February 12, 2027

United Acts of Kindness



Community Partner Guidebook

Inspired By:

FirstUnited

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United Acts of Kindness

A proposed strategy on how to implement UAK in the communities we serve as we strive toward extending love and impacting 10 Million lives by 2030.



Vision 2030 - 10 Million Lives

We have elevated 10 million lives through love and impact by 2030.

We have delivered the very best employee and customer experience.

We have created communities that flourish through continued mentorship of ourselves and others to Spend Life Wisely.

- Every year on the Friday before President's Day, our communities are a little kinder because we are extending love and impact, one random act of kindness at a time
- First United plans to elevate 10 million lives by 2030 through love and impact
- Over 4,300,000 acts of kindness completed since 2021 in Oklahoma and Texas
- Acts of kindness can be done at little to no cost





Where it all began:

2020 Dallas Grand Opening



When we celebrate:

February 12, 2027
United Acts of Kindness is scheduled the week of National Random Acts of Kindness Day each year, falling on the Friday before Annual Stakeholder Meeting.



The impact we are making:

Over 4,300,000 Acts of Kindness completed since 2021

The Unveiling of a Re-Imagined Logo

The refreshed United Acts of Kindness logo is more than a new look—it's a bold celebration of the heart behind our mission. Featuring a passionate red heart with the iconic First United "1" at its center, the expressive brushstroke design reflects the compassion, energy, and impact our teams bring to every act of kindness.

This exciting rebrand creates a fresh, unified identity that will inspire employees, strengthen community recognition, and amplify the stories of lives being changed. We're excited to share this new chapter with our partners and invite you to proudly incorporate the updated branding into your materials and communications.

United Acts *of* Kindness

Our Progress

2021	2022	2023	2024	2025	2026
Goal: **10,000**	Goal: **100,000**	Goal: **300,000**	Goal: **350,000**	Goal: **1 Million**	Goal: **1 Million**
Acts: **≈10,000**	Acts: **297,202**	Acts: **338,766**	Acts: **784,397**	Acts: **1,246,665**	Acts: **1,701,738**

> Behind every act of kindness is a team of people who chose to make someone else's day a little brighter. That's worth celebrating.

6 Simple Steps to Execute

- **Choose Your Impact -**
  What will you do?
- **Determine Your Volume**
  How many acts?
- **Determine Your Budget -**
  How much will you do?
- **Log Your Acts**
  What is your commitment on UAK Day?
  What is your "act goal?"
- **Strategy to Track Acts -**
  How will you keep track of your total actual acts?
  Prior to the event, visit www.unitedactsofkindness.org, and pledge the number of acts you plan to complete.
  If your acts turn out to be more than your pledge, you can return to the UAK website and update your total acts by entering the new number of completed acts of kindness.
- **Post & Share -**
  #UnitedActsOfKindness



> Planning together, serving together, and celebrating together—that's the magic of United Acts of Kindness Day.

Examples and Suggestions of "Who"

Partner With Other Businesses

- Local Restaurants
- Coffee Shops, Drive Thrus
- Bakeries, Donut Shops
- Boutiques, Gift Shops, Flower Shops

Go Where People Are

- Laundromats
- Grocery Stores
- Dog Parks
- Community Walking Trails
- Gyms
- Nursing Homes
- Community Centers

Partner With a Local Non-profits or Entities

- Churches
- Meals On Wheels
- Shelters
- Fire Departments
- Police Departments
- Schools
- Hospitals



Toolkit Resources & Collateral

- T-shirts
- UAK Flyers
- Posters
- Outdoor Banners
- Stickers
- Candy Wrappers
- Coffee Sleeves
- Bookmarks
- Coloring Sheets
- Kindness Cards
- Handouts
- Gift Bags
- Promotional Items
- Canva Assets
- Social Media Strategy
- Radio Template
- Mayor's Proclamation Template
- Press Release Template
- Billboard Template
- and more!



Flyers & Handouts
To share with others to raise awareness.



Idea Sheets & Best Practices
A list of ideas and best practices to make your day a success.



Save the Date & Invitation Postcards
Digital and Print versions.



Social Media
Images and Inspirations to be shared on Social Media.



Selfie Frame & Posterboards
Snap photos to commemorate UAK day.



Candy Wrappers
Wrap a chocolate bar with a specialized UAK Wrapper. Full Size & Mini Size available.



Participation Cards
A small card to be handed out around town for others to participate and be inspired to share kindness.



Kindness Cards & Gift Tags
Set of small cards to be handed out or tied to gifts to spread kindness with room to write personalized messages on the backside.



Pay-It-Forward Cards
Leave Behind with a message for others to Pay-It-Forward.



Coffee Sleeves
Encase to-go coffee cups with a special UAK sleeve.



Notecards
Write personalized messages to spread kindness to others.



Sticky Notes
Brighten desktops with a cube of sticky notes.



Coloring Sheets, Word Search, & Drawing Sheet
Make UAK Day more colorful!



Gift Card Sleeves
UAK Themed Gift Card holders and boxes to present special gifts to others.



Gift Bags
UAK Themed to hold your Gift Bag special gifts.



Influencer Gift
Mug, Pen, Pay-It-Forward Card, Save the Date, & more.



Pens
Leave a mark on UAK Day.



Bookmark
A Special Placeholder for a good book.



