



sales and marketing

Editor's comment: The following letter was written to The Kindness Revolution (TKR) by a staff person who has been empowered by agency owner Deborah Wallace to head her agency's kindness initiative. NAPAA has been a long-time supporter TKR and continues to be impressed with the success of those agency owners and staff who fully embrace the concept.

Good Morning Folks!

I wanted to touch base and let you know what is going on in good ole Frederick, Maryland. The list of [Kindness Revolution] events is growing and the excitement about them is through the roof!

First, I have a meeting with a local family restaurant/tavern on Monday to see about doing a karaoke family bonanza in November to benefit a local family in need.

Second, on November 13th I have an appearance at the elementary school to honor "Mr. Tony," the head custodian and his commitment to kindness. I will be contacting the local newspaper and the presentation will be in front of the entire school and staff. I'm really excited about this because I have had the hardest time getting into the school. Ed [Horrell] and Dave [Daily], you told me to be patient and it would happen on its own, and that time is coming. Thank you for your encouragement.

Additionally, we are hosting a Holiday Bizarre on December 1st at the Oriole's Nest. We are going to have 25 vendors selling their wares, food and drink specials, door prizes, drawings and games for the whole family. We are asking for a \$30 donation from the vendors, half of which will immediately go to the two charities that are benefiting from the event. We are giving to Glade Valley Family Services, a local food bank, thrift store and holiday store, and the National Alliance on Mental Illness, Frederick Chapter. The club is donating some of their earnings back to the charities as well.

I wanted to let you know what's happening in Frederick, so you could share in my joy! Additionally, I wanted to ask if you had a logo or could create one (or if I may) that has the smiley face wearing a Santa's hat? I think that would be great for the Holiday Bizarre. Any additional advice and/or ideas are always welcome too!

Lastly, I have talked to my local bank about opening an account for TKR [The Kindness Revolution™]. I cannot do it through Allstate because of insurance laws. So, I would need to open it as a local chapter of TKR and in order to do that, I would need some information from you. Ed, I think this is probably your area and I can discuss offline with you if you have the time.

I wanted to take a moment to thank each of you personally. Not only have you helped to restore passion to my career, but you have helped me exceed all expectations in our community and encouraged me to make kindness contagious! My children are really excited to be involved, the community wants to join in to help and I am seeing smiley faces all over! So from me to each of you, thank you for loving what you do, doing it above and beyond, and for being so willing to share with the rest of us. You each make the day brighter just by being in it!

In Kindness,

Dawn Hipsley

Deborah Wallace Allstate Agency