Good Deeds Day Kit for Companies
Map my toolkit

Hi! This kit will expose you to a number of benefits of doing good with your company on Good Deeds Day. We’ve shared a brief case study and excerpts from other companies’ successful experiences to inspire you! You have the power to create positive change in the world. Ready to make a difference?

• What is Good Deeds Day and who’s involved?
• The Added Value for your Company and Employees
• Case Study = Success Story
• I’m ready to pick an activity
• Share my project!

good deeds day toolkit for companies
What is Good Deeds Day?

Good Deeds Day is a global day that unites people from more than 100 countries to do good deeds for the benefit of others and the planet. Since 2007, millions of people from thousands of communities, organizations and businesses join together every year to volunteer and do good.

Join the global movement!
Recent Good Deeds Day Partners

- Habitat for Humanity
- National Coalition for Homeless
- Easter Seals
- generationOn
- Disney Volunteers
- United Way
- FOX
- Meals on Wheels
- NASDAQ
- Ronald McDonald House Charities
- AmeriCorps
- MTV
- Girl Scouts
- Amdocs
- Rebuilding Together
- The Huffington Post
- Northern Trust
- Woman’s Day
- Innovation: Africa

Good Deeds Day Toolkit for Companies
Endorsements and Media Coverage

The New York Times
NBC
FOX News.com
HUFF Post

adriangrenier
34th Street – Herald Square

The
New York
Times

FOX
39
KJNB

adriangrenier
Learn to appreciate a variety of foods, not just salty sweet fried

3,156 likes

Bill Gates Retweeted

Good Deeds Day
@GoodDeedsDay

Today is #GoodDeedsDay! Every small positive action is a good deed. Share yours here: bit.ly/22TLVDF - Shari Arison, Founder

T-Mobile 4G

Good Deeds Day Toolkit for Companies
The Added Value for your Company

• **Strengthen** team & cross-department *ties*
• **Increase** workforce *productivity* and employee *retention* *
• **Expand** your corporate *visibility* in the community
• Develop relationships with customers, suppliers and *grow your network*
• **Attract** investors and new *business*
• Build brand *awareness*
• **Differentiate** yourself from your competition
• **Generate** positive *publicity* and boost media coverage

*Did you know?* By increasing employees’ engagement levels (like through volunteering), organizations can expect an 87% reduction in employees’ probability of departure.
Doing Good is also Good for your Employees!

- Improve the **well-being** of your staff & maintain a happy work environment.*
- Develop **staff skills**, which are otherwise undiscovered. Through volunteering, you can provide another outlet for learning soft skills that are instrumental in a business environment, such as problem solving, mentoring and communications.
- Positively impact your employees’ **health** – volunteering lowers stress levels and makes people feel healthier.
- Learn more about corporate volunteering benefits on [Good Deeds Day’s LinkedIn Page](https://www.linkedin.com/GoodDeedsDay).

*Did you know?* 74% of employees say their job is more fulfilling when they are provided with opportunities to make a positive impact on social and environmental issues.
Case Study = Success Story

Indaqua Portugal planting a garden
Shikun Ubinui Poland renovate homes
Elbit San Antonio Volunteer in a food bank
Gilat Thailand play with children in need
BHI New York cook for the homeless
• Gilat HR required each branch to offer an activity for Good Deeds Day
• 90% of the branches took part globally
• Employee participation was voluntary
• 50% of employees in headquarters took part

Drawing inspiration from the Good Deeds Day’s how-to’s and collaborating with the GDD team, Gilat’s employees led the project process. Every branch held brainstorm sessions to select a few activities that would suit the needs of local employees. When possible, branches partnered with a local non-profit to choose a fitting activity.

Gilat used Good Deeds Day’s marketing material to promote participation with their employees. Click here to download your own!

“Gilat Moldova visited an Orphanage for disabled men from Orhei... the boys were expecting us with hope and interest, as not many volunteers visit them often. Some of us decided to visit the asylum again. But a thing is true for sure – that was an unforgettable experience for everyone.”
– On behalf of the team, Cristina Bondarenco + Vera Hramco
**Viva Energy Australia**

- 68% of employees participated in Good Deeds Day 2016
- 1098 good deeds performed in honor of Good Deeds Day 2017
- Company-wide BBQ and Tea Hour to celebrate impact and volunteers

“We want to keep doing Good Deeds Day! ... We encouraged teams to do it together, there was a lot of team building and also company-wide bonding...We had fantastic employee engagement!” – Jo Powell, Viva Energy

**Elbit Systems of America**

- 8 branches took part
- Each branch collected food for local food banks
- Made doing good fun through a Drive Box Decorating Contest where individuals and teams competed for prizes

“This had an extremely positive experience on our business... It really created a fun environment to see our employees collaborate...in the spirit of giving back to our community. Other employees involved their families in creating unique boxes...We loved that our project could positively impact children to show them how fun and rewarding it can be to give items to the less fortunate.” – Teresa Williams, Elbit Systems

**TIP!**

Divide activities into shifts, that way employees can choose to work part of the day and volunteer according to their meetings.
How can you take part?

Organize a project **outside the office**

Do good **in the office**

Do good with your **clients**
Do good outside your office

• You can choose from a wide variety of fields of doing good – environment, elderly care, animals, education, and more according to your preference.
• Connect with a non-profit chosen by employees or contact a local volunteer center to help you find an activity that suits your company’s needs.

Good Deeds Day sample projects by companies around the world:

Painting a wall mural
Gilat Satelite Networks, Russia

Arts and Crafts with the elderly
BHI, Uruguay

Event for the Children of the Berlin-Based Arche Charity
ADO Properties, Germany

Get inspired – check out more projects [here](#)
Do good **inside** your office

- Collect clothing, products, food or toys for donation
- Parking within the lines is also a good deed
- Spread positive messages in the office
- Organize a ‘Give & Take’ market
Do good with your clients

Pass out a flower or candy and attach a positive message

Print scratch cards with fun Good Deeds Day ideas

Leave cards in lobbies and encourage people to write a friendly note to someone
Share my project!

Connect to volunteers and get the word out to the press via your social media channels.

Use the marketing elements we’ve created for you, including “save the date” and other Facebook graphics, posters, sticker templates, activity guides, email signatures, and more. [Download them here.]

Wear the official Good Deeds Day T-shirt, customized with your logo! Request yours on the official GDD registration form.
You’re now all set to change the world!

But... just in case, we’re still here for you:

Good-Deeds-Day.org  |  info@good-deeds-day.org