

# KICKOFF FOR KINDNESS PLAYBOOK

There are a million reasons and a million ways to be kind and every day can be an opportunity to do something – big or small – for someone else. Even on the biggest game day of the year.

This year, whether you're planning your annual game day bash or inviting everyone over to watch Lady Gaga rock the halftime show like only she can, you can offer your guests more than just great food – you can offer them ways to be kind by organizing a #KickoffForKindness Watch Party!

In addition to your world famous chicken wings or killer chili, set up stations with different Kindness Plays where your friends and family can participate in simple acts of kindness. Here's how it works:



## Pick your Kindness Plays

Decide which acts of kindness you want your guests to participate in during the big game. Below are a few suggestions but these are just the start! We suggest selecting three to five simple activities your guests can complete in five minutes or less each.



## Throw your #KickOffForKindness Watch Party

Gather your friends and family, watch the game, and be kind! Share your Kindness Plays on Twitter by using the hashtag #KickOffForKindness. You can post photos, videos or even Periscope your party live!



## Submit your #KickOffForKindness Watch Party at [bornthiswayfoundation.com/kickoff](https://bornthiswayfoundation.com/kickoff)

Tell us where your party was hosted, how many people came, and how many Kindness Plays your guests completed. *As a little extra incentive, Lady Gaga will have a special thank you for five #KickOffForKindness Watch Party hosts – tickets to an upcoming show! To be eligible, make sure to submit your party by midnight PST on Tuesday, February 7th.*

Need some ideas for possible Kindness Plays for your party? Here are a few ideas to get you started:



## Collect cans and dried foods for a local food pantry

Ask your guests to bring nonperishable food items for a food pantry in your community. Check out [Feeding America](https://www.feedingamerica.org) to find a pantry near you.



## Decorate meal bags for kids who need a little extra love

Kids' Food Basket serves thousands of children each weekday in need of good nutrition so they can be their best in school and in life. By decorating the bags that the meals are delivered in, you and your guests can provide kids with an extra touch of love! Learn more at [KidsFoodBasket.org](https://www.kidsfoodbasket.org).



## Send a message of support to a veteran or service member

Invite your guests to send a message to a veteran or service member thanking them for their bravery and sacrifice. Notes can be sent from a computer or smart phone through [the USO](https://www.uso.org).



## Donate to an amazing nonprofit

Ask your guests to donate towards a nonprofit organization that is helping those who need it most such as [Covenant House](https://www.covenanthouse.org) which provides shelter and other services for homeless youth.

**Want to go bigger? Challenge a friend or family member to host their own #KickOffForKindness Watch Party and see who can collect the most Kindness Plays!**

