

FEBRUARY 5, 2026

KICKOFF FOR KINDNESS

A NATIONWIDE SCHOOL KINDNESS PRESENTATION



Kindland
JUST BE KIND



values
in action

Kindland
JUST BE KIND

Quick Watch OPTION for Grades K-4 - Video and Questions, 15–20 min

Kickoff for Kindness 2026 (K–4)

Quick Classroom Run (15–20 minutes)

Goal: Simple, concrete kindness skills (help, include, thank, encourage) tied to “teammate” behavior.

Materials: Optional student sheet (circles/draw/1–3 words). No prep required.

When to Pause + Exactly What to Ask:

PAUSE #1 (after Rules of the Game) → after [7:44–8:21]

“What is one kindness rule for our classroom?”

“Where can we show it today: recess / hallway / class?”
(Give 1 example.)

PAUSE #2 (after Merrill story) → after [8:21–9:59]

“What kind thing did the students do?”

“How do you think she felt?” (happy / surprised / loved / proud)

PAUSE #3 (after Damar close) → after [28:50–31:23]

“Who helps you grow? (teacher/coach/family/friend)”

“What kindness will you do today: help / include / thank / encourage?”

Optional 2-Minute Activity (if time remains)

Assign each corner of the room one of these “Teammate Moves”: HELP / INCLUDE / THANK / ENCOURAGE.

Ask students to choose the move they want to practice, walk to that corner, and stand with their group.

Then ask 2 volunteers: “What will you do, and when?”

What to Play (in this order)

Welcome / Big Idea

[0:00–1:32]

Rules of the Game

[7:44–8:21]

Merrill, MI Story

(Cheerleaders return kindness)

[8:21–9:59]

Contest Winner

Message

(“Be the person who stops”)

[26:19–28:50]

Damar Hamlin

Closing Message

[28:50–31:23]