

Program Guide and Supporting Materials

For Organizations

National Program Leader



National Program Partners



Here's Your Toolkit

Thank you for requesting our *9/11 Day At Home* virtual volunteering toolkit.

The goal of *9/11 Day At Home* is to inspire more than one million “virtual” acts of service, expressions of kindness, or simple good deeds in observance of this year’s *9/11 Day*, the federally-recognized September 11 National Day of Service and Remembrance.

You can play an important role in making that happen – by leveraging *9/11 Day At Home* to promote your own list of virtual service activities to your community.

This toolkit provides the information you’ll need to participate in this program, and to invite any affiliates, or associated organizations to participate with you. There is no cost to join.

We will be supporting your efforts with a national marketing campaign designed to inspire millions of Americans to serve – virtually. Your job, and that of other organizations, is simply to ask people in your community to help, and to give them meaningful, well-considered, and relatively easy opportunities to do so in safe ways.

If executed effectively, *9/11 Day At Home* can represent an extraordinary opportunity for your organization, on 9/11, to promote your mission, raise funds, and engage your most important supporters in virtual service activities at a time when millions of Americans, in observance of 9/11 Day, will be looking for ways to help others.

We are here to assist as needed and to answer your questions. Just email our program manager, Rachel McMahan, at rachel.mcmahan@911day.org.

Getting started!

9/11 Day At Home is a relatively simple program: We are asking Americans, in observance of 9/11 Day, to plan, perform, and share (via social media using #911day) their good deeds, charitable activities, or acts of kindness – and to do so safely from home.

Any type of good deed counts!

Normally, service activities on 9/11 are intended to traditionally honor those lost on 9/11, as well as pay tribute to first responders, and members of our military, who rose in response to the terrorist attacks.

This year, we are asking you and members of your community to also engage in virtual service for 9/11 Day in remembrance of those who have tragically lost their lives to COVID-19, and in honor of today's "first responders," including our nation's healthcare workers, EMS personnel, nursing home employees, essential workers, and others on the frontline of the pandemic.

On September 1, 2020, the official public launch of the program, we will post on our website, 911day.org, a carefully curated list of at least 50 Good Deeds for the general public to consider.

While we will offer many wonderful ideas, these are ultimately meant to be thought-starters, designed to help inspire people to take action to help others in observance of 9/11 Day. We are also looking to you to create and promote your own list of good deeds and virtual volunteering opportunities, specific to your audience and community.

We recommend the following:

- 1. Review these materials.** Take a moment now to review the contents of this toolkit. Email us at rachel.mcmahan@911day.org if you have questions or need more information. We are here to help.
- 2. Download the uniform 9/11 Day logos.** We encourage you to display the official 9/11 Day logo on your virtual volunteering resource materials or web pages. You want people to know you are part of the nationwide *9/11 Day At Home* program. You can download our approved logos for free, at: 911day.org/toolkit, and 911day.org/gallery.
- 3. Schedule an internal team meeting** to discuss *9/11 Day At Home*, and begin planning your participation. Our team is here to help if needed.
- 4. Attend our pre-launch webinar.** Look for an email from us with an invitation to join our *9/11 Day At Home* webinar. We will send that out soon.

