



# Good Deeds Day Toolkit for Events





# Map my toolkit

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Major events can bring your organization recognition, sponsorship, increased volunteer attendance, and more partnerships with non-profits, government and corporates.

**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

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From the United States, Costa Rica, Brazil through Italy, and all the way to Israel and Cambodia – 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



**Brazil**



**Tanzania**



**Mexico, Aguascalientes**



**Nigeria**



**Mongolia**



**India**



**Panama**



**Italy**



**Kenya**



**Croatia**



**Mexico, Los Cabos**



**Philippines**



**Taiwan**



**New York**



# Brazil: Atados (NGO)

**The event:** In 2022, Brazilian volunteer center, Atados, together with NAIA held a whole day of activities putting 30 volunteers and 300 beneficiaries together. Activities such as graffiti, planting and gardening, painting, circus presentation and much more. NAIA got a brand-new garden, graffiti wall, sports court and a lot of new ideas.

[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



*"In Brazil GDD is a big movement already established in the social sector calendar. Every year we invite and engage volunteers in different activities created by our network of NGOs and partners."* -Gabriel de Faro, Co-founder, Atados



# India: Captains (NGO)

**The event:** The school renovation program aims to renovate and strengthen educational institutions. Captains chose to beautify the walls and precincts of the Anganvedic/Primary/Buddhist schools across various districts in Kerala. Later, entertainment and engagement activities took place along with knowledge-based advertising campaigns. To date, we have renovated over 10 schools and added over 500 volunteers with the aim of providing an effective learning space for students. We cooperate with our partner organizations to organize the event, in collaboration with Good Deeds Day.



**The results exceeded expectations. Thanks to their large-scale event, Captains, was able to:**

- Creating a team of youth interested in volunteering for the School Renovation Program
- Organizing a camp on Good Deeds Day at the chosen school and gathering more volunteers
- Following up with initiatives in the schools including entertainment and engagement programs along with knowledge-based awareness campaigns.
- Starting a fundraising campaign to meet the expenses of the initiative
- Use the event as a pilot for their expansion to other cities



[Watch the video!](#)

# Croatia: Children for a Better World Croatia

**The event:** In 2022, more than 100 different associations/volunteer centers from all over Croatia, more than 40 cities, many schools and kindergartens, ordinary citizens, and all together more than 7,500 different participants in more than 200 different projects participated in Croatia. People gathered together in a public square for fun, celebration and encouragement to do good.



## The results exceeded expectations:

- More than 15,000 hours were spent doing good deeds.
- Beaches and forests were cleaned, children's playgrounds and parks were arranged, but all vulnerable groups of society were also helped, various educations, outdoor exercises, plays, and concerts were organized.



[Watch the video!](#)



# Good Deeds Day Tanzania

**The event:** Good Deeds Day Tanzania organized a fair event with information and ways to get involved with various non-profit organizations in the community. It was a roadshow activity showcased by Good Deeds Day partners. Various entertainments, information booths on volunteering activities, SDGs awareness, mental health session, financial literacy, inspiration talks, and lifestyle were among the issues shared to empower the volunteers. The event was also an opportunity for recruiting volunteers and get them more informed about Good Deeds Day.



**The results exceeded expectations. Thanks to their large-scale event, GDD Tanzania, was able to:**

- Hundreds of participants from volunteering organizations took part in various Good Deeds Day
- The event was a pinnacle day for celebrating and appreciating all volunteers
- This project touched on various SDGs including SDG 11, Sustainable Cities and Communities; SDG 17, Partnership to the Goals; SDG 3, Good Health and Wellbeing; SDG 4, Quality Education and SDG 8, Decent Work and Economic Growth.



[Watch the video!](#)

# Good Deeds Day Aguascalientes, Mexico

GDD Aguascalientes Mexico organized an event focused on providing essential knowledge and resources to young entrepreneurs in the state. The event was held at a central location and was open to all young entrepreneurs. Prior to the event, they organized a competition, open to all, where the top 10 young entrepreneurs received mentorship, networking opportunities, and access to funding and resources to help them grow their businesses.



**The results exceeded expectations. Thanks to their large-scale event, GDD Mexico, was able to:**

- The event was a great success, with over 100 young entrepreneurs in attendance.
- The feedback was overwhelmingly positive, with many participants reporting that they gained valuable knowledge and resources that they could immediately apply to their businesses.
- As a result of the event and competition, we have seen an increase in the number of young entrepreneurs starting and growing businesses in the state, as well as an increase in socially responsible business practices.
- The event was organized in collaboration with the state government and various stakeholders, including business associations and non-profit organizations, all working together to support young entrepreneurs in the state.



[Watch the video!](#)



# Kenya: VIO Society (NGO)

The event: Kenya's GDD MAIN EVENT was held in Kisumu city. It was themed around Peace and Cohesion. To allow to have a bit of understanding of the forthcoming elections which were held in March. They identified a conflict hot spot and kicked off the Peace Walk from there urging the vocals not to create chaos. Their big event was hugely successful. Soon after the elections, feedback was positive and last no conflicts were reported in the area.

