Matter Shirts

If you sell shirts upfront for \$12 - \$20, and collect shirt sizes in the main office, you'll have all the money upfront! Please visit our website for more info: [lookforthegoodproject.org/shirts](http://lookforthegoodproject.org/shirts)



## Book Sale

Visit our website and get 40% off these books so you can resell them at the cover price and make \$8 per book:

[lookforthegoodproject.org/books](http://lookforthegoodproject.org/books)

**RAISE CRAZE™**  
FUNDRAISING THROUGH KINDNESS

## Counting Kindness

Raise Craze is an online Kindness Tracker that supports students as they fundraise for their school. During the fundraiser, students go out and pay it forward in their community with acts of service. Sign up here:

[lookforthegoodproject.org/fundraising](http://lookforthegoodproject.org/fundraising)



# SAMPLE TEACHER LETTER

Dear Teachers,

In an effort to uplift our community, our school is going to run a two week Gratitude Campaign through the Look for the Good Project. This inspiring program will begin on \_\_\_\_\_ and run for two weeks. All students and staff will participate, starting with a schoolwide Kickoff Assembly on \_\_\_\_\_.

For access to online videos to share in your classroom, please signup here:

***[lookforthegood.mykajabi.com/plteachers](http://lookforthegood.mykajabi.com/plteachers)***

## **Gratitude Spots**

Student Leaders will be installing orange “Gratitude Spots” throughout the halls, starting on Monday \_\_\_\_\_. When students step on the spot, they will be encouraged to share something they are thankful for. Build in some time for your classrooms to visit these spots during the two week campaign.

## **The Gratitude Wall**

Each morning, during morning announcements, students will be writing their gratitude on sticky notes to create a beautiful “Gratitude Wall” of notes which will be displayed in the cafeteria. Encourage students to write about something/someone different every time they write. Please find a time during the day when your class can go to the Gratitude Wall and tape their note to the wall. (We will distribute sticky notes to classrooms on Friday \_\_\_\_\_. There will also be extra tape and sticky notes stationed near the wall.)

## **Kindness Cards**

To help students transform their gratitude into kindness, teachers and students will be passing out orange “Kindness Cards” whenever they see the good in someone. Since these cards say “You Matter” on them, kids are encouraged to explain WHY someone matters when they pass on the card. Students may also make their own cards to pass out.

### **You Matter Letters**

The purpose of these letters is for students to practice sharing their gratitude for someone who matters to them. This can be anyone human (children can also write to pets, but they must also complete another letter to a human.) Letters should be in their own words and writing, without any editing from teachers. Please also honor the private nature of these letters. If students don't want to share their letters, that's okay. Just make sure they complete the activity.

### **AGE APPROPRIATE YOU MATTER LETTER ACTIVITIES**

- PreK can make a “You Matter” Piece of artwork
- K - 3 students can use the “You Matter” booklets
- 4 - 6 students can write a “You Matter Letter” as a writing assignment

### **GRADES 4 - 6**

Make sure 4 - 6 students answer these three questions in their letter:

- How has this person made your life better?
- What have they given up to do that?
- What's one thing that they did that really made a difference?

After students have read their letters to the people who matter in their life, you may want to have a discussion in class. Here are some discussion questions:

- How did it make you feel when you read this letter aloud?
- How does gratitude make us more kind?
- Is it difficult to share gratitude with people sometimes?
- Why do you think this is?

If you have any questions, please contact \_\_\_\_\_ .

Thank you!!

Principal

# SAMPLE PARENT LETTER

Dear Families,

In an effort to uplift our community, our school is going to run a two week Gratitude Campaign through the Look for the Good Project. This inspiring program will begin on \_\_\_\_\_ and run for two weeks. All students and staff will participate and you are welcome to join in too!

Starting on Monday \_\_\_\_\_, orange “Gratitude Spots” will be placed in hallways throughout the school to remind students and staff to think about what they are thankful for. If you step on one, think about what you are thankful for and share it with your child. Each morning, students will be writing their gratitude on sticky notes to create a beautiful “Gratitude Wall” of notes which will be displayed in the cafeteria. If you would like to add your own gratitude to the wall, there will be extra sticky notes in the main office.

