

Faith Group Engagement Toolkit

Inspire Kindness. Uplift Community.
Honor the Spirit of Service.



AmeriCorps



INTERACTIVE

What is 9/11 Day?

9/11 Day is the federally recognized September 11 National Day of Service and Remembrance, observed each year on the anniversary of the 9/11 attacks. Born from the remarkable spirit of unity, compassion, and service that emerged in the days following the tragedy, 9/11 Day aims to transform a day of sorrow into a day of doing good.

The 9/11 Day observance encourages people to perform acts of kindness and service in tribute to those who lost their lives, were injured or became ill as a result of the events of 9/11, as well as the first responders, recovery workers and countless others who rose in service in the days, weeks, and months that followed.

Now the single largest annual day of service in the United States, 9/11 Day engages more than 30 million people each year. As a faith-based organization, you too can participate. Engage your community and elevate your mission as part of 9/11 Day.

How Faith Communities Can Get Involved

1. Plan a Service Project

Plan an activity that meets local needs—such as a community cleanup, food or clothing drive, meal prep for neighbors in need, or care packages for first responders. Projects can take place on 9/11 or anytime during September.

2. Encourage Members to Make a Good Deed Pledge

Distribute **9/11 Day Good Deed Pledge Cards** at services or events, and invite members to commit to a personal act of kindness or service. Post completed cards on a community board or online as a public witness to the good your faith community is doing.

Need ideas? Share our [Good Deeds Library](#), which is full of great ones!

Scroll down for a **Template Letter** that you can tailor and send, as well as a list of **sample Good Deeds**.

3. Incorporate 9/11 Day into Worship

Dedicate a portion of your service on the weekend before 9/11 to reflect on the meaning of the day. Share a 9/11 Day blessing, prayer, sermon, or lesson that inspires kindness and unity. Encourage your congregation to take part in a shared good deed initiative.

4. Promote and Share on Social Media

Share your group's participation on social media. Encourage members to post their own good deed pledges and service stories. Use [#911Day](#) and tag [@911Day](#) to amplify your message and join the national movement.

5. Launch a Donation or Kindness Drive

Invite your faith community to donate gently used items, non-perishable food, books, or school supplies. Or organize a giving campaign to support a cause that reflects your values and mission.

Common Questions

Does our event/activity have to happen on September 11?

Not at all. Events and good deeds can happen anytime in September, though most take place in the first two weeks of the month. Your members can post their good deed pledges on the morning of 9/11 or even in the days leading up. Every good deed counts!

What counts as a “good deed”?

A good deed can be any act of service, kindness, or charity—large or small. Examples include:

- Volunteer projects
- Donating items
- Sending messages to first responders, military families, or 9/11 survivors
- Hosting blood drives, food drives, or letter-writing efforts
- Sharing kindness cards or notes in your office, school, or place of worship

Visit our Good Deeds Library for more ideas and inspiration!

Do people have to donate?

No. Although many people do choose to make financial contributions to nonprofits, schools, faith groups and others in honor of 9/11 Day, there is no obligation to do so. Most good deeds are inexpensive or don’t cost a thing to do!

Bonus Tips for Faith-Based Groups

Track and Share Your Impact

- Use social media tools (such as Hootsuite or Sprout Social) to measure engagement and reach. Feature stories or photos in your bulletin or newsletter to celebrate your community’s efforts.

Display Pledge Cards Publicly

- