



Good Deeds Day Company Kit  
for Points of Light's Global Network



# Good Deeds Day Company Toolkit

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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!



# 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 colleagues in your office and in other branches to hop on the Good Deeds Day bandwagon and plan their own project to do good.



# Recent Good Deeds Day Partners



innovation: africa

# Endorsements and Media Coverage



3,156 likes

adriangrenier Learn to appreciate variety of foods, not just salty #foodcitizens @mkclassroom



Bill Gates Retweeted

Good Deeds Day  
@GoodDeedsDay

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

10.4.2016, 13:57



# The Added Value for your Company

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- **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!

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- 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](#)

**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 Satellite Networks



Gilat Satellite Networks

- 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 Bondarencu + 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. To create your own event, check out the [Event Kit here](#)



# How can you take part?

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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.

**\*Tip:** Points of Light can provide support in project scoping, volunteer engagement and management!

Good Deeds Day sample projects by companies around the world:



Painting a wall mural  
Gilat Satellite 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



Spread positive messages  
in the office



Collect clothing, products,  
food or toys for donation



Organize a  
'Give & Take' market

\* **Tip:** A Points of Light Affiliate will be able to support you with projects happening inside your office, coordinate with NGO partners to identify a nonprofit to be the recipient for goods, delivery to the NGO, etc., and will be happy to design and coordinate efforts for onsite projects.

# Do good with your clients



Pass out a flower or candy and attach a positive message



Leave cards in lobbies and encourage people to write a friendly note to someone



Print scratch cards with fun Good Deeds Day ideas

# Share my project!

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Connect to volunteers and get the word out to the press via your social media channels. [Find sample Facebook posts, press release templates and more tips here.](#)



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. Don't forget to order your shirts by **February 22nd**. [Sign up here.](#)



# #GoodDeedsDay

# #ServiceUnites

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POINTS  
OF LIGHT