In addition, you may find your child carrying an orange “Kindness Card” which says “You Matter” on it. Encourage them to tell you why they received the card and who they might give it to next. If your child has not received a card yet, encourage them to make their own Kindness Cards to give out at school. The more cards we circulate, the more we will remind students and staff to share their appreciation and kindness with each other!

To learn more about the science behind this program and how a humpback whale inspired thousands of kids to uplift their school communities with gratitude and kindness, please go online to [lookforthegoodproject.org](http://lookforthegoodproject.org). If you have any specific questions about how we are running the program in our school, please contact me directly at: XXX-XXX-XXX.

Gratefully,

Principal

# QUANTIFYING RESULTS

## COUNTING KINDNESS

If you would like to use a free online Kindness tracker called Raise Craze, please sign up here: [\*lookforthegoodproject.org/fundraising\*](http://lookforthegoodproject.org/fundraising)

Raise Craze is a separate online platform that supports students as they count kindness or fundraise for the school. You can also record acts of kindness by hand, store them in a kindness bucket, and even graph them on the blackboard as a math project. Be sure to tell us what your final number is so we can count your kindness too!!

## SURVEYS

If you want to report survey results to your district at the end of the year, please have your 4th - 6th grade students take the survey on the **LAST** day of the campaign. We'll send you the results in May, in time for your end of year reports. Please contact us if you need these results sooner:

*[info@lookforthegood.org](mailto:info@lookforthegood.org)*

- If your school requires permission slips, email the release form to parents of 4th - 6th grade children so that they can self-select to participate in the surveys. (Please note that the surveys are anonymous so most schools do not require additional parent permission forms.)
- If you do need to send out the permission forms, collect the permission forms and keep them in your school office (we don't need copies).
- Run the survey for 4th - 6th grade students on the **last day** of the campaign: [\*http://bit.ly/2vOKgqZ\*](http://bit.ly/2vOKgqZ)

*Sample Parental Permission Form*

***Evaluation of the Look for the Good Project's Two Week Gratitude  
Intervention for 4th - 6th Grade Students***

You are being asked to allow your child to fill out an anonymous survey before and after the Look for the Good Project's two week Gratitude Campaign. The survey will take approximately 10 to 15 minutes to complete. All data from participants are anonymous to ensure confidentiality. If you would like to learn more about the Look for the Good Project, please visit [www.lookforthegoodproject.org](http://www.lookforthegoodproject.org). These surveys will help us determine the impact of this enrichment program.

Thank you so much for your cooperation.

\_\_\_\_\_  
Name of 4th, 5th, or 6th Grade Student (please print)

\_\_\_\_\_  
Signature of Parent or Guardian

\_\_\_\_\_  
Date

# REACHING OUT TO THE PRESS

Before we were even registered as a non-profit organization, our Founder was getting lots of media attention for her community-based efforts. She had a local newspaper column for about a year and a half (serving 60,000 people) and was also featured in national news:



## SCHOOL PROGRAM FACTS

**118**  
SCHOOLS

**44,664**  
K -6 STUDENTS

**958,254**  
MESSAGES OF GRATITUDE

Dear Local Paper/TV Station:

In an effort to uplift our community during this volatile time in our nation’s history, \_\_\_\_\_ Elementary School is going to run a two week Gratitude Campaign through the Look for the Good Project. The Look for the Good Project is a Connecticut-based nonprofit organization that is quickly gaining national attention for its innovative approach to violence prevention.

Administrators are calling the Look for the Good Project the “Trojan Horse of Activism” because it shows up in a community as a “cute kids program” and ends up bringing polarized adults together, all through the kindness and inspiration of their children. In just two years, 44,000+ elementary school aged children have participated in the Look for the Good Project’s school program, generating 950,000+ messages of gratitude to inspire kindness in their communities.

With ### students in our school, we expect to generate ##### messages of gratitude and ### acts of kindness by the end of our two week program. Since these messages will be displayed on a beautiful “Gratitude Wall” at our school to be later donated to \_\_\_\_\_, we invite you to come see it and add your own message to the display.

If you’d like to learn more about the Look for the Good Project, please visit: [lookforthegoodproject.org](http://lookforthegoodproject.org). To connect with us to schedule a time to visit, please contact \_\_\_\_\_ .

Sincerely,

Principal