Stickers & Window Clings
To spread awareness everywhere!



Banners & Table Top Displays
To raise awareness.



Print & Digital Display Ads
To place in local publications, online, in-house screens, or outdoor digitals.



T-Shirts
To show your community support!



Bracelets
To show your community support!





Media & Promotion

Local Radio

- PSA
- Interview

Local Celebrities, Influencers, and Community Leaders

Local Print

Local Billboards

Social Media Resources

- Save the Date
- Logo
- Marketing Strategy

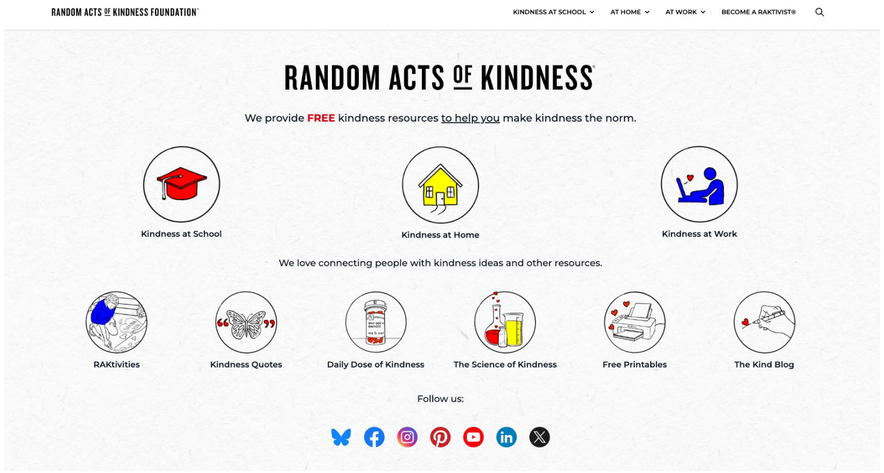
Other

- Chamber Newsletters
- School Folders
- Utilize partnerships
- Radio Ads



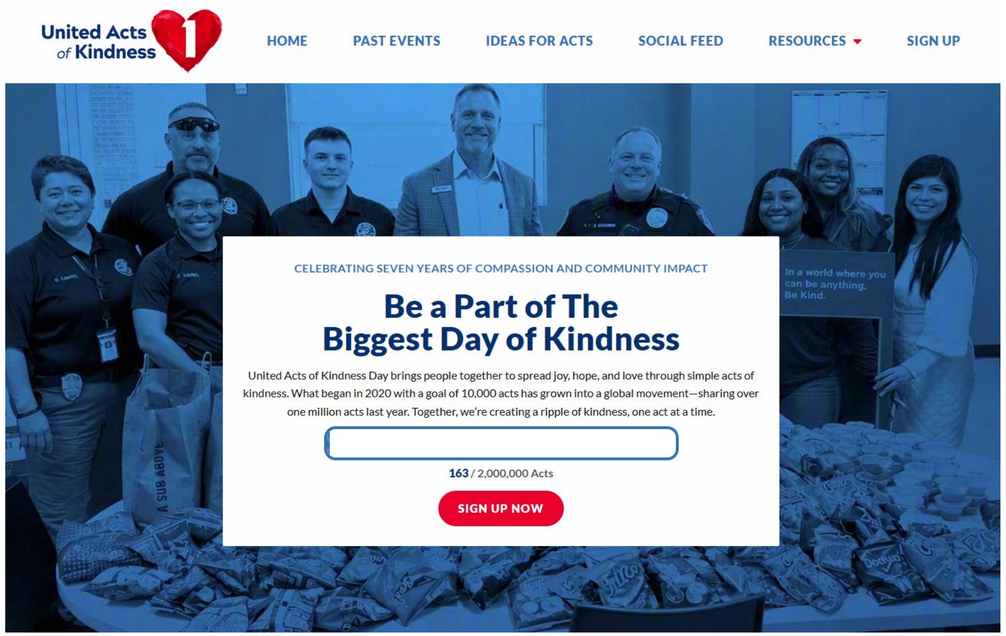






RandomActsofKindness.org

UnitedActsofKindness.org



Frequently Asked Questions

Q: Does it cost money to join the program?

A: There's no cost associated; your acts of kindness are determined by you.

Q: Do I have to register with a large group or company?

A: No, you can register as an individual on the website.

Q: When can I do the acts of kindness?

A: You should begin to prepare in advance but complete your acts of kindness by February 12, 2026.

Q: Can we get funding to support this program?

A: Since there's no cost to participate, we anticipate you will come up with creative ways to implement with minimal cost.

Q: Can I order my own merchandise to wear the official branding?

A: Yes, we have a UAK store available on the website that includes shirts, pens, stickers, cards, etc. Prices vary by item.

Q: Do you have to be a First United customer to join?

A: No, this is open for anyone to join. You just need a kind heart to serve.

Q: Can I customize my own merchandise using the UAK branding?

A: No, but there are UAK branded items available for purchase in the UAK Store.

Q: What if I complete more or less acts than I pledge?

A: If your actual acts completed vary from the number of acts pledged, you can return to the UAK website and update your total acts by entering the new number of completed acts of kindness. Be sure this number is your new total for all acts associated with that email address.



Thank You!

FirstUnited®
SPEND LIFE WISELY®
MEMBER FDIC

United Acts of Kindness