- 5. Decide what “Good Deeds” you want your community to do.** 9/11 Day attracts a lot of people who are new to volunteering. So when building your own list of virtual service activities, we recommend including a mix of ideas, some relatively simple and others more sophisticated. It’s better to get lots of people involved, each doing small things, than to get just a handful of people engaged in activities that are more challenging or time-consuming.
- 6. Post 9/11 Day At Home on your portal as a volunteer “project.”** To make it easy for people in your community to find you, and participate in your 9/11 Day At Home program, we suggest you post “9/11 Day At Home” as a project on your volunteer portal, or via VolunteerMatch, Golden, CreateTheGood, or AllForGood, and then direct them to your virtual volunteering page. Please add a link to our site on your page as well, i.e., “For more ideas, visit 911day.org.”
- 7. Develop your “marketing” and social media strategy.** We encourage you to actively promote your participation in 9/11 Day At Home. Feel free to post your support and your activities early and often! Just remember to include the hashtag #911day.
- 8. Consider hosting your own training webinar on 9/11 Day At Home.** Hosting your own webinar about 9/11 Day At Home is a great way for you to educate your most important audiences on the program, how they can participate and benefit. So take the lead in setting one up. If you’d like a member of our team to participate, just email us at rachel.mcmahan@911day.org.
- 9. Officially announce and promote 9/11 Day At Home.** You’ll want to alert the community, your board, staff, sponsors, and supporters to this program as soon as you can – and send them the included Save The Date flyer. However, please tell them that the official launch of 9/11 Day At Home will happen on September 1, 2020, when we will reveal our new website and publish our list of Good Deeds for 9/11 Day. Timed to coincide with September 1, please schedule your own kick off message to your audience, reminding them that the program is now underway.
- 10. Track and share your results.** We’ll be tracking the total number of 9/11 Day At Home Good Deeds through social media. So please follow us @911day, post messages of support #911day, and encourage your staff, board and supporters to do the same.

That’s all there is to it!

Turn-Key Materials

To support your implementation of *9/11 Day At Home*, we have provided a number of helpful, and largely turn-key materials.

- Short slide presentation about *9/11 Day At Home*.
- A sample internal email you can send to your community, sponsors, and others.
- Promotional “Save The Date” .pdf flyer that can be circulated to your supporters.
- Suggested social media posts using the hashtag #911day.
- Frequently asked questions and answers about the program.
- Links to access our [logos](#) and our [gallery](#) of 9/11 photos.

Email rachel.mcmahan@911day.org if you need anything special, or have suggestions.

Resource Materials

Sample Outreach Email

Dear [INSERT ADDRESSEE]

The anniversary of the 9/11 terrorist attacks – now just a few days away – has become a very important National Day of Service in America, known as “9/11 Day.”

9/11 Day is a time when Americans are asked to join together in unity, remember those lost on 9/11, and if possible, perform Good Deeds or other acts of service as a positive tribute to the 9/11 victims, as well as first responders and military personnel who rose in service in response to the attacks.

This year, the organizers of 9/11 Day are asking all of us to participate “virtually,” through a special program called “9/11 Day At Home,” and to do so also in remembrance of the many people lost to COVID-19. There’s no cost or required donation involved.

Our goal is to inspire one million acts of service in support of COVID relief, both in honor of the victims of 9/11, as well as those who have tragically lost their lives to COVID-19.

I’d like to encourage you to participate. It’s easy:

- 1. On September 1,** visit [YOUR WEBSITE], as well as 911day.org.
- 2. Browse the outstanding virtual service opportunities** we have posted on our site, as well as other “good deeds” you’ll find at 911day.org.
- 3. Pick an activity that inspires you,** or come up with your own good deed or charitable service projects for 9/11. Then complete it.
- 4. Share your 9/11 good deed,** or activity on social media. Include the hashtags #[ORGANIZATION HASHTAG], and #911day.

Nothing could be more important today than joining together for 9/11 and dedicating time to helping those most in need.

Thank you!

NAME

Suggested Social Media Strategy and Posts

We'd like to encourage you to join the national *9/11 Day At Home* kick off on the morning of **September 1, 2020, beginning at 8:00 AM ET**, as well as to coincide 8:00 AM in your own time zone.

Please join all of us at [ORGANIZATION] today as we remember @911day by doing Good Deeds virtually in tribute to those lost in the 9/11 attacks, and also to those lost to #COVID. Join 9/11 Day At Home, and perform your own good deed at [YOUR URL] and 911day.org. #911day.

@911day is when all Americans are asked to join together and do Good Deeds to help others. Join [ORGANIZATION] and millions of others by visiting [YOUR URL] and 911day.org and performing your good deed. #911day.

