MADE WITH GOODNESS

TABLE OF CONTENTS

About Good Deeds Day

Every year, we support global changemakers who desire living in a better world, to take impactful action by providing tools, inspiration, and a connected global network – because we believe that every person has the power to create positive change in their community and our world.

Initiated in 2007 by philanthropist and businesswoman Shari Arison, the first Good Deeds Day kicked off with 7,000 volunteers in Israel.

Every year since then, Good Deeds Day unites people from around the world for one day dedicated to #DoingGood. Of course, we believe doing good is for every day. Yet gathering together for one day inspires a whole world of good.

WHY WE DO IT

We are a network of volunteers who choose to organize events, improve our communities, and share resources and inspiration – all based on the simple idea that every single person can do something good, large or small, to improve the lives of others and positively change the world.

Our big vision is to create a world where good leads the way.

About Good Deeds Day

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WHO WE ARE

Good Deeds Day International is a small team dedicated to supporting nonprofits, organizations and individuals do good in their community.

We work with partners in over 110 countries, who consist of millions of volunteers dedicated to creating a world where good leads the way.

Good Deeds Day was launched and organized by the NGO Ruach Tova ("Good Spirit"), an Israel-based national volunteer center, and part of The Ted Arison Family Foundation, the philanthropic arm of the Arison Group.

Evolution of Good Deeds Day

2007 Initiated by philanthropist and businesswoman Shari Arison, the first Good Deeds Day kicked off with 7,000 volunteers in Israel.

2011 Good Deeds Day went global, with events in over 10 international cities.

2012 We reached Europe and teamed up with MTV Global, reaching over 24 million viewers.

2013 Volunteers from 50 countries took part in hundreds of projects, including a kick-off with ABC Network in NYC.

2014 The whole world jumped for good! We collaborated with leading volunteer organizations to spread more good, and over 500,000 people took part! Since then, our team, our partners, and our good have grown to reach millions.

2019 We held our largest Good Deeds Day to date, with over 3,900,000 volunteers from 108 countries. That's almost 8 million hours of service!

2020 While we couldn't hold an official event, hundreds of thousands of virtual volunteers showed up – and finally...

2023 The global reach of GDD continued to expand, touching over 110 countries. Our commitment to spreading positivity and goodness remains unwavering, creating a ripple effect of good across the globe.

NOW We are a global movement of people and organizations dedicated to doing good every day in 115 countries. We meet annually on Good Deeds Day, committing to showing up for our world – and using it as a central meeting point to gain meaningful momentum to kick off another year of doing good every day.

Partner Benefits

Personal Support

Access to our Global Network

Thought Partnership

Free Resources and Materials

Advice and Mentorship

Educational Opportunities

6 Steps to Get Involved in Good Deeds Day

STEP 1
Identify your Community Needs

STEP 2
Determine your Resources

STEP 3
Commit to an Event

STEP 4
Tell us about it and Register

STEP 5
Organize + Promote Event

STEP 6
Report + Celebrate the Good!

GOOD DEEDS DAY INTERNATIONAL

STEP 1
Identify your Community Needs

FIRST ASK YOURSELF

- What project can respond to your specific community needs and factors?
- What is the problem you would like to and can address?
- What Sustainable Development Goal are you passionate about supporting?
- What is the problem we would like to address?
- What is the population you would like to serve?

THEN

- Visit the Good Deeds Day Get Ideas section to discover hundreds of ideas.
- Research community projects and needs, while speaking to the local community to discover where you can fill a gap and do good
- If you cannot conduct the event in person, visit our DO GOOD FROM HOME section

DOWNLOAD

- Our Activity Toolkit , and visit our Get Ideas page

FIRST ASK YOURSELF

- What are your resources?
- Do you have a group of volunteers or a team of people ready to go? Do you want to organize your event alone or with partners?
- How much time do you have and how much time do you need to create the impact you want?
- Do you have access to space to hold an event? Who can you connect with who can support this?
    - Is there space within the organization you have, do you need to rent a room, or do you want to organize something in a city park and you need to ask permission from the local authority?
- Do you have funding? What will it cost for materials, space, food and drink, printing, transport, photography, vendors, etc?
    - If you need to raise funds, determine which sponsors are appropriate for your project. Why they will be potentially interested in supporting your event.

DOWNLOAD

- Our Sponsorship Toolkit

STEP 3
Commit to an Event

FIRST ASK YOURSELF

- Knowing all your resources in regard to time, budget, and team, what kind of event can you commit to which will best serve your community?
- Is it something you'd like to do onetime, or will it be an annual happening?

THEN

Decide if you want to do a smaller event or if you have the resources and opportunities for something big. Be realistic and decide what is suitable for you

- How many partners and volunteers do you have?
- Set a realistic cost estimate, set a budget.
- Start to approach your sponsors.
- Start to approach a new partners.

DOWNLOAD

- Our Kit For Organizations or Kit for Companies

STEP 4
Tell Us About It
+ REGISTER

READY TO JOIN GOOD DEEDS DAY? YES!!!

NOW YOU CAN
Visit our Registration Page and fill out the form.

NOTE
Please note that our annual Good Deeds Day typically falls in March/April, and registration officially opens in December/January.

Make sure to sign up to get Your Weekly Goods, our newsletter to get all kinds of updates, ideas, and resources to support you!

DOWNLOAD
- Visit our resources page and check out our free toolkits, templates, and social media graphics here

STEP 5
Organize + Promote Your Event

PLANNING YOUR EVENT

What are the components of the event?

