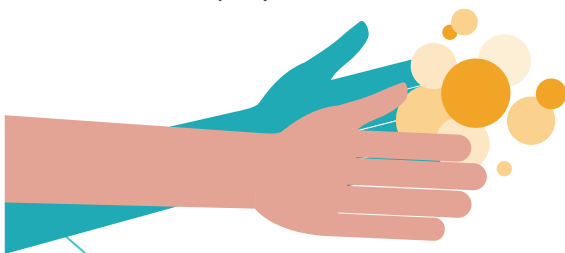


SPREAD KINDNESS. NOT COVID-19.

**BUSINESSES UNITED TO KEEP PEOPLE SAFE —
AND TO KEEP STAYING OPEN.**

AS A BUSINESS COMMUNITY, we care about the health of our customers and our region. We also know our ability to stay open depends on people staying healthy. We want and need to do our part to stop the spread of illness. But it's not easy. As we work to maintain new safety measures, we've also been tasked with communicating those changes to customers and employees.

SPREAD KINDNESS is a countywide campaign calling for healthy behaviors from everyone as COVID-19 continues to affect our community. Created by a partnership of regional businesses, development organizations and Chamber organizations, the campaign helps set expectations for our community: We stay safe for all of us. The messages link community values — kindness, compassion and respect — with actions that limit COVID-19's spread.



It will take a united effort to keep our community healthy — and to make a recovery that lasts.

STAY HEALTHY. STAY OPEN. SPREAD THE WORD.

SPREAD KINDNESS provides materials to help you:

- Assure customers your business is safe to visit.
- Clearly state the safety measures expected of customers when they visit.
- Join forces with businesses throughout our county to support recovery that lasts.

As our unified message spreads, our county will move closer to a new set of “normal” behaviors in shared spaces.



MAKING IT EASY TO COMMUNICATE.

HERE'S HOW TO JOIN THE CAMPAIGN.

1. Make sure your **SAFETY PRACTICES ADHERE** to local and state coronavirus guidelines for your industry.

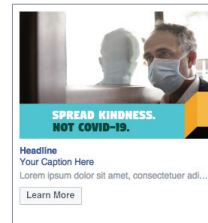
2. **USE THESE FREE MATERIALS:**



A window or door cling for your storefront. This sign calls out the healthy measures expected of those who come in. It also highlights your commitment to safety.



Posters to hang in your space.



A kit of social media graphics and posts to share on your business's channels. Some are ready to

use as-is. Others can be adapted with your own stories related to coronavirus health and safety.

3. **SPREAD THE WORD!** Invite other businesses in your neighborhood and industry to join the campaign. Send them to KindnessNotCovid.org.

4. Stay with us! **VISIT [KINDNESSNOTCOVID.ORG](https://KindnessNotCovid.org)** for campaign updates, links to information and resources from partner organizations and toolkit materials.

5. **TELL YOUR STORY!** Our coalition might contact you about opportunities to share your business's safe-recovery story.

A COUNTYWIDE PROJECT WITH BROAD SUPPORT.

Spread Kindness is a campaign created by a partnership of organizations working to support our county's recovery, with representation from these and other organizations.



#KindnessNotCOVID

#InlandStrong

#InlandBizStrong

[KindnessNotCOVID.org](https://KindnessNotCovid.org)