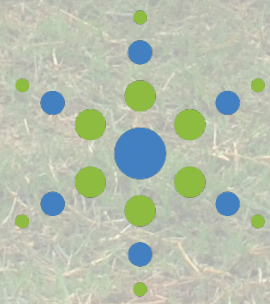




Good Deeds Day Kit for Sponsorships



POINTS OF LIGHT

Secure a sponsor for your Good Deeds Day activities or event!

This kit is designed to help you approach local companies to sponsor your volunteer projects. Inside we've included info on:

- [What can you request from sponsors?](#)
- [What you can offer potential sponsors?](#)
- [Sponsorship case studies from around the world](#)
- [Approaching companies & a template](#)
- [More helpful resources](#)



What Can You Request from Sponsors?

For an event: When holding an event, companies can offer different types of sponsorships, paying for anything from booths to balloons and offering in-kind donations.

Here is a [budget template](#) from a Good Deeds Day Fair

BUDGET			
	Quant.	Unit. Cost	Total Cost
MERCHANDISING			
T-shirts adult	700	2.500 €	1,750.00 €
T-shirts children	300	2.240 €	672.00 €
Stickers	3000	0.060 €	180.00 €
Baloons	1000	2.400 €	2,400.00 €
Flyers	1000	0.1100 €	110.00 €
Stage + Sound System + Tent	-	17,500.00 €	17,500.00 €

For renovations: When renovating a house, center or neighborhood, donations include both materials for building and professional help – try approaching construction companies for help with either of those.



***Tip:** Approach a company with as much details as possible – size of location, needed renovation, # of volunteers, etc.

What Can You Offer Sponsors?

Appeal to potential sponsors – show why sponsoring your organization and project benefits them and your shared community.

- Create a report showing Good Deeds Day's positive impact
- Show a detailed plan of what you intend to do with the money or items received
- Showcase existing sponsors if you have them, and if not, show the [global partners](#)
- Include all sponsors in your press release, social media, and other media publications
- Include the sponsor's logo on your [Good Deeds Day T-shirts](#)
- Choose a cause the company supports or pick one together. You can also focus on a [Sustainable Development Goal](#) that the sponsor cares most about.

*** Tip:** Keep your activities positive and focused on doing good, use the official Good Deeds Day designs, and co-create your ideal event.



CASE STUDIES – SUCCESS STORIES



Brazil



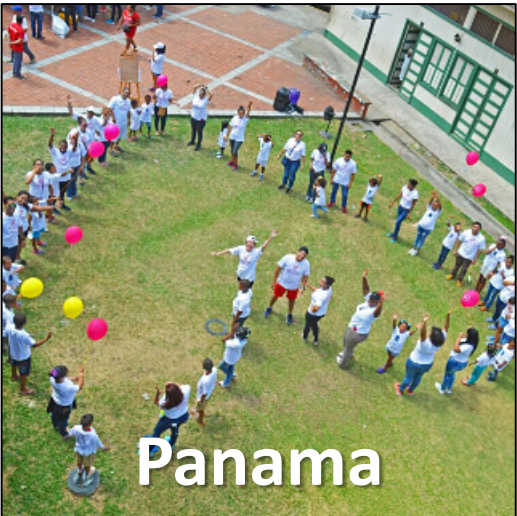
Argentina



Israel



Moldova



Panama



Honduras



Israel

*Good Deeds Day in Israel involves **1.5 million volunteers** every year, in thousands of projects. Many companies sponsor renovation projects for causes they're passionate about.*

- **Elbit Israel** hosted 26 projects nationwide for 877 employees, donating **\$30,000** for materials for their projects including school renovations, ODT activities, activities in elderly homes and more. As part of the companies' global activation on Good Deeds Day, 8 Elbit branches took part as well, hosting food drives and volunteering in food banks.
- **The Caesarea Corporation**, a company developing the city of Caesarea, built 2 ecological gardens in neighboring cities with their 60 employees, and donated **\$5,000** in materials. The gardens were built for special needs communities.