## The results exceeded expectations:

- Young Aspiring Political Leaders Peace and Democracy Dialogue in Mombasa City
- Peaceful Procession during Kenya's Big GDD Event in Kisumu City
- Multi-Stakeholder Meeting organized by VIO Society, for SDGs

*“Taking GDD leadership, Advantages of building a GDD network, Challenges, Feedback from Communities, Social Media Impact and Leveraging on GDD Leadership in Kenya”.*

- Fredrick Sadia, GDD Kenya Representative



# Mexico, Los Cabos: Dibujando Nuestro Sueno

On April 23, 2022, the fifth Kite Festival took place, an event where after two long years people could meet again at Del Tula Beach and celebrate life in an atmosphere of enthusiasm. They were able to make the symbol of peace and meditate for world peace, because our planet needs good deeds. At the event, the participants met on the beach, and created the symbol of peace, later they continued with activities like building kites, ecology workshops, sports and a storytelling session.



## **The results exceeded expectations:**

- The kite festival was attended by almost 200 people, plus 60 volunteers, in addition to Dibujando Nuestro Sueno, which is the organization we headed, the government, bodies such as the Municipal Youth Institute, the Los Cabos DIF system and Zofmat, participated.
- Civil society organizations such as Building Baja Future, Los Cabos Boys and Girls Club, ASUPMATOMA, El cork participated.
- 35 kites were registered, which participated in the competition
- All participants received a token for their enthusiasm in making the kite.



[Watch the video!](#)



# Good Deeds Day Panama

In Panama, Good Deeds Day was celebrated for the first time in 2013. Since then, they have carried out the mission of developing their own programs with strategic alliances, aimed at training and educating children, youth, adults and vulnerable groups in the country. Press conference in conjunction with Volunteers from Panama and Bnai Brith to invite the media and allied companies where they announce next year's date and offer workshops to companies so that they can organize themselves with the activities that they will carry out as a good deed. Support for these activities is ongoing and individual prior to the DBA.



**The results exceeded expectations. Thanks to their large-scale event, GDD Panama, was able to:**

- Alliance with Volunteers from Panama and Bnai Brith
- Receive media and business sponsors.
- National press conference.
- Individual and group workshops for NGOs, companies, and schools.
- Organization of the festival and general activities of the DBA.
- Participation of over 5,000 people in the country



[Watch the video!](#)

# Nigeria: Glorious Child of Hope Foundation (NGO)

The event: Outreaches were organized in the schools to teach kindness to the students and let them benefit from it. Classrooms were renovated, sanitary pads distributed, and girls were motivated to brace up and achieve their goals in life. An event was also organized at the nursing home to cheer up the residents and donate food, games, and even help them clean up. The event helped to reduce their loneliness and support their mental health.

**The results exceeded expectations. Thanks to their large-scale event, GDD Nigeria was able to:**

- Mass awareness in the schools
- School Outreach educating the students on a good act





# Philippines: HandsOn Manilla (NGO)

The event: Siargao was severely hit by Typhoon Odette last December 2021, resulting in the destruction of houses and dangerous living conditions for residents. Children lost their school supplies and safe places for learning and recreational activities. This includes ESL, a non-profit organization in Purok 5, Lobogon, Del Carmen, Siargao that provides free education to underprivileged children. Students from International School Manila (ISM), who are illustrators, designed an attractive and educational Siargao coloring book to be distributed.

**The results exceeded expectations. Thanks to their large-scale event, HandsOn Manilla was** A total of 152 volunteers who contributed 1,824 hours of labor, made 75 number beads and 30 sets of memory cards, and packed 200 education packs in 200 backpacks. Mass awareness in the schools.



[Watch the video!](#)



# Taiwan: KAVE (NGO) - Cultural and Governmental Partnerships

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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**.

Thousands of people attend this event every year.



[Watch the video!](#)



# Italy: SPES (NGO): partnering with an event

Every year, SPES, the volunteer center of Rome, partner with the **Rome Marathon**, a huge event in Rome to bring doing good to the public and attendees. **Over 250 non-profits** participate 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.

At the end of the Fun Run is the Good Deeds Day Fair where the NGOs share info on how to get involved and people can 'do good on the go'!

[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

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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 – how to brand

Your event should be seen from a mile away. Use the GDD colors, logo, and your organizations branding on all aspects of the event including: **booths, stage, activity map, barricades.** Add flare with a [photo frame](#), giveaways (ex: flowers, [stickers](#)), & activity map.



[photo frame](#)



Flowers with positive messages



Circle signs & fans



NGO fair guide







Stage: include schedule, logo and messaging, Good Deeds Day colors



Booths: create large signage



stickers



GDD lettered signs



Inflatable signs





# Event volunteers

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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

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**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](http://Good-Deeds-Day.org) | [info@good-deeds-day.org](mailto:info@good-deeds-day.org)

