

Individual Participation Toolkit

Inspire Kindness. Promote Unity.
Make a Difference.



AmeriCorps



INTERACTIVE

What is 9/11 Day?

9/11 Day is the federally recognized September 11 National Day of Service and Remembrance, observed annually to honor those we lost—and all who responded—on and after September 11, 2001.

Inspired by the remarkable spirit of unity and compassion that swept across the country in the aftermath of the attacks, 9/11 Day transforms a day of tragedy into a day of doing good.

Today, it's the largest annual day of service in the United States, with more than 30 million Americans participating each year through acts of kindness, charity, and volunteerism.

No matter where you are or what your schedule looks like, you can take part in 9/11 Day. Every good deed counts.

How to Get Involved

1. Make a Good Deed Pledge

Choose a simple act of kindness, big or small, and commit to doing it. You can write it down on a 9/11 Day Good Deed Pledge Card, post it on social media, or share it with friends to encourage them to join in.

2. Do Something Good for Someone Else

Acts of kindness come in all shapes and sizes. You can help a neighbor, donate items to a shelter, write a note to a first responder, or volunteer locally. Anything you do to support others makes a difference.

3. Share Your Good Deed on Social Media

Post a photo or video of your good deed, or simply your pledge, and use the hashtag #911Day. This helps spread the message and encourages others to participate.

4. Challenge a Friend to Join You

Turn your good deed into a chain reaction. Tag friends or family members and invite them to do something kind, too.

5. Watch and Share 9/11 Day Ambassador Videos

Be inspired by powerful stories of kindness and unity from across the country. Find and share videos from the 9/11 Day Resource Center to help spread the word.

Common Questions

Do I have to do my good deed on September 11?

No. While many people choose to act on 9/11 itself, you can participate anytime in September. Most importantly, share your deed and use the hashtag #911Day to be part of the movement.

What counts as a good deed?

Any kind, generous, or helpful act qualifies. Here are a few examples:

- Help a neighbor or coworker
- Donate food, clothes, or books
- Send a thank-you to a veteran or first responder
- Clean up a park or shared space
- Pay for someone's coffee or leave a kind note
- Support a local cause or nonprofit

Do I have to donate money?

Not at all. Many of the most meaningful deeds are free. The spirit of 9/11 Day is about giving what you can—time, compassion, or support—not just money.

Tips for Making an Impact

- **Write it down:** Making your good deed pledge public or visible helps hold you accountable and inspires others.
- **Bring someone along:** Invite your kids, coworkers, or friends to participate with you.
- **Repeat it:** A good deed on 9/11 is just the start—consider continuing it throughout the year.
- **Reflect:** Take a moment to think about why you're participating and who you're honoring.

Resources

Scroll down in this document, and or/visit 911day.org/resources to access:

- Pledge cards
- Good Deed Libraries
- Social media templates
- Ambassador videos
- Service ideas by age, interest, or ability

TOOLS AND TEMPLATES

9/11 Day Good Deeds Challenge

About the Challenge

The 9/11 Day Good Deeds Challenge is a simple, powerful way to honor 9/11 by doing something good—and encouraging others to do the same. Inspired by the unity and compassion shown in the days following the September 11 attacks, this challenge invites you to perform a good deed, post about it, and tag friends to keep it going.

Just like the Ice Bucket Challenge, it spreads one act of kindness at a time—creating a ripple effect of service, remembrance, and unity.

Pre-9/11 Social Posts (Pledge and Challenge)

Facebook/Instagram

- September 11 is now the largest day of service in America, with over 30 million people doing good deeds!
- This year, I'm taking the 9/11 Day Good Deeds Challenge by [INSERT GOOD DEED].
- I'm challenging [@Friend1], [@Friend2], and [@Friend3] to do a good deed too.
- Let's show what we're capable of when we come together.
- #911Day #GoodDeedsChallenge
Tags: @911Day @AmeriCorps

X

- This #911Day, I'm joining the Good Deeds Challenge by [INSERT GOOD DEED].
- I challenge [@Friend1] [@Friend2] [@Friend3] to do the same and pass it on.
- What will your good deed be?
- #911Day #GoodDeedsChallenge
Tags: @911Day @AmeriCorps

Post-9/11 Social Posts (Reflection)

Facebook/Instagram/X

- Yesterday, I participated in the #911Day Good Deeds Challenge by [INSERT GOOD DEED].
- I was proud to be one of millions honoring 9/11 through service and kindness.
- Never forget what we're capable of doing together.
- #911Day #GoodDeedsChallenge
Tags: @911Day @AmeriCorps

Video Pledge Script

- Hi, I'm [NAME], and I'm taking the 9/11 Day Good Deeds Challenge.
- This year, I'm honoring the spirit of unity by [INSERT GOOD DEED].
- I challenge [@Friend1], [@Friend2], and [@Friend3] to do a good deed of their own—big or small—and share it using #911Day and #GoodDeedsChallenge.
- Let's keep it going. Every act of kindness matters.
- If you're not sure what to do, visit 911day.org for hundreds of ideas. Let's make a difference, together!

