

Welcome!



April 14, 2024



Tell us in the chat
where you're from!



POINTS OF LIGHT



OUR VALUES

WE BELIEVE

People are the most powerful force for change in the world.

Individual actions, **no matter how small**, have an impact.

By **taking action**, we can solve the world's most pressing problems.



POINTS OF LIGHT

Global Footprint & Impact

Global affiliates are part of Points of Light's network of innovative volunteer-mobilizing and civic engagement organizations. There are more than **145 affiliates** across **39 countries** worldwide.



1,398,375
Unique Volunteers



12,786,237
Volunteer Hours



\$382.9M
Value of Volunteer Hours



10,994,442
People Impacted



56,316
Community Partnership



POINTS OF LIGHT

Overview



POINTS OF LIGHT

Global Volunteer Month & Good Deeds Day

joining together to support, elevate and celebrate volunteering and Doing Good.



Global Volunteer Month: Global Volunteer Month occurs every April 1-30 and is a time to celebrate volunteers as well as inspire volunteerism around the globe.

Good Deeds Day: A global movement of doing good, peaking in April (this year April 14). *We believe:* doing good is a lifestyle, and every person plays a positive role to create sustainable change to help our communities connect and thrive.

Run by POL affiliate Ruach Tova



Combined reach of 115+ countries, 600M+ Media Impressions, and millions of volunteers.



POINTS OF LIGHT

Global Volunteer Month & Good Deeds Day

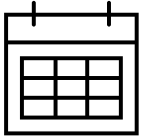
An opportunity to:

- Thank volunteers
- Tell volunteer stories of inspiration
- Plan and execute volunteer events
- Engage individuals in multiple forms of civic action (listening, learning, voting, advocating, donating, and more)
- Share your mission and organization's impact on your community
- Create/strengthen partnerships to push your mission forward
- Join a worldwide movement of doing good that peaks in April and lead your community to be part of the action

Join millions of volunteers, and hundreds of organizations in 100+ countries, to do good and join the Global Movement of Doing Good



Dates



- April 1 – 30: Global Volunteer Month
- April 14: Good Deeds Day
- April 14-20: National Volunteer Week (Canada)
- April 22: Earth Day
- April 21-27: National Volunteer Week
- April 26-28: Global Youth Service Day

All opportunities for action, engagement and storytelling in April!

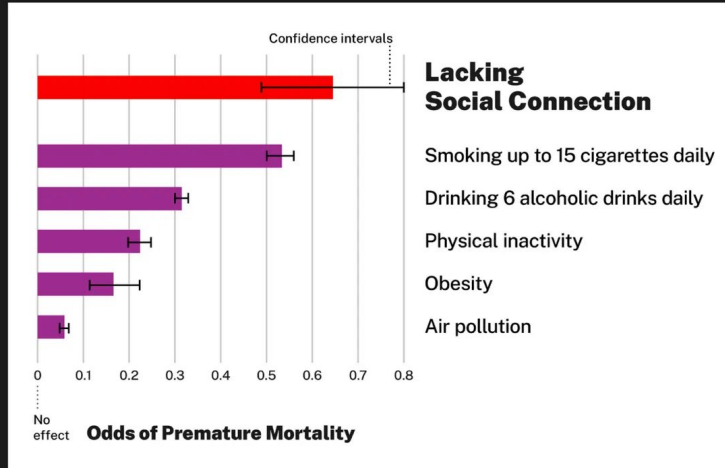


Why Participate?

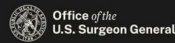


POINTS OF LIGHT

Lacking social connection is as dangerous as smoking up to 15 cigarettes a day.



Source: Holt-Lunstad J, Robles TF, Sbarra DA. Advancing Social Connection as a Public Health Priority in the United States. *American Psychology*. 2017;72(6):517-530. doi:10.1037/amp0000103. This graph is a visual approximation.



SOCIAL CONNECTION FACT CARD



Living in isolation reduces our chances of survival and social isolation increases the risk for premature mortality by **29%^{1,2}**

Urgency of Volunteerism

Volunteerism is down 7%* (AmeriCorps)

volunteerism is more important now than ever!

Individual Impact

Volunteering can help you make friends, learn new skills, advance your career, and even feel happier and healthier. (helpguide.org)



POINTS OF LIGHT

Stand out as a community leader

- **Leading your community creates local and global visibility and aligns you with other NGO's and Companies that come together in a meaningful way, as a Global Network, to create impact.**
- **Increase your visibility, partnerships & impact**
- Join organizations such as United Ways, HandsOns, Cares, Vol centers, AmeriCorps and many more
- And companies like UPS, Phillips 66, Target, Copa Airlines, Wix, GoodPop, Chobani, H.E.B, La Colombe Coffee Roasters, Starbucks, and more



How to Participate

Events & Community Engagement

- **Already have a full calendar?** Include your planned projects as part of Global Volunteer Month & Good Deeds Day on your website & social: [#GlobalVolunteerMonth](#), [@PointsofLight](#), [@GoodDeedsDay](#), [#GoodDeedsDay](#)
- **Organize a project(s) for April** – pick a project(s) based on your community needs strategize how it can support your goals & elevate your mission. Which partners do you want to join you? Which companies can join + support?
- **Be a leader:** Invite your partners to join you and offer their own projects to the community.

Timely Actions to Take Now:

- **Sign up by March 11 and get free t-shirts** – Register your plans and receive free shirts with your logo for your volunteers or leaders.
[Good-deeds-day.org/register](https://www.good-deeds-day.org/register)
- **Sign Up Now** to be included in media as a Global Volunteer Month Hero <https://www.pointsoflight.org/global-volunteer-month/hero/>
- **Start Gathering Volunteer Stories** to share during April or planning for how you'll thank volunteers
- **Plan your comms & media strategy** (more on that in later slides)



POINTS OF LIGHT

Be Part of a Global Movement

Maria C. Alonso @mcalonso305 · Apr 15, 2018
 Early start yesterday at @ThenaCrowderES & @OYCMiami but we officially kick off #NationalVolunteerWeek with #GoodDeedsDay! #payitforward #StrongerMiami #LiveUnited @GoodDeedsDay @UnitedWayMiami

UnitedWayMiami @UnitedWayMiami · Apr 15, 2018
 #NationalVolunteerWeek officially kicks off today with #GoodDeedsDay! Learn all the ways to get involved at unitedwaymiami.org/volunteerweek

Be the reason someone smiles today

Donate blood & save a life
 Sunday April 15th
 9:00 AM to 9:00 PM

Spring cleaning with a purpose
 Sunday April 15th
 7:00 AM to 6:00 PM

Give kids the gift of knowledge
 Sunday April 15th
 10:00 AM to 10:00 PM

iVolunteer @iVolunteerIndia
 Join us tomorrow in #Pune to re-live those childhood days when you sat listening to stories told by your Aji & Ajoba. Celebrate this #GoodDeedsDay by spending time with seniors at Nirmal Seva Foundation. #GlobalVolunteerMonth @GoodDeedsDay Sign up: ivolunteer.in/opportunity/a0...

Spent some time with seniors

Sunday, 10th April
 4:00 PM - 6:00 PM
 Nirmal Seva Foundation, Pune

Good Deeds Day @GoodDeedsDay
 Today is #GoodDeedsDay! Every small positive action is a good deed. Share yours here: bit.ly/22TLVDF - Shari Arison, Founder
 10.4.2016, 13:57

Volunteer Houston @VolunteerHou
 This #GlobalVolunteerMonth, we thank our incredible volunteers who support our mission. Learn how their support moves our work forward to make our community better for everyone by clicking the link in our bio. @PointsofLight #GoodDeedsDay

11:00 AM · Apr 16, 2023

United Way of Greater Richmond & Petersburg on LinkedIn: #nationalvolunteerweek #globalvolunteermonth
 Today, in honor of #NationalVolunteerWeek and #GlobalVolunteerMonth, we are highlighting our United Way Literacy Kits, which are hand decorated and...

