



## Good Deeds Day Toolkit for Events



# Map my toolkit

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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?**

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# What is Good Deeds Day?

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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 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

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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 – 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

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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)