Good Deeds that Individuals Can Do for 9/11 Day

Community and Neighborhood

1. Deliver groceries or a hot meal to an elderly neighbor.
2. Organize or join a local park or street clean-up.
3. Offer to mow the lawn or rake leaves for someone who needs help.
4. Host a block-wide food or coat drive.
5. Leave a “thank you” note and small treat for your mail carrier.
6. Share job leads or resources with a neighbor in transition.
7. Start or join a community garden.
8. Host a community coffee or open house to welcome new neighbors.
9. Share local nonprofit volunteer opportunities on your community bulletin board or online group.
10. Offer to walk a neighbor’s dog if they are sick or busy.
11. Organize a free little library or pantry box on your block.

Health and Wellness

1. Donate blood or register for a future blood drive.
2. Deliver care packages to a hospital or cancer center.
3. Volunteer with an organization supporting mental health or crisis response.
4. Host a workplace or neighborhood wellness walk.
5. Send a meal or groceries to someone recovering from illness.
6. Provide respite care for a caregiver who needs a break.
7. Pay for a gym class or massage for a frontline worker.
8. Write a public thank-you message to healthcare staff at a local clinic.
9. Share resources about suicide prevention or addiction recovery.
10. Offer a guided meditation or yoga session for friends or coworkers.
11. Check in personally with someone who may be struggling and offer your time.

Education and Youth

1. Donate school supplies or books to a local classroom or youth shelter.
2. Volunteer to read to students or assist at a school event.
3. Write encouraging notes for teachers or school staff.
4. Tutor a student or help with college application essays.
5. Organize a backpack or snack-pack drive.
6. Sponsor a student in a local scholarship or mentoring program.
7. Speak at a school career day.
8. Coach or volunteer with a youth sports team or afterschool club.
9. Record or share a video about your career path for a classroom.
10. Offer free music, arts, or dance lessons for kids in your community.
11. Invite a student to shadow you at work for a day.

Animal Welfare

1. Volunteer at a local animal shelter or rescue.
2. Foster a pet in need of a temporary home.
3. Donate pet food, bedding, or toys to a shelter.
4. Sponsor the adoption fee for a rescue animal.
5. Walk or groom dogs for an elderly neighbor or pet owner in need.
6. Organize a pet supply drive at your workplace or gym.
7. Make homemade treats or blankets for shelter animals.
8. Share adoptable pets on social media.
9. Volunteer to transport rescue animals to foster homes.
10. Assist with a low-cost spay/neuter clinic.
11. Host a pet adoption awareness event in your community.

Arts and Creativity

1. Donate art supplies to a local school or community center.
2. Paint kindness rocks and leave them around your town.
3. Host a free community art night or workshop.
4. Write uplifting messages and hang them in public spaces.
5. Organize a gallery show or pop-up for emerging local artists.
6. Volunteer at a museum, theater, or cultural organization.
7. Perform music or read poetry at a senior home or shelter.
8. Collaborate on a mural with neighbors.
9. Record a video or podcast about your artistic journey to inspire others.
10. Create hand-made cards and distribute them to people in need of cheer.
11. Help digitize or archive a community arts collection.

Environment and Sustainability

1. Participate in a local park, beach, or trail clean-up.
2. Plant a tree or pollinator garden in your yard or community space.
3. Start composting at home or work.
4. Organize an electronics or textile recycling drop-off.
5. Switch to reusable shopping bags and give extras to neighbors.
6. Ride a bike, carpool, or take public transit for the day.
7. Donate gently used clothing instead of discarding it.
8. Host a clothing or book swap among friends.
9. Install a rain barrel or support a community garden.
10. Write to local officials urging action on environmental issues.
11. Volunteer with a sustainability nonprofit or educational program.

Workplace and Professional Kindness

1. Leave a kind note or anonymous compliment for a coworker.
2. Offer to mentor a junior colleague or intern.
3. Share an unsolicited recommendation or endorsement on LinkedIn.
4. Bring in coffee or snacks for your team.
5. Cover a shift or task for a colleague going through a tough time.
6. Organize a team “gratitude circle” or peer recognition activity.
7. Invite someone new to join your lunch or Zoom group.
8. Start a micro-giving pool to support staff emergency needs.
9. Donate unused vacation hours if your workplace allows.
10. Nominate a peer for an award or recognition program.
11. Offer free career advice or résumé reviews on social media or community boards.

