Good Deeds Day Toolkit
for Points of Light's
Global Network

Good Deeds Day

POINTS OF LIGHT

Good Deeds Day Toolkit for Points of Light

Participating in Good Deeds Day can help boost exposure, opportunities and partnerships for the Network. This toolkit will help maximize your participation in this global day of service as a complement to your local messages and programs.

- What is Good Deeds Day?

- Points of Light & Good Deeds Day partnership

- Where do I start?

- I'm ready to take part …

- Share my project!

- Track and report

- DIY ideas for your volunteers

- 2019 Good Deeds Day checklist

What is Good Deeds Day?

Good Deeds Day is a global day of service that unites people from over **100 countries** doing 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 on a Sunday in April to volunteer and do good.

[Join the global day of service!](#)

Points of Light and Good Deeds Day 2018 Partnership

As a proud partner of Good Deeds Day and with a Network that has been actively supporting this global movement in many countries, we encourage members of our Global Network to participate and mobilize local volunteers on Good Deeds Day. It is our goal to position Good Deeds Day as a way to unify people of all backgrounds and cultures, to strengthen organizations and communities, and to bring the world together in doing good.

Inspire — Inspiration Building

- **More** ways to inspire volunteers to engage with our Network
- **Better** opportunities to recognize change makers around the world.

Equip — Capacity Building

- **More** tools, resources and assets to equip partners and changemakers
- **Better** opportunities for the Global Network to collaborate

Mobilize — Movement Building

- **More** changemakers discovering their power to make a difference
- **Better** impact through partnerships

Where Do I Start?

Do you already have projects planned around Good Deeds Day? Great! Tag them, register them, market them and count them as Good Deeds Day projects.

Choose to partner with local non-profits, approach municipalities for help with logistics and turn to neighborhood businesses for supply donations. Download the Event Kit and Communication Kit for helpful tips on how to set up an event.

Once you determine how you want to participate, use this sample checklist to make sure you've got everything covered.

Register your projects by **February 22** to receive up to 50 free shirts for your volunteers.

>>

Promote your project with our media tools

>>

Share photos with us: photos@good-deeds-day.org

Good Deeds Day

POINTS OF LIGHT

Take Part – It's Easy!

There are many ways to participate in this partnership opportunity. Here are a few:

Inspire:

- Write a blog post about Good Deeds Day and share it with your volunteers and with the Network.
- Tweet and share Good Deeds Day stories on social media. Use #ServiceUnites and #GoodDeedsDay to follow the conversations.

Equip:

- Start a Good Deeds Day campaign, spreading the message of doing good with your volunteers, partners and donors. Invite them to share their stories using the hashtags #ServiceUnites and #GoodDeedsDay. Use these Facebook graphics.
- Promote Good Deeds Day on your website and encourage your volunteers to create their own projects.

Mobilize:

- Tag and register your existing projects that take place between April 1st and 29th. Find how!
- Create a new project on April 7th - See examples of past projects from around the globe and project ideas
- Collaborate with another local Good Deeds Day partner and host a project together. Find resources to share with potential partners in our Kit for organizations.
- Host a community event or enhance an existing event that takes place on Good Deeds Day or in the surrounding weeks.

Share My Project!

Connect to volunteers and get the word out 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.

Wear the official Good Deeds Day t-shirt, customized with your logo. Don't forget to order your shirts. [Sign up here](#).

Tag [@GoodDeedsDay](#) and [@PointsofLight](#) and use #GoodDeedsDay and #ServiceUnites when promoting your projects and talking about your local efforts.

Track and Report

In order to register a new or existing project:

a) Go to the [Good Deeds Day Registration Site](#)

b) Complete your project registration form

c) In order to be able to track results, make sure to include your organization's name and to select **"Points of Light"** as your network.

1. INTRODUCE YOURSELF

First Name *

Last Name *

Phone number *

E-mail *

Position

2. ORGANIZATION/COMPANY

Organization/Company name *

Which are you? *
- ○ Company
- ○ Non-profit or group

Website

Which network are you part of? *

Points of Light ▾

Facebook page URL

Twitter URL

8 DIY Ideas for Good Deeds Day

1. Gather a group of people to write 'thank you' or 'just because' cards for people

2. Encourage others to find unneeded items in their house and donate them to a charitable organization.

3. Get a group together to clean up a local park

4. Put a donation bin in local coffee shops and collect at the end of the month

5. Set up a pop-up clothing [street store](#) for the community

6. Invite groups to put together baskets for shelters – ask everyone to bring hotel shampoos, soaps, combs, tissues, etc., then donate the packages

7. Contact your local nursing home and offer to come spend time with the residents (ex: Bingo Night, games, story telling!)

8. Host a sandwich making event to make lunches for hungry children

2019 Good Deeds Day Checklist

❑ Verify plans with partner organizations

❑ Confirm location

❑ Promote your project: create a Facebook event, hang posters in community centers

❑ Update volunteers: share event details, start & end time, and what to expect

❑ Organize logistics and materials: tables, chairs, storage area, sign-in forms

❑ Prepare event swag: print stickers, give freebies

❑ Dress your volunteers: order Good Deeds Day t-shirts

❑ [add your own to-do items!]

Good
Deeds
Day

POINTS
OF LIGHT

#GoodDeedsDay
#ServiceUnites

Good Deeds Day
Hannah Wojno
Hannah@good-deeds-day.org

Points of Light
Andrea Thomas
Athomas@pointsoflight.org