



Certified Business of Kindness

One Kind Act a Day

Introduction

One Kind Act a Day is dedicated to building communities and workplaces rooted in compassion, integrity, and connection. We invite your organization to join this growing movement by working toward official recognition as a Certified Business of Kindness.

This certification honors businesses that lead with empathy, foster inclusive work environments, and demonstrate kindness both internally and externally. Organizations that achieve certification are recognized publicly for their leadership in creating positive workplace culture and meaningful community impact.

Upon completion, One Kind Act a Day will coordinate with your team to schedule a formal presentation ceremony, engage the press and community leaders, and celebrate your business as a model of kindness and citizenship.

Certification Requirements

To earn recognition as a Certified Business of Kindness, organizations must complete **all** Required criteria and at least **six (6)** Optional Initiatives.

Required

- ❑ **Employee Participation:** At least 50% of employees participate in both pre- and post-kindness surveys, and at least 50% of staff sign the Kindness Pledge.
- ❑ **Community Outreach:** Display kindness-themed signs, banners, or messaging that promote your partnership with One Kind Act a Day and share your organization's commitment to kindness. [Standard Promotional Kit](#)
- ❑ **Consistency:** Need to demonstrate a consistent pattern of kindness over time, rather than isolated acts of kindness. The Certification process must be a **year-long initiative**.
- ❑ **Liaison Appointment:** Appoint a Kindness Liaison company representative who will coordinate activities, communication, and reporting between your business and One Kind Act a Day. They will fill out a monthly survey to describe the kindness efforts that month.

Optional Initiatives (Please complete a minimum of six.) No more than 2 per category!

Internal Engagement

- Host a Kick-Off Meeting to introduce the kindness initiative and inspire participation.
- Create Kindness Teams within departments to sustain ongoing programming and integrate kindness into workplace culture.
- Implement a Kindness Intranet to share kindness prompts, quotes, and positive stories company-wide.
- Establish a Book Club featuring titles focused on kindness and empathy, supported by One Kind Act a Day's curated GoodReads list.

Visibility and Communication

- Collaborate on Co-Branding initiatives with One Kind Act a Day.
- Include a One Kind Act a Day widget or link on your company website.
- Share your commitment through Social Media Engagement.
- Produce Video Documentation or short interviews featuring employee kindness stories.

Recognition and Motivation

- Establish Kindness Awards recognizing individuals or teams who exemplify kindness and integrity.
- Track and celebrate progress with a Set a Goal and Count the Kindness challenge.
- Implement the Kindness Coin Initiative to promote tangible acts of giving and gratitude.

Community and Family Outreach

- Extend kindness beyond the workplace by engaging employees' families in kindness activities or events.
- Organize Charitable Efforts that align with your organization's mission, such as food drives or care kits.
- Challenge Another Business to begin the kindness certification process and join the movement.

Other

- 2 Design a kindness initiative that reflects its unique business values and needs. All proposed initiatives must be reviewed and approved by OKAAD prior to implementation.

Documentation and Review

Businesses are encouraged to document their kindness journey through photos, testimonials, and short reports. Upon completion, submit a brief summary outlining:

- Actions completed under required and optional categories
- Measurable outcomes or participation data
- Employee and community feedback or success stories

Recognition and Award

Certified Businesses of Kindness will receive:

- A framed award presented at a formal ceremony
- Recognition on the One Kind Act a Day website and social media channels
- Eligibility for future collaboration opportunities and ongoing kindness initiatives

Closing

The Certified Business of Kindness program reflects the belief that kindness is not only good for people—it's good for business. When organizations lead with empathy and integrity, they build stronger teams, more loyal customers, and more vibrant communities.

Together, we can redefine success by making kindness the cornerstone of every workplace.