Faith and Spiritual Community

1. Lead a moment of reflection, prayer, or silence at your house of worship.
2. Organize a food, coat, or hygiene product drive through your congregation.
3. Volunteer with your faith group’s outreach or social justice ministries.
4. Offer to give someone a ride to services.
5. Write prayers or messages of encouragement and mail them to homebound members.
6. Help coordinate a service project with another faith community.
7. Invite someone who’s new or alone to attend a service or meal.
8. Start or join a prayer chain or compassion group.
9. Lead a youth group discussion or activity focused on service.
10. Organize a multi-faith or intergenerational dialogue.
11. Light a candle or ring a bell on 9/11 in remembrance and hope.

Books About Kindness, Service and Good Deeds for Adults

Nonfiction and Inspiration

1. The Power of Kindness

by Piero Ferrucci

A deeply reflective book exploring how kindness enhances our lives and relationships, backed by psychology and real-world examples.

2. Kindness: The Little Thing That Matters Most

by Jaime Thurston

This beautifully designed book from the founder of 52 Lives offers 52 simple, non-political ways to be kind, along with real stories of how small gestures can transform lives.

3. Simple Acts of Kindness: 500+ Ways to Make a Difference

by Adams Media

A straightforward guide full of practical, bite-sized ways to be kind in your home, workplace, and community. It's perfect for quick inspiration or for building a personal good deeds list.

4. How Full Is Your Bucket? Positive Strategies for Work and Life

by Tom Rath and Donald O. Clifton

This bestselling book blends positivity psychology with practical advice about how giving compliments, expressing gratitude, and making others feel valued leads to happiness and productivity.

5. The Art of Showing Up

by Rachel Wilkerson Miller

A practical guide to being a better friend, colleague, and community member—especially during tough times.

6. Small Acts of Kindness: Striving to Be the Best Version of Yourself

by James Vollbracht

Short, powerful stories that highlight the ripple effect of small good deeds and kindness in everyday life.

Memoir and True Stories

7. The Book of Awesome

by Neil Pasricha

A joyful reminder of life's little moments that spark gratitude, connection, and kindness.

8. Make Your Bed

by Admiral William H. McRaven

Simple but powerful lessons on leadership, resilience, and service, based on a Navy SEAL's commencement speech that went viral.

9. A Year of Living Kindly

by Donna Cameron

A personal journey through a year committed to intentional kindness—and how it transformed the author's relationships and worldview.

10. Love Kindness

by Barry H. Corey

A faith-informed exploration of how kindness can be a force for truth, grace, and healing in a divided world.

Books with Action-Oriented Guidance

11. Do Good: Embracing Brand Citizenship to Fuel Both Purpose and Profit

by Anne Bahr Thompson

A great read for professionals looking to lead with purpose and make a broader impact through their work.

12. 29 Gifts: How a Month of Giving Can Change Your Life

by Cami Walker

A woman facing a chronic illness embarks on a 29-day challenge to give something away each day—and discovers how giving heals.

13. The Kindness Challenge

by Shaunti Feldhahn

A 30-day plan for deepening kindness in one key relationship—be it at home, work, or community.

ABOUT 9/11 Day

In 2002, a group of 9/11 family members and leaders joined together to form the nonprofit “9/11 Day,” with the goal of transforming the anniversary of the September 11, 2001 tragedy into a day of doing good.

Today, 9/11 Day has become a National Day of Service and Remembrance, recognized under federal law, and the largest annual day of service in America.

More than 30 million people participate each year by volunteering, supporting charities, and performing other good deeds in tribute to those impacted by the 9/11 tragedy, and in a spirit of unity and peace.

9/11 Day Programs

9/11 Day organizes large-scale volunteer service projects focused on hunger relief that mobilize tens of thousands of volunteers in cities across the nation. At these [9/11 Day Meal Packs](#), volunteers pack millions of nutritious, non-perishable meals for Americans at risk of hunger, in partnership with local Feeding America-affiliated food banks.

Since 2023, 9/11 Day has collaborated with colleges and universities across the United States to help organize service projects on college campuses, in partnership with the federal agency AmeriCorps.

In many schools across the nation, K-12 teachers are now utilizing [free lesson plans](#) and other materials provided by 9/11 Day to engage America’s younger generations in the 9/11 Day program, inspiring millions of students to plan their own good deeds in observance of the anniversary of the 9/11 tragedy, and in recognition of the national spirit of unity that arose in the aftermath of the attacks.

Millions of other Americans participate in 9/11 Day through the organization’s annual pledge campaign, in which individuals plan their own “good deeds” for 9/11 Day and share their plans on social media using the hashtag #911day.

For more information, toolkits and other resources, visit 911day.org, or contact 9/11 Day at info@911day.org

#

9/11 DAY

GOOD DEED PLEDGE



For 9/11 Day this year, I will:

My Name _____

Organization _____

State _____ Country _____

Share your pledge on social media and tag us!

✉ @911day @911day @911day 911day.org #911day



9/11 DAY

GOOD DEED PLEDGE



For 9/11 Day this year, We will:

My Name _____

Organization _____

State _____ Country _____

Share your pledge on social media and tag us!

✉ @911day @911day @911day 911day.org #911day

