



**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.



# So what is **#FAMING** ?

**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!

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 discourse.

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!

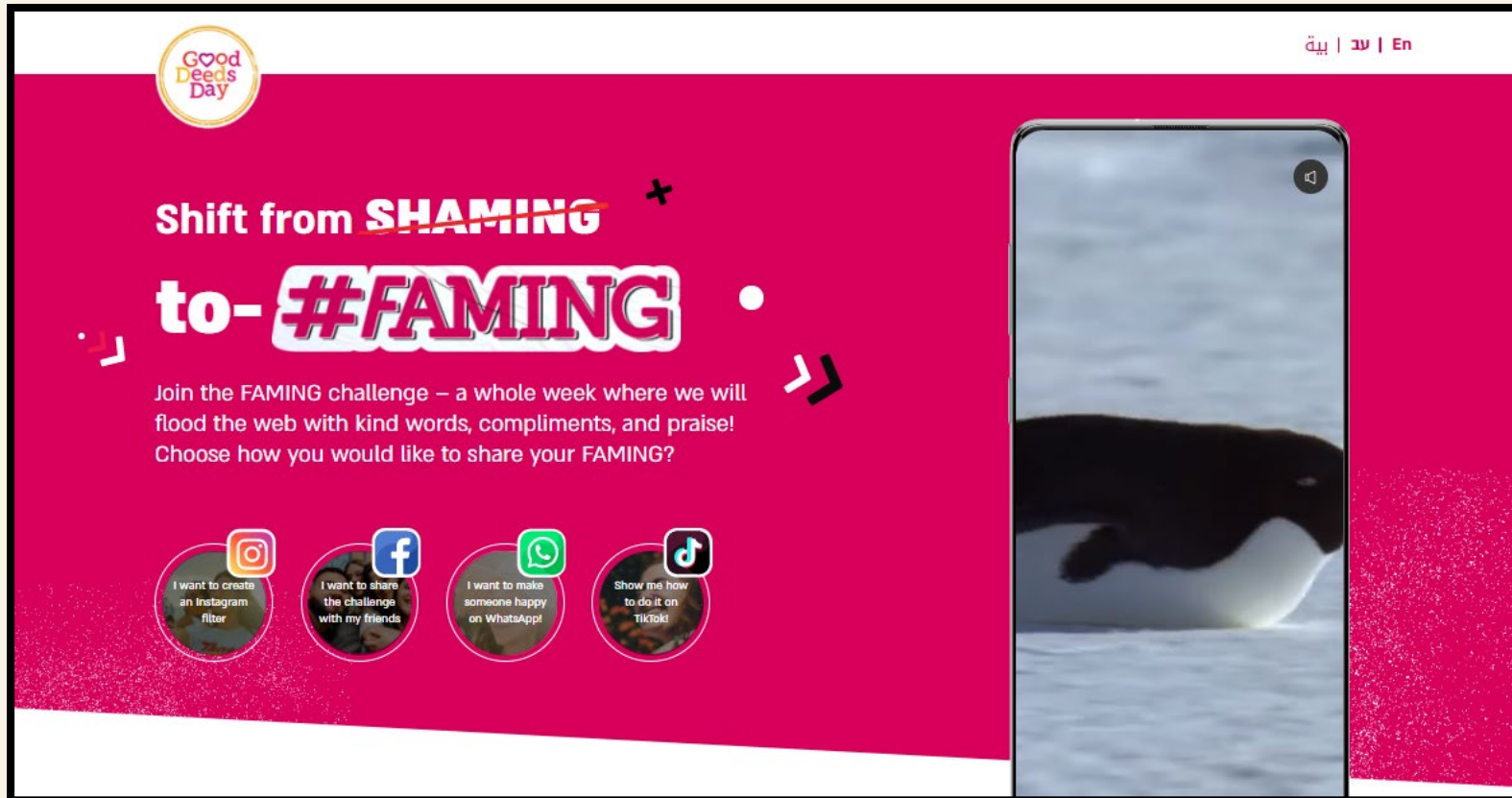
Did your bus driver help an elderly person get on? Share the story with everybody you know!

**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



The screenshot shows the Good Deeds Day website interface. At the top left is the 'Good Deeds Day' logo. At the top right, there are navigation links for 'En', 'عرب', and 'بیتة'. The main content area has a pink background with the text 'Shift from ~~SHAMING~~ to- #FAMING'. Below this, it says '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?'. There are four circular icons representing different sharing methods: Instagram, Facebook, WhatsApp, and TikTok. To the right of the text is a vertical smartphone screen displaying a video of an orca swimming in the water.

Good Deeds Day

En | عرب | بیتة

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?

- I want to create an Instagram filter
- I want to share the challenge with my friends
- I want to make someone happy on WhatsApp!
- Show me how to do it on TIKTOK!

**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!**

