



Good Deeds Day Communication & Press Kit



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, Sample Posts and FB Live Tutorial](#)
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- 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 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!](#)



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.
- More than 100 participating 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



Social Media Sample Posts

Here are some message to help you spread the word in the lead up to Good Deeds Day

- 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 Sunday, [Date]. What's your way to do good?
- At [Org Name] we're doing good this #GoodDeedsDay. Come join us. Sign up here: [Link]



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

Facebook Post Examples

Post these ready-to-go images and captions, to your organization's FB page to encourage your fans to do good

What will you do today to make the world better? Choose a blank wall and ask this question to your community or workplace. Leave notes and markers and have people share their visions.

To build a better future, we first have to envision it :) Make it happen here: <https://www.good-deeds-day.org/getideas/positive-vision-wall>



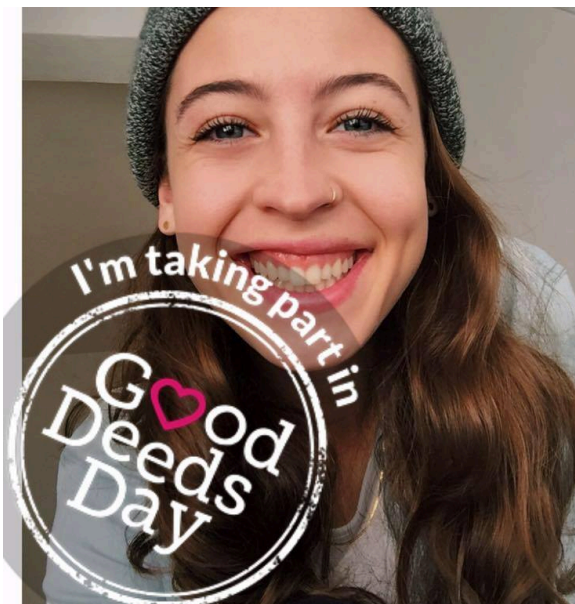
No matter who or where we are, we have much to be thankful for. Take a moment and #DoGood today by sending someone a thank you note. Whether it's your mom, your neighbor, or your delivery driver, making time to share gratitude is a win-win for all :)

Choose to handwrite a note, or send one of our e-cards here: [good-deeds-day.org/e-cards/](https://www.good-deeds-day.org/e-cards/)



Facebook Frame

[Add to your page's profile picture](#) to let your followers know you're taking part in Good Deeds Day!



*Ask your followers to add the frame to their own profile picture as well,
to show their support and participation!*



Facebook Live

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

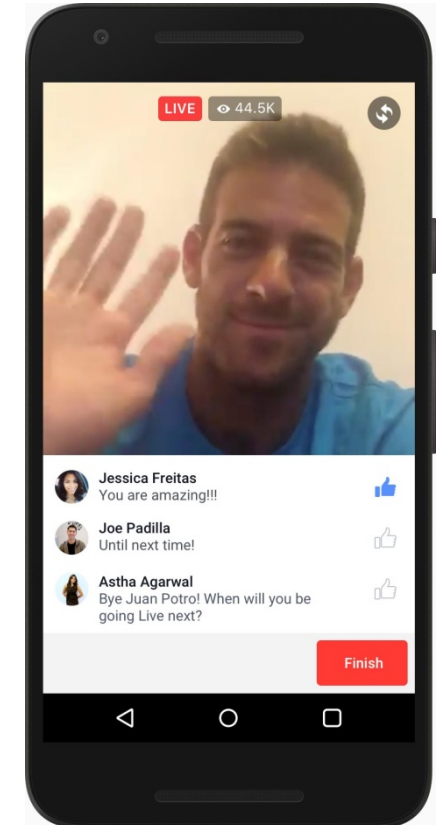
- Download the Facebook Pages Manager app
- Set “Live Contributor” as the page role
- Go to the Facebook Pages Manager app > Live
- Accept all permissions
- Write your catchy description
- Push “Go Live”
- 3,2,1... smile!



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, Graphics and Resources

Use our [marketing materials](#) to promote your own Good Deeds Day project and encourage others in your community to hop on the GDD bandwagon and plan their own!

- Download the [T-shirt design](#)
- Customize your Facebook event, page, or newsletter with one of the [GDD graphics](#)
- Use the [Good Deeds Day logo](#) and create your own graphics
- Use our additional [toolkits](#) to help plan your project!



Tips to Take Excellent Photos



1. Expose your project in action!



2. Find happy people of all ages



3. Share the feeling of excitement and bring out the fun: jump, smile, wave!



4. Catch what your volunteers are doing: painting, cleaning, gardening,...



5. Show volunteers wearing Good Deeds Day t-shirts



6. Shoot artistic angles displaying your logo

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

