



Good Deeds Day Communication & Press Kit for Points of Light's Global Network



POINTS
OF LIGHT

Map my toolkit

Hi! Use this Communication and Press Kit to share your Good Deeds Day experience with everyone in your community.

- What is [Good Deeds Day](#)?
- Key [Messages and Talking Points](#)
- Social Media [Tips and Sample Posts](#)
- Branding [Guide](#)
- Tips to Take Excellent [Photos](#)

You have the power to create positive change in the world!
Are you ready to make a difference?



What is Good Deeds Day?

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



Key Messages & Talking Points

Use these messages when sharing your project plans on media channels

- Good Deeds Day is a global movement of doing good deeds.
- People of all cultures and backgrounds unite on one day to do good together.
- Based on the simple idea that everyone can do something good, be it large or small, to improve the lives of others and change the world positively.
- The largest and most far-reaching day of good deeds, with 7.8 million volunteering hours recorded globally (2019).
- More than 3.9 million participants in over 108 countries worldwide.
- Widening the circles of good worldwide, it is also a springboard for doing good year round.



Social Media Tips

Keep these tips in mind to get the most out of your social media posts.

- Pass on the global feeling, share posts from partner organizations or Good Deeds Day's social media
- Share successes and numbers, name your partners, mention celebrities, sign-ups to date, count down to Good Deeds Day
- Use Inspiring quotes to help people imagine the impact
- Suggest good deeds ideas to your followers
- Use bright, quality images/videos
- Keep messaging short and brief



Dia das Boas Ações added 5 new photos.

June 23 · 🌐

A apresentadora Marisy Idalino participou voluntariamente do Dia das Boas Ações com o maior carinho e dedicação! Muito obrigado Marisy! Adoramos!!!

[See Translation](#)



Social Media Sample Posts

Here are some message to help you spread the word

- Join us and millions of people worldwide on international #GoodDeedsDay! Let's spread the good together!
- We're excited to take part in #GoodDeedsDay! Sign up here to join [Link]
- We're doing good on international #GoodDeedsDay. Join us [DATE] What's your way to do good?
- At [Org Name] we're doing good this #GoodDeedsDay, [DATE]. Come join us. Sign up here: [Link]



We want to share your good deeds! Don't forget to use the Hashtag: **#GoodDeedsDay**

TIP: Use this [press release template](#) to get media attention!

Social Media Graphics

Pick a cover photo to [customize your Facebook](#) event or page, then click the image to download!



Next, choose a graphic to post or to use in your newsletter, then click the image to download and spread the word!



Share about Good Deeds Day on Facebook: Post Examples

Create a “vision wall” in your workplace with post-its and ask people to share their vision on how to make the world a better place. Click here to download>>

<https://goo.gl/ATthvU>

#GoodDeedsDay

#ServiceUnites



Taking part in Good Deeds Day? Post this picture on your wall and help us share the good!

#GoodDeedsDay

#ServiceUnites



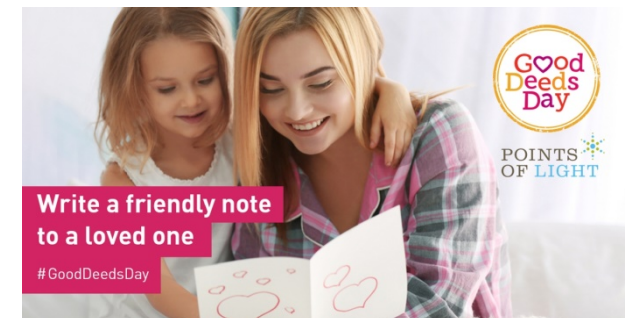
When was the last time you told your parents how much you love them? Click here to download designed greeting cards>>

<https://goo.gl/T3aOuL>

and write a friendly note to a loved one, elderly person or someone in need

#GoodDeedsDay

#ServiceUnites



Facebook Live

Show the world your Good Deeds Day project in real time, use Live videos on Facebook!

- Download the Facebook Pages Manager app
- Set “Live Contributor” as the page role
- Go to the Facebook Pages Manager app > Live
- Accept all permissions
- Write your catchy description
- Push “Go Live”
- 3,2,1... smile!



Facebook Live Tips and Tricks

Show the world your Good Deeds Day project in real time, use Live videos on Facebook!

- Tell your viewers what you're going to do at the beginning
- Say hello to commenters by name, respond to their comments
- Short videos are shared more often, so make yours a maximum of 10 minutes
- Get your viewers involved, ask them questions etc.
- Call-to-action to turn on notifications for next time
- Production values: make sure to have good lighting, the best camera you've got and a strong internet connection
- Promote your video: ask people to share it, post teasers and events for it etc.



Colors, Fonts and More

Create you own graphics using the Good Deeds Day colors, font, and logo.

Color Palette



Yellow:
Red 249
Green 194
Blue 19

Orange:
Red 247
Green 143
Blue 30

Red:
Red 255
Green 0
Blue 0

Pink:
Red 219
Green 9
Blue 98

Purple:
Red 126
Green 12
Blue 109

Font

English Typeface: DIN

Din Regular

Good deeds
day →
doing good



Download the Good Deeds Day logo
and more marketing resources to brand your project [here](#)

Swag, Toolkits and Resources

- Download the [T-shirt design](#)
- Choose your [marketing resources](#) from 8 languages
- Use the [Good Deeds Day logo](#) and create your own graphics
- Use the [Network Kit](#) and [Events Kit](#) to plan your project!



Tips to Take Excellent Photos



#GoodDeedsDay

#ServiceUnites

Good Deeds Day

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