

# Get Ready for #PayItForwardDay



This planning guide is designed to help your school celebrate

## Pay It Forward Day

*Hello,*

**First, a big thank you!** On April 28th, you'll join kindhearted people on every continent doing intentional acts of kindness for Global Pay It Forward Day. Our common goal is to create a ripple of good that knows no end.

By participating with your school, you're helping to teach students the power of kindness in a way that they will remember for the rest of their lives. Through your efforts, they'll develop an understanding of what it means to 'be the change you wish to see in the world'.

Since Pay It Forward Day started in 2007 we have heard stories of kindness initiatives in schools that have truly blown us away. Stories such as...

- Students plastering the walls of their school with kind notes
- Teachers who stopped assigning homework and instead chose to assign acts of kindness
- Administrators who installed laundry rooms in their inner-city school so that no student, regardless of their home life, would have to come to school in dirty clothes

Each and every story is equally as creative as it is heartwarming. The beauty is that no act of kindness is too great or too small, and absolutely everyone can do something that helps to make a difference.

We truly believe our children are our greatest asset, and they are fortunate to have a role model like you who will show them firsthand how they can make a difference in the world for many years to come—so thank you!

We've created this resource to answer common questions and also to help spark ideas for fun and unique ways your school can celebrate Pay It Forward Day. We hope you find it useful, and can't wait to hear about your efforts. Be sure to share with us on social media by tagging @PayItForwardDay and using the #PayItForwardDay so we can cheer you on!



## WHAT IS PAY IT FORWARD DAY ALL ABOUT?

*Pay It Forward Day exists to inspire people everywhere to know that they can make a positive impact in the world through acts of kindness and love.*

Since 2007, Pay It Forward Day has grown into a global movement that inspires millions of people across the planet to unite by doing acts of kindness on April 28th.

The purpose of Pay It Forward Day is not just to celebrate kindness on one day, but to unite kind-hearted people everywhere in an effort to create a massive ripple of good that lasts long after the day is over.

We believe that when we harness the collective power of kindness, multiplied by millions, we can effect positive change in the world.

No act of kindness is too great or too small! Whether you choose to give of your time and talents, physical goods, or monetary donations, the good you can do is limitless, so get creative! Each and every act of kindness makes a difference.





## WHAT WILL YOUR SCHOOL DO?

*The possibilities are truly endless, but here are some ideas to help get you started.*



**Surprise and delight.** Look for opportunities to make others smile—whether that be inside your school, or in your community. Students can give others an unexpected treat, write letters to soldiers stationed overseas, hand out flowers, balloons, or high fives. On Pay It Forward Day your students have full permission to be as creative as they like! Your goal is to touch another person with unexpected kindness, so use this as an opportunity to surprise and delight others in fun and unique ways.

**Donate.** Pay forward physical goods by organizing a donation drive for food, clothing, blood, or other valuable resources.

**Serve.** Your students might pay forward their time or talents to those who need it. Volunteer at a local shelter, roll up their sleeves and clean up a community park, or spend quality time with residents at an assisted living home.

**Give.** Raise funds and make a monetary donation to a worthy cause or charity you support or surprise a deserving family or individual in need. Get creative with how: maybe you'll ask students to bring in loose change; host a bake sale and donate the proceeds; bring in gently used toys or clothing for children in need; hold a pay it forward car wash with all proceeds going toward your cause; or some other amazing idea!

**Brainstorm!** Harness the power of your students' ideas. Not sure how to get started? We've created a great resource that shares a fast-paced, engaging brainstorming exercise to use in schools. This process is specially designed to guide students through a series of activities where they'll come up with specific ways to help make their school a kinder place. It's perfect for students in grades 4 and up. You can find it in the 'School Resources' section at [www.globalpayitforwardday.com](http://www.globalpayitforwardday.com).



## QUESTIONS TO GET YOUR STUDENTS THINKING



*Every act of kindness makes a difference*

There are many ways to get your students excited to pay it forward. First, ask if they know what it means to ‘pay it forward’. Definitions may range but should center around this simple idea: **“Do intentional acts of kindness and ask recipients to “pay it forward”. Those acts of kindness will create a ripple of good as they continue to reach more and more people.”**

Explain that acts of kindness don’t always need to revolve around things that cost money. They can include writing a kind note to someone, paying compliments, holding the door for one another, or making sure every student has someone to sit with at lunchtime.

