Dear <<First Name>>,

Meeting with community members is the very best part of my work. I learn so much from the people with whom I spend time, regardless of age, gender, or level of engagement. More often than not, conversations inevitably lead to bemoaning some state of the world. Whether it is antisemitism, the growing mental health crisis, economy, lack of civility, or a myriad of other concerns, everyone seems to be worried about the state of our world, in some way. More times than I can count I have heard people say, maybe if we could all be a little kinder or more understanding, we would make some progress.

In thinking about these conversations, an idea has been percolating and I want to ask you to help me with a challenge I have been ideating. This challenge may not fix what ails us, but maybe it can help spread some kindness at a time when we all need it. Here is my idea and I hope you will join me in this challenge.

This is the Kindness Chain Challenge.  I am asking everyone who is willing to participate and it is fairly simple.

In the next 48 hours:

Step 1 - Commit to performing **a random act of random kindness.**  If you are

unsure of what this is, here is a link for and explanation and examples: [101 Random Acts of Kindness - Simple Ideas to Make A Difference (trulyexperiences.com)](#)

Step 2 - Post your random act on your choice of social media and tag Federation (Facebook: @JewishRochester, or Instagram: @jfedroc) and the Kindness Chain Challenge: #kindnesschainchallenge

Step 3 - Make a contribution to a non-profit organization, of any dollar amount.

Step 4 - Tag 3 people to complete the kindness chain challenge, too.

Here is an example of your social media post.  Feel free to embellish, add graphics, pictures, or keep it simple:

*I am participating in the Kindness Chain Challenge. I (insert your random act). Through this challenge, I committed to performing a random act of kindness within 48 hours and posting it on social media.*
*I contributed to a non-profit organization (you could say which one or not – your choice)*
*I am tagging, (insert/tag 3 names) to complete this challenge and post their random act of kindness.*
*Let's flood social media with random acts of kindness. TAG: (@JewishRochester or @jfedroc) #kindnesschainchallenge*

Each random act of kindness and contribution can flood social media with goodness, rather than the vitriol and divisiveness that we have become accustomed to seeing. Imagine this as the Ice Bucket Challenge without cold water and a video. In a short time, imagine what the impact could be if we all participate and tag people in a variety of places. Will this solve our underlying problems? Absolutely not. Will it bring some lightness and goodness into our world? Definitely yes. Can we keep this going?  I really hope so!

I hope you will consider launching this challenge with me.  I will be posting and tagging later today on social media. The next 48 hours take us through the weekend so feel free to commit to the challenge after Shabbat. The more people who participate, the better.

If you are taking the challenge today, please consider recognizing our veterans who have served our country.  Whether a random act of kindness for a veteran

or a contribution to an organization supporting our veterans on Veteran's Day, today is a great day to show appreciation for the men and women who have protected our beloved country. I hope all of our veterans feel the support and appreciation they justly deserve for their service to our nation.

I hope you will consider taking part in this little experiment. At the very least, maybe we will each brighten someone else's day and that is never a bad thing.

Shabbat shalom –

*Meredith*

Meredith
CEO