



## MARCH KINDNESS CALENDAR – 31 WAYS TO BE KIND

**Description:** Each day in March, Accola will email donors and supporters a different way to show kindness to others and to themselves to make the world a better, more loving place. (For example: Write a letter of encouragement to a Sarah’s resident.)

**Purpose:** Make the Accola brand front and center for 31 days.  
Provide a March activity for those who may not be interested in college basketball’s “March Madness.”

For those who are discouraged by the current state of affairs, it will provide small, concrete actions that help make the world a better place!

Actions during the 31 days will include ways to support the three Accola programs: Learning In Style School, Sarah’s... an Oasis for Women, and Wisdom Ways Center for Spirituality.

On those days and throughout the month, people will be able to donate to those programs.

**What is Accola?** Accola is a new, independent nonprofit organization influenced by the spirit of the Sisters of St. Joseph of Carondelet that is committed to responding boldly to the needs of our time with transformative programs.

Accola’s mission is to welcome neighbors, cultivate community, and foster justice by responding boldly to the needs of the time. To accomplish its mission, the organization improves opportunity for immigrants through education; provides safe and dignified housing for women as they heal from trauma; and helps connect people’s spirituality with social justice action.

**Target Audiences:** Donors and supporters who receive our emails; visitors to the Accola website; potential new supporters who receive the links from current donors and supporters.

**Goal:**

- To increase people's awareness of Accola.
- To drive traffic to our website: 25 new hits per day X 31 = 775 hits
- An additional \$5,000 to \$10,000 in donations and gifts in kind.
- 250 additional emails collected by March 31.
- To provide the Advancement Office with the analytics from our website, Constant Contact, and social media.

**How to Help:**

- Participate daily or as often as you can.
- Forward the messages to others.
- Encourage them to sign up to receive the emails directly.
- Spread the word through social media.

**Instructions on how to sign up to receive the Accola Kindness Calendar will be emailed to all Board members by February 26.**