Next, ask the following thought-provoking questions. Listen carefully to each student’s response and see if it sparks any additional ideas about what you might do for Pay It Forward Day on April 28th.

- ♥ **Have you ever experienced a random act of kindness? If so, how did it make you feel?**
- ♥ **What acts of kindness might we be able to do together in our school or for our community?**
- ♥ **Have you ever intentionally carried out a random act of kindness for someone else? How did you feel afterward?**
- ♥ **What are some things we can do to pay it forward in our own classroom?**



## HOW DO WE GET STARTED?

*There are countless ways schools can participate in Pay It Forward Day! The area below is designed to be a workbook to help you get started.*



If you aren't sure where to start, this is for you! Feel free to print this out and complete the sections at your own pace.

**Decide what your school will do.** What acts of kindness will your classroom or school do on Pay It Forward Day? Will you encourage students to pay forward compliments throughout the day? Maybe they'll plaster the halls of the school with kind notes? Or perhaps you'll gather donations for another local school that's in need? Or maybe you'll challenge students to find some other out of the box way to spread kindness. The options are truly endless.

*First, consider what some of the biggest needs are in your school and in your community.*

*Next, determine if there's a creative way your students can help. Write your ideas here:*

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**Determine who will participate.** Will your Pay It Forward Day efforts be hosted in your classroom, or school-wide? Will families and administrators be invited to participate, or students only? Write your answer in the space below.

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**Decide on a goal.** By setting a goal, you can help everyone in your classroom or school to rally together behind your cause. A good goal should be S.M.A.R.T. — Specific, Measurable, Achievable, Relevant, Time-based.

*Consider if your goal is for students to kind acts, gather donations of goods, fundraise, or some other collective effort. Write your goal here:*

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*How many (acts of kindness, donations, etc) would you like your students to strive for?*

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**What supplies will you need?** Consider what supplies you might need (if any) and write them in the space below:

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**Create a plan.** Once you've set your goal, the next step is to create a plan to help get you there.

*Think about what you need to do to accomplish your goal, and how you'll inspire your class or school to take action. In the space below, outline the steps you will need to take to make your vision come together by Pay It Forward Day (4/28):*

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**Get the word out.** Consider how you will share your students efforts to help inspire others (For example, to students: in the classroom, or at an assembly; to parents: via email, a flyer, or word of mouth; to the community: via social media, local PR, etc).

*Write your ideas in the space below:*

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**Gather visuals.** A picture is worth 1,000 words, so consider what visuals you can use to help tell share what you'll do for Pay It Forward Day. This might include inspiring photos, powerful quotes, a heartfelt video, or other meaningful visuals.

*Write any ideas you have for visuals that will help support your idea for Pay It Forward Day here:*

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Remember to capture photos and videos of your students efforts leading up to, and on, Pay It Forward Day. You can share these with your school community to inspire them and help keep the momentum going.

**Give them a reason to get excited.** An ‘inspiring ask’ will help everyone to rally around your goal. Remember, everything you’re doing is geared toward spreading kindness in your school, your community, and in the world, which is something that everyone will be excited to get behind – so don’t be shy about sharing why you’re doing what you’re doing and asking others to join you! Consider why your school is doing what it’s doing. Share the heart behind why your school believes this effort is important.

*How will your students make a difference if they accomplish their goal? What impact do you hope to make?*

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**Gather impactful stories you can share that support your ‘inspiring ask’.** These might include stories about something specific in your school, a specific cause or organization, an individual or family in need, etc. These stories should help others to feel connected to your efforts in hopes that they will either rally together to help support you, or cheer you on in the process.

Be clear about what you’re asking others to do, and how they can participate. Example: The ‘inspiring ask’ for a school that is collecting art supplies for a less fortunate inner-city school might read something like this:

**STORY:** Mrs. Meyers greets each student by name, always with a smile on her face. As the art teacher at the city school, she knows the importance of unleashing creativity and teaching self-expression, and what a difference it can make in her students’ lives. Unfortunately, her school’s budget doesn’t have room to purchase more art supplies, which has forced her to dip into her paycheck in order to complete her daily lessons. She wants the best for her students, so she does this week after week.

