



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](#)?
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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 **75 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! April 2, 2017



Use [this one pager](#) to encourage people in your community to hop on the Good Deeds Day bandwagon and plan their own project to do good.



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 over four million volunteering hours recorded globally (2016).
- More than 1.5 million participants in over 75 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 2017! Sign up here to join [Link]
- We're doing good on international #GoodDeedsDay. Join us Sunday, April 2. What's your way to do good?
- At [Org Name] we're doing good this #GoodDeedsDay, Sun. April 2. Come join us. Sign up here: [Link]



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

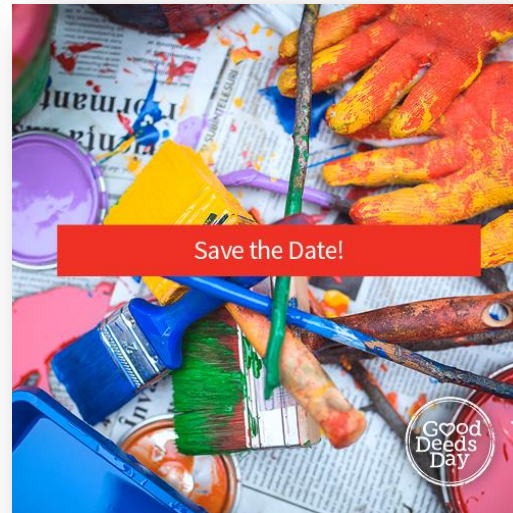
TIP: Use this [press release template](#) to get media attention!

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!



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 [Company Kit](#), [Organization Kit](#) and [Event Kit](#) to 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

