



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



April 7, 2019

POINTS
OF LIGHT



Good Deeds Day Events Toolkit

Major events can bring recognition, sponsorship, increased volunteer attendance, and more partnerships with non-profits, to your organization.

You have the power to create positive change in the world!

Ready to make a difference?

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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 your volunteers to hop on the Good Deeds Day bandwagon and plan their own project to do good.



Good Deeds Day Events Around the Globe

Since its launch in 2007, this annual tradition of good has grown from 7,000 participants in 2007 in Israel to 2.5 million in 2017. Going global in 2011 with 10 international cities, including many in the USA, Good Deeds Day began uniting people all over the world.

What happens at Good Deeds Day events?

- Non-profits share their mission and recruit volunteers for year-round efforts.
- Throughout the day, ongoing ways to “do good on the spot” with the whole family are offered, such as: packaging care bags for the needy, decorating jars and filling them with inspiring quotes to take home, and painting positive messages onto canvases to live in your community center.
- Elements of fun and appreciation (performing local artists, fun props for photos, music, etc.) provide participants with moments to take pictures and share these moments in social media.



“It was a great event and we loved being a participant.”

- Disc NY, NGO, about the Good Deeds Day NYC Event

Event Spotlights



Atados (NGO): working with non-profits

The event: In 2016, Brazilian volunteer center, Atados, mobilized **10,000+ volunteers** for **400+ projects** during the week of Good Deeds Day. On the day itself, celebrations were held in central areas of 3 cities, gathering over **30,000 people** and connecting them with social causes, opportunities to do good on the spot, and local entertainment.

[Watch the video!](#)



The results exceeded expectations. Thanks to their large-scale event, Atados, was able to:

- Increase the number of registered non-profits by 43%, in only 6 months
- Improve their appearance and communication (website, coding, outreach)
- Receive great recognition, visibility and a good reputation among non-profits
- Boost fundraising efforts
- Use the event as a pilot for their expansion to other cities



"It contributed a lot for the development of the social sector in Brazil. We will guarantee its one day results will perpetuate for the rest of the year."

-Andre Cervi, Co-founder, Atados

KAVE: cultural and governmental partnerships

In honor of Good Deeds Day, Kaohsiung City Volunteer Association (KAVE) organized a Good Deeds Day NGO Fair with cultural performances all day. Set in a public location for all to join, NGOs offered activities for passersby to do a good deed.

Top governmental officials attended and gave speeches about the importance of doing good including Vice President Mr. Chen Chien-jen.

[Watch the video!](#)



SPES (NGO): partnering with an event

SPES, the volunteer center of Rome, partnered with the **Rome Marathon**, a huge event in Rome to bring doing good to the public and attendees. **Over 250 non-profits** participated and encouraged people to get involved.

Uniting with a major event allowed SPES to boost awareness of the volunteer center and other non-profit in Rome, gain positive publicity, and expose **50,000 people** to ways to do good, locally.

[Watch the video!](#)



New York: iconic location, celebrity endorsement

5,000 New Yorkers convened in the iconic **Herald Square** to celebrate International Good Deeds Day's 10th anniversary. All-day entertainment, performances, speakers, and hands-on doing good activities marked the day.

Over **20 notable non-profits** and corporate partners offered Good Deed activities, including: a “buy one share one” book drive and read aloud circle by **Scholastic Book Fairs**, a clothing/wipe drive for families in need with **Jessica Seinfeld's GOOD+ Foundation**, and free healthy samples and Vision Wall by **KIND Snacks**.

Beloved celebrities also came out to show support, including: **Bill de Blasio, Mayor of NYC**, **Adrian Grenier** of the hit series, **Entourage**, and **Judah Friedlander**, actor on **30 Rock**.



[Watch the video!](#)

How to Create My Organization's Event

So you're looking to boost awareness of your organization, increase your database and/or receive funding?

10 steps for a successful event:

1. Imagine your Good Deeds Day event – think big!
2. Assign staff to focus on each aspect (like a project manager, logistics coordinator, etc.) .
3. Invite all non-profits and companies you currently work with + others you'd like to partner with.
4. Identify and invite governmental and city leaders that can support your event.
5. Approach companies to fund aspects of your event – both monetary and in-kind.
6. Choose a central location to host the event – get permits, plan the space and assess the needs.
7. Use social media, newsletters and [posters](#) to spread the word. (See the [Press Kit](#) for messaging & PR)
8. Organize several preliminary meetings for non-profits to connect and learn about their involvement.
9. Host a kickoff 2-3 months before and invite everyone. Use it to generate excitement and attention.
10. Create your own [checklist](#) for a smooth and fun filled event



Event Look and Feel

- Stage
- Booths
- Giveaways (ex: flowers)
- [Stickers](#)
- Activity map
- Barricades
- Photo frame with a cause to share on social media
- Check out the complete Branding Guide [here!](#)



My Good Deeds Day Event Checklist

Use this checklist to gear up for your event:

- ☐ Verify plans with partner organizations
- ☐ Update your volunteers: share event details, start & end time, and what to expect
- ☐ Organize logistics and materials: tables, chairs, storage area, sign-in forms
- ☐ Arrange snacks to keep your volunteers fueled
- ☐ Prepare event swag: print stickers, give freebies, etc.
- ☐ Dress your volunteers: order Good Deeds Day t-shirts
- ☐ Plan a smooth breakdown process: arrange for volunteers to come for closing the event
- ☐ [add your own to-do items!]



#GoodDeedsDay

#ServiceUnites

Good Deeds Day

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