Israel

- **Bank Hapoalim**, Israel's largest bank, involved over 6,000 volunteers across their special projects, including workshops with children and the elderly, making flower arrangements, tending to gardens – making a donation of 1 million NIS (almost \$300,000) for their projects. **Good Deeds Day** is the company's largest service day. Globally, over 100 employees from 5 branches in North America and Europe took part as well.



Argentina

*Scouts led Good Deeds Day 2017 in Argentina, with country-wide projects, concluding in a mega-event in Buenos Aires with non-profits, performers, and ways to do good. Approximately **85,000 people** took part though out the country. Companies took part in the event by donating media advertisement space, booths, and supplies.*

- The main event at Parque Centenario, Buenos Aires was made possible thanks to the donation of the space and the booths used in it. **More information to come!**



Honduras

1,000 participants joins dozens of projects in Honduras for Good Deeds Day 2017. Companies gave in-kind donations to make the 27 small scale, yet impactful, activities possible.

- Supply donations included toys, food, clothes, cleaning supplies and more for projects that restored parks and public spaces, created food baskets for those in need, and activities with youth. **More information to come!**



Moldova

*Moldova celebrates Good Deeds Day with **68** projects in 12 cities around the country, and a total of **1,338** volunteers. The celebration was accompanied by a mega-event in Chisinau.*

- The City of Chisinau donated free public transportation passes to volunteers.
- Alvia, a local printing company, donated 800 shirts for Good Deeds Day participants to wear on the day. They had their logo on the shirts, as well as the regular Good Deeds Day shirt design.



Panama

Over 10,000 volunteers were involved in 300 projects throughout Panama. Sponsorships in Panama cost a flat rate of \$3,000 per company and received mentions in all the campaigns, advertisements and publications about Good Deeds Day in Panama, giving positive exposure. 19 companies chose to sponsor, giving a total of \$57,000.

- **Sponsors include:** Capital Bank, El Costo, Fursys, Dream Plaza, The Antonio Tagarópulos Foundation and more.
- After Good Deeds Day, sponsors received a report that showed the impact Good Deeds Day had, as well as an analysis of what their investment was used for and how Good Deeds Day helped them get exposure.



Brazil

*Over the two-day celebration of Good Deeds Day, 100,000 people participated in 500 projects around Brazil. This includes a **mega-event** in Sao Paulo and Rio de Janeiro, with entertainment shows, booths and volunteering projects on the go.*

- The activities in Brazil were organized by local volunteer center Atados and sponsored by the mineral water brand AMA. Their sponsorship covered costs of non-profits, infrastructure, national coordinators and special staff, and promoted access to clean water around Brazil.



Now what?

- Get an **early start!** – companies plan their calendar events in advance so reach out to potential sponsors as soon as possible for a higher chance of getting them on board. We recommend approaching companies in October/November, about 6 months before.
- Reach out to as many companies as possible and be open to a variety of sponsorship packages.




Approaching Sponsors


- Create a short presentation -include the background of Good Deeds Day, your plans and how they can take part. Customize the [Sample Outreach Presentation](#) for your organization and your project!
- Be sure to give potential sponsors all the information they need –include information on Good Deeds Day, plans you have for your projects or event, and how they'll benefit

Big Benefits

- Resource bank
- Turn key volunteer opportunities
- Branded Good Deeds Day promotional items, t-shirts and swag
- Visibility and recognition for positive contribution to volunteering
- Inclusion on promotional materials and media mentions on TV, print, and social media
- Website recognition with hyperlink back to your website

• Add your own here!

 YOUR LOGO HERE



Good Deeds Day Press Kit



More Helpful Resources

- Organizing an event or fair? Use this special [toolkit for Points of Light partners](#) on how to organize the best Good Deeds Day event!
- Check out our [PR and Communications toolkit](#), including social media tips and graphics, for promoting your project.
- Loads of helpful [downloadable materials](#), templates and Points of Light resources are available for free on our website.

Social Media Graphics

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



#GoodDeedsDay

#ServiceUnites

Good Deeds Day

Hannah Wojno

Hannah@good-deeds-day.org

Points of Light

Andrea Thomas

Athomas@pointsoflight.org



POINTS
OF LIGHT