Are you excited to take part in the biggest day of service in the world, @GoodDeedsDay? Do you want to join millions of people around the globe to do good? We have plenty of volunteer opportunities at the Children's Museum of the Lowcountry. Come join us!
 #GoodDeedsDay @beapointoflight #GlobalVolunteerMonth #PointsofLight



pointsoflight and gooddeedsday Mexico City, Mexico
 pointsoflight 38w @PointsofLight and @GoodDeedsDay share in honoring the many ways people can do good in their communities. We are proud to uplift the volunteerism of @HandsOnMexico this past weekend in recognition of #GlobalVolunteerMonth and #GoodDeedsDay as they worked to build an earthworm compost that will provide pesticide-free nutrients to their vegetables. Their efforts promoted a sustainable farming technique among farmers in their community to reduce water pollution in the last natural lake area in Mexico City and save axolotl from extinction.

Ideas



Thanking & Recognizing Volunteers:

- Pre-promote social surge day to ask everyone in your network to thank a volunteer
- Reach out to your local officials with a request (and suggested short script) to join you in thanking volunteers and shining a light on the importance of volunteering during April
- Record a short video with your CEO / org leadership
- Prepare a volunteer story and share 2x/ week during April (make it simple w/ a graphic and thank you using volunteer photos from events)
- Use #GlobalVolunteerMonth, #NationalVolunteerWeek and #GoodDeedsDay so we can amplify
- Invite partners send a virtual thank you card: <https://www.good-deeds-day.org/card/thank-you/>
- Hold a volunteering event & thank you celebration afterward
- Find more ideas here <https://wakelet.com/wake/T87Fsf-w41t9Lc9Py4aiu> and here <https://wakelet.com/wake/Llu2Fcag9k-n2RcXwtjYA> and here: <https://www.good-deeds-day.org/getideas> and here: [Starter Kit](#)



Write a message and send your ecard

Your name

My name

Your email

example@example.com

Recipient's name

My name

Recipient's email

example@example.com

Write your message here



Hands On Atlanta

@HandsOnAtlanta · Follow



We're feeling extra thankful for the support and recognition from Senator Ossoff today as we launch our Spring for Service!

Join us in April as we shine a light on volunteers and share marquee volunteer events you can join! bit.ly/3fhXrHO #GlobalVolunteerMonth



United Ways of CA

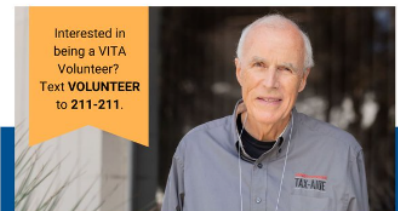
@UnitedWaysCA · Follow



Don has been helping people file their taxes for free for 13 years! VITA volunteers are IRS-certified and trained to help community members access life-changing tax credits. Become a #VITA volunteer today by texting the word VOLUNTEER to 211-211. #GlobalVolunteerMonth



WHY DO YOU VOLUNTEER?



"Just the satisfaction of helping folks out of rather difficult situations at times. We can help them get refunds, credit tax credits. That's very, very rewarding for us."

- DON, VITA VOLUNTEER FOR 13 YEARS

Ideas

A month-long calendar of doing good
in celebration of Good Deeds Day!
Pick an activity > Sign up > Do Good > Spread Joy

 Volunteer
Your skills can change lives

8th April 11:00 AM Virtual A session on oral hygiene	9th April 2:30 PM Virtual Tell a story in Bengali	9th April 2:30 PM Virtual Tell a story in English	9th April 9:00 AM Pune Art attack with children
10th April 6:00 AM Bangalore Trek with the visually impaired	10th April 4:00 PM Mumbai Sunday - funday with seniors	10th April 4:00 PM Pune Spend time with seniors	11th April 9:00 AM Pune A session on safe motherhood
12th April 10:00 AM Delhi Career counselling	12th April 10:00 AM Delhi Menstrual hygiene session	12th April 10:00 AM Delhi Seva sandwich	



Engaging Volunteers:

- Offer a calendar of volunteer projects throughout April that people can participate in – partner with local organizations to host/co-host
- Create a larger volunteer project event for the whole community to join: beach/park cleaning, food assembly line, packaging toiletry bags – [team up with a company](#) to volunteer + donate or sponsor the items!
- Invite your corporate partners to involve their other branches in doing good in April
- Partner with your city to host multiple volunteering projects on site: assembling kits, no-sew blankets, bagged meals, etc. Create an atmosphere of doing good!




