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
• 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 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! April 7, 2019

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 close to seven million volunteering hours recorded globally (2018).
- More than 3.5 million participants in 100 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 2019! Sign up here to join [Link]

• We're doing good on international #GoodDeedsDay. Join us Sunday, April 7. What’s your way to do good?

• At [Org Name] we’re doing good this #GoodDeedsDay, Sun. April 7. 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!
Facebook Post Examples

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

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/dzvfyf

When was the last time you told your parents how much you love them? Write a friendly note to a loved one, elderly person or someone in need. Download designed cards here >> https://goo.gl/YKuaC5
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 as well!
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

- **Pantone 124**: Yellow: Red 249, Green 194, Blue 19
- **Pantone 021**: Orange: Red 247, Green 143, Blue 30
- **Pantone 485**: Red: Red 255, Green 0, Blue 0
- **Pantone 214**: Pink: Red 219, Green 9, Blue 98
- **Pantone 676**: Purple: Red 126, Green 12, Blue 109

Font

- **English Typeface: DIN**
- **DIN Regular**

GT 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