- *What is our main event purpose?*
- *How many people will we have?*
- *Where and when will we have it?*
- *What activities will we have?*
- *Who are our volunteers? Who are our vendors?*
- *Do we need a leadership team?*
- *How much budget do we need? How much do we have?*
- *Who are the strategic partners we should connect with?*
- *Who will document our event? Photographer, videographer, or both?*
- *How will we promote the event?*
- *Who will create our graphics, signage, and promotional materials?*

SPREAD THE WORD

No matter how big or small your event may be! Some ideas:

- Use social media pages and groups, create FB event
- Invite local TV stations and press agents
- Connect with local government representatives

DOWNLOAD

Explore our Free Marketing Materials, <u>social media templates</u> and:

- Our <u>Kit to Create Your Event</u>
- Build Your Budget Plan (ask us!)
- <u>Messaging and PR Kit</u>
- <u>Press Release Template</u>
- <u>Press Management Guide</u>
- <u>Good Deeds Day Two-Pager</u>

STEP 6
Report + Celebrate Your Good!

AFTER THE EVENT

Review the event. Did it go according to plan? Make a list of realizations and celebrations to take stock of any improvements or things you would do differently for future events.

Thank your volunteers. Send personal messages or use our Certificate of Gratitude, or read our blogs to show appreciation.

Tell us how it went! Fill out the post-GDD report to share a recap of your good, and upload your pictures and videos so that we can include you in our Good Deeds Day news!

DON'T FORGET TO
Celebrate yourself, your team and good work!

Speak to us about how to leverage Good Deeds Day as a partner to do good all year round.

Ideas

Idea #1 – Computer Lessons for the Elderly

Idea #2 – Assisting an Animal Shelter

Idea #3 – YouthSports Tournament

Idea 1 - Computer Lessons for the Elderly

Teach the older generation in your town how to use technology to their benefit
Use your computer skills for a fun few hours in an elderly home! Show the residents basic computer skills to help them pass time, and also helping them communicate with loved ones on a daily basis!

1. Find a group of elderly people who are usually far away from their families.

2. Bring them to a computer lab at your local community center or school

3. Connect each member of your team with a "student" or two to teach them basic use of computers and phones – that way they can be in touch with their family, surf the web and enjoy the benefits of technology.

Idea 2 - Assisting an Animal Shelter

Everyone knows animal shelters can always use an extra hand. Shelter dogs are kept inside for most of the day and will definitely be happy to take a long walk outside. Visit your local shelter and ask about ways you can help.

1. Gather a group of employees, friends, or family members.

2. Find a local animal shelter. Consider local SPCAs, or independent shelters.

3. Find out how you can help. It can be anything from taking the shelter dogs for a nice walk, to cleaning the shelter, or even advocating adoption!

4. Get treats for the animals, and spend a lovely day helping our 4 legged friends.

Idea 3 - Youth Sports Tournament

Organize a marathon or sports match. Ask pillars of your community to join, and invite kids from an orphanage or a center for children at-risk too. You can use this occasion to raise funds and donate it to a charity of your choice!

1. Seek out sponsors to support the event.

2. Determine a theme for the championship, such as "Health and Wellness."

3. Organize the championship schedule.

4. Invite local secondary schools to join in the competition.

5. Arrange stands with board games for added engagement.

6. Spread the word about the event and GDD.

GOOD DEEDS DAY PLANNING TIMELINE
PART 1 DECEMBER – FEBRUARY

1

December

3 MONTHS TO GO

Determine your Resources & Partners
What is our main event's purpose and scope?
Which partners will join us?
What activities will we have?
Registration opens on January 15

3

SEE NEXT PAGE >>>

4 MONTHS TO GO

Set a Goal
Identify your Community needs and create a plan of action

2

2 MONTHS TO GO

Get organized
Build out your checklist
Finalize location and details
Post/send a Save the Date on social media pages, and newsletters & schedule regular messages
Last chance to request t-shirts for your volunteers via registration!
Invite your partners to take part and organize their own projects!

GOOD DEEDS DAY PLANNING TIMELINE
PART 2 MARCH – APRIL

4

TWO WEEKS TO GO

Get press involved
Invite local TV stations and press agents, send reminder emails to volunteers

6

GOOD DEEDS DAY

Share on social media throughout the day using #GoodDeedsDay
Use the momentum to boost your event! tweet, post, snap, share & do whatever you can to get your event out there!

8

A WEEK AFTER

Email us your report (you receive a link), and inspiring photos & videos showing the positive impact
Send to:
photos@good-deeds-day.org

April 14!

1 MONTH TO GO

Recruit volunteers and attendees
Create a FB event
Open volunteer sign-up
Write a press release & pitch to local press
Print any materials needed

5

ONE WEEK TO GO

Final push
Prepare volunteer certificates of gratitude, go big on social media – invite your community to join you

7

THE DAY AFTER

Celebrate the good!
Say thank you to your staff, donors, volunteers, partners, faculty and supporters

9

Resources

BLOGS

[20 Good Deeds You Can Do on Good Deeds Day](#)

[Why You Should Host a GDD Launch](#)

[Marketing Your GDD Project](#)

[Promoting Your Organization Using GDD](#)

[10 Steps to Organize Your Digital Marketing Strategy](#)

[20 Creative Ways to Say Thank You to Volunteers](#)

HELPFUL INFO

[Activity Guide](#)

[WhatsApp Stickers](#)

[GDD GIF's Selection](#)

Questions?

Our team is here to help!

You can reach us at **info@good-deeds-day.org**

We hope to hear from you soon.