

The Neuro-Cards

Use these as printable cards, slides, or discussion starters.

Dopamine – The Motivation Chemical

What It Is:

Dopamine is the brain's reward and motivation neurotransmitter. It helps us learn what actions are worth repeating.

When It's Released:

- Achieving a goal
- Helping someone
- Receiving positive feedback
- Winning a challenge or completing a task
- Anticipating something exciting

Why It Matters for Kindness:

Dopamine makes pro-social actions feel good, encouraging us to help again in the future.

In donation education, it explains why helping others creates a sense of achievement and purpose.

Oxytocin – The Connection Chemical

What It Is:

Oxytocin is often called the “bonding hormone.” It strengthens feelings of trust and connection.

When It's Released:

- During teamwork
- When giving or receiving support
- Acts of kindness
- Eye contact, empathy, comforting someone

Why It Matters for Kindness:

Oxytocin helps humans form strong social bonds.

It shows students that kindness isn't just emotional – it's biological.

Relevant to donation because trust and connection increase positive decision-making.

Serotonin – The Wellbeing Chemical

What It Is:

Serotonin supports mood stability, confidence, and overall wellbeing.

When It's Released:

- Helping others
- Feeling respected or valued
- Spending time outdoors
- Feeling part of a community

Why It Matters for Kindness:

Serotonin explains the “warm glow” of doing something meaningful.

Helping others improves our own emotional wellbeing – a key message in donation-related kindness education.