**BELIEF STATEMENT:** Our students know firsthand the importance of art in the classroom, and want to help stock Mrs. Meyers cabinets with supplies so her students can unleash their full potential. Our goal is to overwhelm her with everything she needs by Pay It Forward Day on 4/28.

**YOU STATEMENT:** You can help stock her art room by bringing unused supplies like paint, markers, or crayons to school by 4/28.

**OPPORTUNITY STATEMENT:** Will you help us?

*Now it's your turn!* Consider what act of kindness you will ask your organization or community to rally around and begin drafting your narrative below:

**IMPACTFUL STORY:**

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**BELIEF STATEMENT:**

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**YOU STATEMENT:**

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**OPPORTUNITY STATEMENT:**

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## HOW CAN WE HELP SPREAD THE WORD?

*The key to creating a massive ripple of kindness is to get the word out far and wide — and we need your help to do that!*

There are two specific ways you can spread the word:

**Word of mouth.** Consider who else you know that might be interested in doing something for Pay It Forward Day. Perhaps you know of another school, company, non-profit, community, individual, or family that might want to get involved? Reach out and let them know about it!

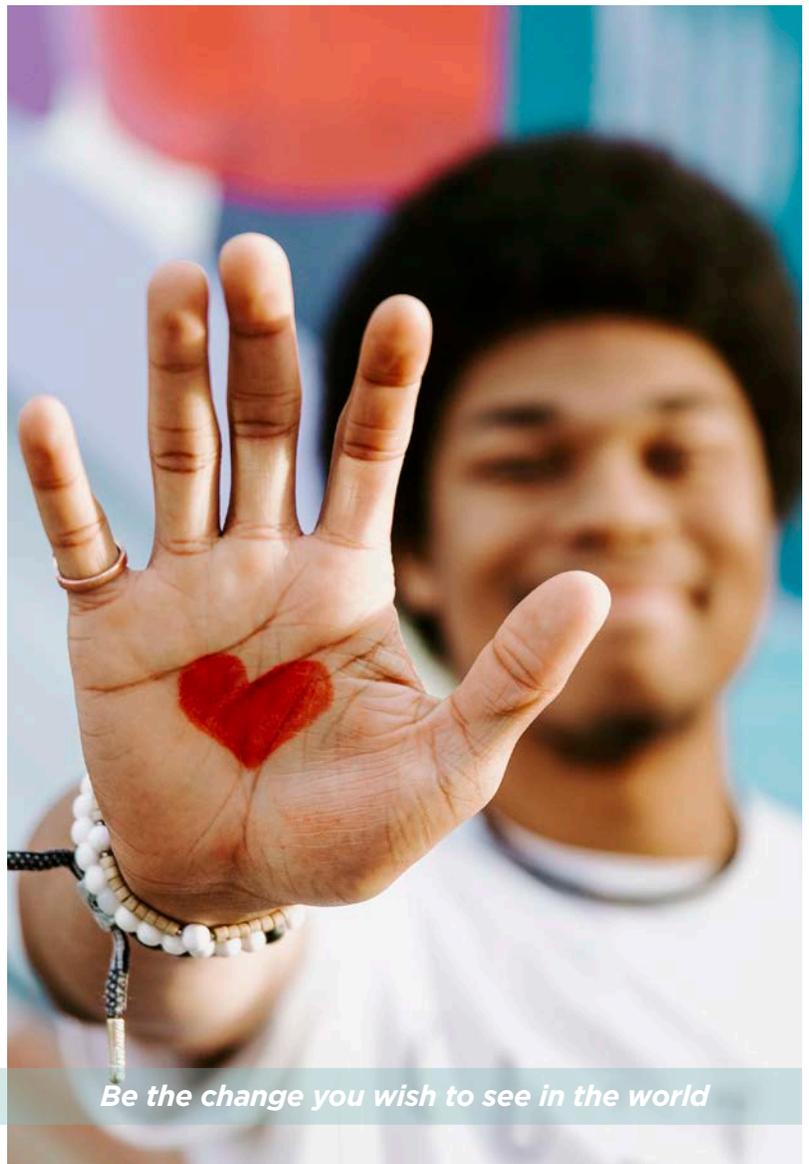
**Social media.** Tell everyone you know that Pay It Forward Day is coming on 4/28!