POINTS OF LIGHT

Ideas



Engaging New Volunteers:

- Post a blog about 4-5 ways your community can take action today (see ideas here: <https://www.good-deeds-day.org/blog/takeaction/>)
- Ask your most active volunteers to share why they volunteer (1 per week)
- Don't be afraid to state a challenge and need for your organization to engage media
- Use #GlobalVolunteerMonth, #NationalVolunteerWeek and #GoodDeedsDay so we can amplify
- Find more ideas here <https://wakelet.com/wake/T87Fsf-w41t9Lc9Py4aiu> and here <https://wakelet.com/wake/Llu2Fcag9k-n2RcXwtjYA> and here: <https://www.good-deeds-day.org/getideas> and here: [Starter Kit](#)

 Daniel Goetz · 1st
Founder/CEO at GoodPop
10mo · 🌐

Good Deeds Day is this Sunday 4/16 and I couldn't be prouder to join our friends from around the industry leading the charge in their home cities. 🙌🙌

Collectively, we'll have 20+ events across the country benefitting some incredible, world changing non-profits. We're anticipating several thousand do-gooder volunteers across the US.

If you're in **#ATX**, we'd absolutely love for you to register and join us (link below) at one of our **Keep Austin Beautiful** city park cleanups. I'll be at Givens Park.

And if an in-person event isn't accessible to you this year, take a minute this Sunday to do a Good Deed, none too small, to kickstart a grassroots movement of kindness in your community. ❤️

See what GOOD is going on in your city at gdd.goodpop.com.



