



Good Deeds Day Toolkit for Events



Map my 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?

- What is [Good Deeds Day](#)?
- Featured Good Deeds Day [Events](#)
- How to create [my organization's event](#)
- Ideas for [branded materials](#)
- My Good Deeds Day event [checklist](#)



What is Good Deeds Day?

Good Deeds Day is a global day that unites people from more than **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!](#)



Good Deeds Day Events Around the Globe

From the United States, Costa Rica, Brazil through Italy, and all the way to Israel and Taiwan – many organizations have hosted public events to celebrate Good Deeds Day.

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.
- Entertainment by clowns, performing local artists, and fun props for people to take photos with and upload to social media.



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

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

Event Host 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.
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 – branding ideas

- Stage
- Booths
- Giveaways (ex: flowers)
- [Stickers](#)
- Activity map
- Barricades
- [Photo frame](#) with a cause to share on social media



Event volunteers

Do you have volunteers helping to set up your Good Deeds Day event?

Here are our tips on working with them:

1. **Volunteer training** – make sure your volunteers know what they'll be doing before the day of the event. Gather your volunteers for a fun meet-up a few days before the event to train them for the part.
2. **Volunteer swag** – make sure your volunteers look the part and that they're wearing Good Deeds Day [T-shirts](#) or tags to mark them as event staff. If you have a nonprofit fair, you can also offer those to their volunteers who are manning the booths.
3. **Volunteer appreciation** – show your volunteers love after the event! We recommend inviting your staff on a fun volunteer appreciation night. Print out the [GDD certificate of gratitude](#) to show them how valuable they are!) or even taking them out to dinner after your event is over.



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!]



You're now all set to change the world!

But... just in case, we're still here for you:

Good-Deeds-Day.org | info@good-deeds-day.org