Today, on @911day, our STAFF/SUPPORTERS/TEAMMATES are paying tribute to the 9/11 victims, and those lost to #COVID by going good deed. Join in at [YOUR URL] and 911day.org. #911day.

Official 9/11 Day Social Media Channels

Please tag us on social media where appropriate in addition to using #911day in your posts to join the national conversation. See the official 9/11 Day social media channels below.

 9/11 Day Facebook 911 Day

 9/11 Day Twitter @911Day

 9/11 Day LinkedIn 9/11 Day

 9/11 Day Instagram @911day

Questions and Answers

1. Who is organizing 9/11 Day At Home?

9/11 Day At Home is being organized and led by the 501(c)(3) nonprofit 9/11 Day, which created and annually runs the federally-recognized September 11 National Day of Service and Remembrance, (known today as “9/11 Day.”) Collaborating with MyGoodDeed on this program are World Central Kitchen, Corporation for National & Community Service (CNCS), a federal agency, and the nonprofit, Points of Light.

2. Is there a cost to our organization to participate? Will people be asked to make cash donations?

There is no cost to your organization, or for individuals to participate. Additionally, most of the Good Deeds we’ll be sharing on 911day.org do not require cash contributions or donations. That said, in promoting your own list of virtual service activities, feel free to encourage people to make donations to you.

3. What are the Good Deeds you plan to share on your site? When can we see them?

On September 1, 2020, we will be publishing at 911day.org a carefully selected and vetted list of Good Deeds. These Good Deeds involve easy to implement activities, and simple acts of kindness that people can do from home to make a difference and support respected national charities.

4. Can we build and distribute to our employees our own list of Good Deeds for 9/11 Day?

Absolutely. That’s the idea! Our good deeds are merely thought-starters to promote interest and inspire engagement in service. You are encouraged to also create your own virtual service activities, and to direct your community members to your list (and hopefully to ours as well).

5. Do people have to perform their Good Deeds on 9/11 or can they do them over time?

Our goal is for as many people as possible to perform their Good Deeds on 9/11 in a show of national support and unity. That said, people can perform their good deeds at any time.

6. Can we participate without directing people to your website, at 911day.org?

Of course. But we hope you will encourage members of your community to also check out our options as well.

7. What is the origin of 9/11 Day? How and why was it started?

A few months after the September 11, 2001, terrorist attacks, a small group of 9/11 family

members and friends met to talk about how best to pay tribute to their lost loved ones. They decided that the terrorists “shouldn’t have the last word” in defining how future generations would remember 9/11 each year.

Inspired by the way the country came together in the weeks following the attacks, the group launched the September 11 National Day of Service and Remembrance, widely known today as “9/11 Day,” with the goal of “taking back the day” and gradually transforming the anniversary of 9/11 from a day of tragedy into a day of doing good.

The Call to Action remains simple: Invite each American to do at least one good deed on the anniversary of the 9/11 attacks each year in the spirit of national unity, and in tribute to 9/11 victims, first responders, recovery workers, military, those injured and others impacted by 9/11 terrorist attacks. That idea has now grown into the largest annual day of service in the nation, now officially recognized under federal law.

[Watch this video](#) to hear our Co-Founders David Paine and Jay Winuk tell the story.

8. What’s Your Privacy Policy? Will you be collecting Personal Identifiable Information (P.I.I.)?

Most of our Good Deeds refer people to other respected and carefully vetted non-profit organizations, which have their own P.I.I. policies. There may be instances where these third party groups need to collect limited information necessary to facilitate the performance of a person’s Good Deed. The only time our site collects P.I.I. is when a person chooses to make a donation to our nonprofit, which is managed by a third-party encrypted application, Stripe, or when a person wishes to sign up for our newsletter. However we never request detailed information of any nature, such as age, gender, social security number, etc. In all causes, under our Privacy Policy, we never share with anyone, or sell any information that we may collect.

9. How can I schedule a call/Zoom meeting to get more information?

Please email us at rachel.mcmahan@911day.org.