- Share a photo with a heart on your hand
- Use hashtag #PayItForwardDay on social media
- Follow & Tag

 @PayItForwardDay

 @PIFDayUSA

 @PIFDayUSA



*Be the change you wish to see in the world*



## FREQUENTLY ASKED QUESTIONS

### *When is global Pay It Forward Day?*

Global Pay It Forward Day happens every year on April 28th.

### *What is global Pay It Forward Day?*

Pay It Forward Day is a worldwide celebration designed to inspire people everywhere to do intentional acts of kindness with no other motivation than to 'pay it forward' in hopes of creating a ripple of kindness that lasts long after the day is over.

### *What does it mean to pay it forward?*

The premise of paying it forward is simple: do an intentional act of kindness for someone, and rather than simply accepting it or allowing them to repay the original good deed back to you, the recipient does something kind for someone else, thus creating a ripple effect of the very best kind!

### *Why should I get involved?*

We know that kindness inspires kindness. When someone experiences an unexpected act of kindness, it helps restore their faith in humanity, serves as a beacon of hope, and lights the way for other good deeds. April 28th is your chance to be the change you wish to see in the world. On this day the global community will unite together to help make our world a kinder place.

### *Why should schools participate in Pay It Forward Day?*

There are countless tangible and intangible benefits to having your school participate in Pay It Forward Day. Here are a few big reasons:

- To be known as a school that is making a positive impact in your community, and in the world.
- To foster a culture of kindness in your school.

- To provide meaningful ways to teach students about the power of kindness.
- To teach students how to use their time, talents and resources to make a positive impact in their school, their community, and the world.
- To unite your students around a positive message.
- To connect with others in impactful memorable ways.
- To show students that their actions matter, and that they can make a difference.

### *Why choose one day to pay it forward?*

We know you practice kindness all year long, and we encourage you to keep going! The goal of Pay It Forward Day is to unite kind-hearted people across the globe to go out and do acts of kindness on the same day in hopes of creating a massive tidal wave of good in the world. Envision a day where every person across the planet is touched by an act of kindness. How would things change? Pay It Forward Day is our chance to find out!

### *Who can participate in Pay It Forward Day?*

Everyone! The true power of Pay It Forward Day lies in harnessing the kindness of individuals and organizations worldwide. The more who participate, the larger our collective ripple of kindness will be.

### *Does it cost money to participate in Pay It Forward Day?*

Absolutely not. While some choose to donate money or do acts of kindness centered around buying things, there are many things you can do to pay it forward that don't cost a thing. Consider offering your time or talents to an organization or individual, hosting a food or clothing drive for a worthy cause, or using your unique gifts in some other meaningful way.

### *How big is Pay It Forward Day?*

Pay It Forward Day is a global movement. There are 86 countries around the world who have official teams tasked with raising awareness and inspiring acts of kindness, and millions of individuals and corporations worldwide who do intentional acts of kindness on April 28th.

### *Who is behind Pay It Forward Day?*

Pay It Forward Day is unique in that it is not associated with any organization or foundation. Just as National Pancake Day is a day to celebrate our love of pancakes, Pay It Forward Day is a day to celebrate our love of kindness. Participating countries each have a team of awesome individuals who pay forward their talents to further the cause of spreading kindness in our communities and around the world.

### *How is Pay It Forward Day funded?*

There is no funding for Pay It Forward Day, rather the mission is supported through kind-hearted individuals and organizations that pay forward their time and talents.



## CONTACT INFORMATION

For additional resources, or to learn more about Global Pay It Forward Day, please visit us online at [www.payitforwardday.com](http://www.payitforwardday.com).

Or, connect with us on social media:

**Facebook:** [www.facebook.com/pifdayusa](http://www.facebook.com/pifdayusa)

**Instagram:** [www.instagram.com/payitforwardday](http://www.instagram.com/payitforwardday)

**Twitter:** [twitter.com/pifdayusa](https://twitter.com/pifdayusa)

**TikTok:** [@PayItForwardDay](https://www.tiktok.com/@PayItForwardDay)