Good Deeds Day
in partnership with
goodpop

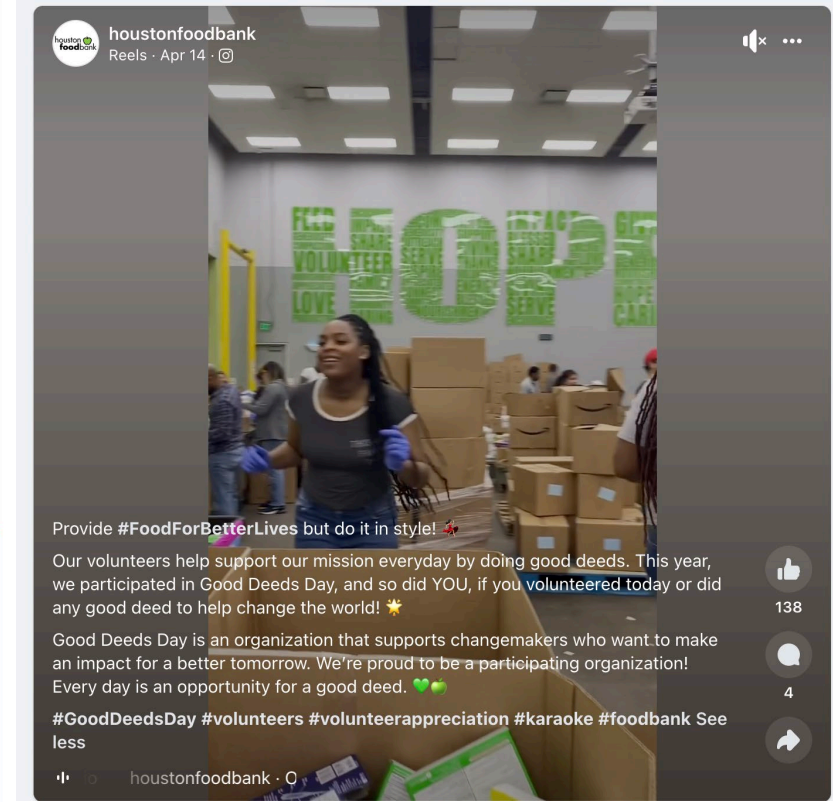
JOIN THE MOVEMENT
APRIL 16TH, 2023

ANYWHERE, USA SPONSORED BY pledge good	AUSTIN, TX SPONSORED BY goodpop	BOSTON, MA SPONSORED BY UNREAL	CHICAGO, IL SPONSORED BY MUSH
ATLANTA, GA SPONSORED BY MIGHTY MILLIE FOUNDATION	CLEVELAND, OH SPONSORED BY Little's Kitchen	HOUSTON, TX SPONSORED BY H-E-B	BOULDER, CO SPONSORED BY Quinn
ORANGE COUNTY, CA SPONSORED BY Orange County	NEW YORK CITY, NY SPONSORED BY Chobani	PHILADELPHIA, PA SPONSORED BY La COLOMBE COFFEE ROASTERS	BOCA RATON, FL SPONSORED BY 4000

with H-E-B and 10 others

MORE INFO AT [GDD](#)

GLOBAL VOLUNTEER MONTH



houstonfoodbank
Reels · Apr 14 · 📷

Provide **#FoodForBetterLives** but do it in style! 🌟

Our volunteers help support our mission everyday by doing good deeds. This year, we participated in Good Deeds Day, and so did YOU, if you volunteered today or did any good deed to help change the world! 🌟

Good Deeds Day is an organization that supports changemakers who want to make an impact for a better tomorrow. We're proud to be a participating organization! Every day is an opportunity for a good deed. 🌱🌱

#GoodDeedsDay #volunteers #volunteerappreciation #karaoke #foodbank See less

houstonfoodbank · 0

 **Norfolk Special Cons...** · 07/04/2019 ...

It's **#gooddeedsday** so why not consider **#volunteering**. We have upcoming recruitment events in Kings Lynn, Breckland & [@SouthNorfPolice](#) but if you live elsewhere visit our [@NorfolkPolice](#) website for details **#becauseyoucan #7910**



THINK GOOD. SPEAK GOOD. DO GOOD.



POINTS OF LIGHT

Peer-to-Peer Sharing



POINTS OF LIGHT

Baltimore Volunteer Center (JVC)

“We believe that volunteerism is a great engagement tool. It’s something that a lot of people in our community are passionate about so we’re excited to use volunteerism and create volunteer opportunities to engage people from all across our community,” Alli Berger said. “... what volunteerism does is it meets those urgent needs that need to be addressed right now.”

- Offered 11 service project placements through nonprofit partners.
ex: dog kennel cleanup and grounds upkeep at Baltimore Humane Society; sorting donations for Second Chance, Inc.
- Hosted its own service project to **celebrate** the 3rd birthday of its Bunches of Lunches program: packed 400 lunches. \$5 volunteer registration fee covers supplies for making bagged lunches.
- Love the global aspect



Resources



POINTS OF LIGHT

Toolkits and Assets

<https://socialpresskit.com/points-of-light#global-volunteer-month>

- Thank Volunteers (General + Social Surge Day on 4/1/24)
- Inspire/Call to Action for Individuals to Volunteer
- Pledge to Volunteer (build your lists)
- Video – Turn your passion into action



CELEBRATE VOLUNTEERS
DO GOOD THIS APRIL



GLOBAL
VOLUNTEER
MONTH



POINTS OF LIGHT



CELEBRATE VOLUNTEERS
DO GOOD THIS APRIL



GLOBAL
VOLUNTEER
MONTH



POINTS OF LIGHT



Excited to join @PointsofLight and @GoodDeedsDay, celebrating #GlobalVolunteerMonth, #NationalVolunteerWeek, and #GoodDeedsDay this month! 🌍 Honoring the incredible volunteers making a positive impact globally.



POINTS OF LIGHT

Resources

Personal support – we're hear for you!

[Toolkits](#), [Get ideas](#)

Social media graphics

Be featured on our blogs



Feel free to reach out to Hannah: Hannah@ruachtova.org.il



Timeline and mini action plan



Timeline and mini action plan

GOOD DEEDS DAY, part of GLOBAL VOLUNTEER MONTH

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

April 14!

7

8

April

THE DAY AFTER

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

A WEEK AFTER

Email us your report (you receive a link), and inspiring photos & videos showing the positive impact
Send to:

April

9



Thank you!



POINTS OF LIGHT