



# Good Deeds Day Communication & Press Kit for Points of Light's Global Network



April 7, 2019





# Map my toolkit

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Hi! Use this Communication and Press Kit to share your Good Deeds Day experience with everyone in your community.

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You have the power to create positive change in the world!  
Are you ready to make a difference?



# What is Good Deeds Day?

Good Deeds Day is a global day that unites people from over **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! April 7, 2019**



Use [this one pager](#) to encourage people in your community to hop on the Good Deeds Day bandwagon and plan their own project to do good.



# Key Messages & Talking Points

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*Use these messages when sharing your project plans on media channels*

- Good Deeds Day is a global movement of doing good deeds.
- People of all cultures and backgrounds unite on one day to do good together.
- Based on the simple idea that everyone can do something good, be it large or small, to improve the lives of others and change the world positively.
- The largest and most far-reaching day of good deeds, with seven million volunteering hours recorded globally (2018).
- More than 3.5 million participants in over 100 countries worldwide.
- Widening the circles of good worldwide, it is also a springboard for doing good year round.



# Social Media Tips

*Keep these tips in mind to get the most out of your social media posts.*

- Pass on the global feeling, share posts from partner organizations or Good Deeds Day's social media
- Share successes and numbers, name your partners, mention celebrities, sign-ups to date, count down to Good Deeds Day
- Use Inspiring quotes to help people imagine the impact
- Suggest good deeds ideas to your followers
- Use bright, quality images/videos
- Keep messaging short and brief



**Dia das Boas Ações** added 5 new photos.

June 23 · 🌐

A apresentadora Marisy Idalino participou voluntariamente do Dia das Boas Ações com o maior carinho e dedicação! Muito obrigado Marisy! Adoramos!!!

[See Translation](#)



# Social Media Sample Posts

*Here are some message to help you spread the word*

- Join us and millions of people worldwide on international #GoodDeedsDay! Let's spread the good together!
- We're excited to take part in #GoodDeedsDay 2019! Sign up here to join [Link]
- We're doing good on international #GoodDeedsDay. Join us Sunday, April 7. What's your way to do good?
- At [Org Name] we're doing good this #GoodDeedsDay, Sun. April 7. Come join us. Sign up here: [Link]



We want to share your good deeds! Don't forget to use the Hashtag: **#GoodDeedsDay**

TIP: Use this [press release template](#) to get media attention!





# Social Media Graphics

*Pick a cover photo to customize your Facebook event or page, then click the image to download!*



*Next, choose a graphic to post or to use in your newsletter, then click the image to download and spread the word!*



# Share about Good Deeds Day on Facebook: Post Examples

Create a “vision wall” in your workplace with post-its and ask people to share their vision on how to make the world a better place. Click here to download>>

<https://goo.gl/ATthvU>

#GoodDeedsDay

#ServiceUnites



Taking part in Good Deeds Day? Post this picture on your wall and help us share the good!

#GoodDeedsDay

#ServiceUnites



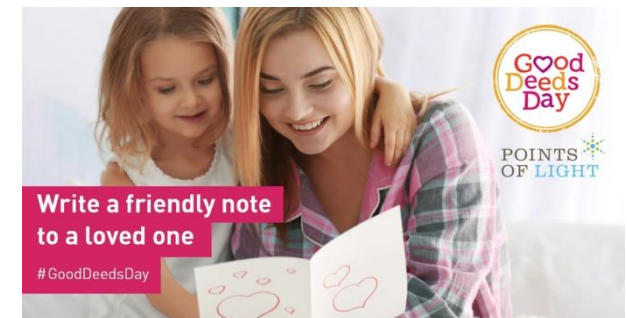
When was the last time you told your parents how much you love them? Click here to download designed greeting cards>>

<https://goo.gl/T3aOuL>

and write a friendly note to a loved one, elderly person or someone in need

#GoodDeedsDay

#ServiceUnites





# Facebook Live

*Show the world your Good Deeds Day project in real time, use Live videos on Facebook!*

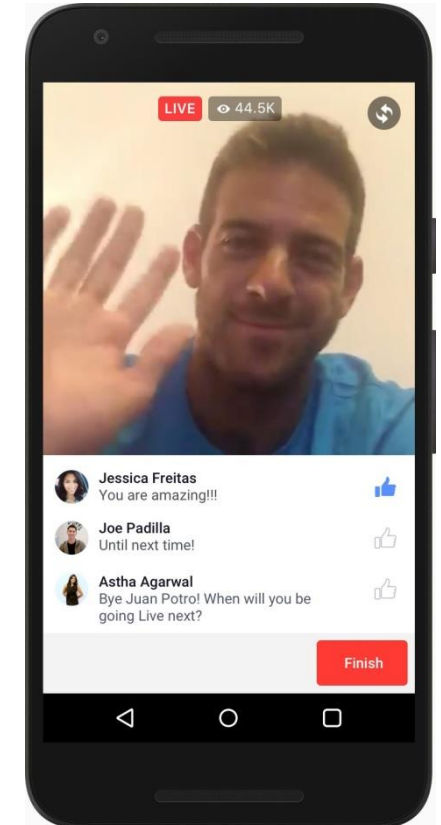
- Download the Facebook Pages Manager app
- Set “Live Contributor” as the page role
- Go to the Facebook Pages Manager app > Live
- Accept all permissions
- Write your catchy description
- Push “Go Live”
- 3,2,1... smile!



# Facebook Live Tips and Tricks

*Show the world your Good Deeds Day project in real time, use Live videos on Facebook!*

- Tell your viewers what you're going to do at the beginning
- Say hello to commenters by name, respond to their comments
- Short videos are shared more often, so make yours a maximum of 10 minutes
- Get your viewers involved, ask them questions etc.
- Call-to-action to turn on notifications for next time
- Production values: make sure to have good lighting, the best camera you've got and a strong internet connection
- Promote your video: ask people to share it, post teasers and events for it etc.

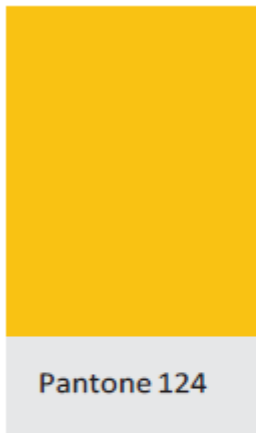




# Colors, Fonts and More

Create you own graphics using the Good Deeds Day colors, font, and logo.

## Color Palette



Yellow:  
Red 249  
Green 194  
Blue 19

Orange:  
Red 247  
Green 143  
Blue 30

Red:  
Red 255  
Green 0  
Blue 0

Pink:  
Red 219  
Green 9  
Blue 98

Purple:  
Red 126  
Green 12  
Blue 109

## Font

English Typeface: DIN

Din Regular

Good deeds  
day →  
**doing good**



Download the Good Deeds Day logo  
and more marketing resources to brand your project [here](#)

# Swag, Toolkits and Resources

- Download the [t-shirt design](#)
- Choose your [marketing resources](#) from 8 languages
- Use the [Good Deeds Day logo](#) and create your own graphics
- Use the [Network Kit](#) and [Events Kit](#) to plan your project!





# Tips to Take Excellent Photos



# #GoodDeedsDay

# #ServiceUnites

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POINTS  
OF LIGHT

