Good Deeds Day

April 11
Dear good doers, we are happy to connect with you and provide a platform for the good things that are happening in the world.

We have prepared a marketing toolkit and several ideas for you, in order to mobilize your community for good.
Nice to meet you, Good Deeds Day

• Good Deeds Day is a project created by "Ruach Tova" association, which works year-round to connect volunteers with associations and organizations that need them.

• Good Deeds Day is not just a day of doing good, but an example of how our world could look like everyday. People who join Good Deeds Day continue to volunteer throughout the year.

• In addition to the regular activities, Good Deeds Day this year will be also about: "FAMING - illuminating the good", with the aim of serving as a "counter" to the phenomenon of SHAMING that has become common on social networks.

• About a week before Good Deeds Day, the #FAMING challenge will run on social media, which will encourage the public to enlighten the good and change the negative discourse.
We will flood the web with kind words, compliments, and praise, and together will highlight the good!

In the age of social networking 'shaming' has become a common term. Too common!
Maybe, we had enough? It is in our hands to change the discourse.
So how do we do that? We give the new phenomenon “FAMING” a chance!

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Did you love the dish you bought at the falafel stand? Come on, give a compliment!
Did your friend help her neighbor at the supermarket? Tell him how great he is!
Did your bus driver help an elderly person get on? Share the story with everybody you know!

**In a nutshell – more positivity, less negativity. Sounds good, doesn’t it?**
So how can you share your #FAMING and encourage others to share theirs?
Check **our website**!

There are many ways to do FAMING

**Shift from SHAMING to #FAMING**

Join the FAMING challenge – a whole week where we will flood the web with kind words, compliments, and praise!

Choose how you would like to share your FAMING?
Add a frame to your Facebook profile picture, or upload an Instagram story using our filter.
FACEBOOK POSTS AND COVER PHOTOS

Change your cover photo

Post this photo in your feed
THANK YOU!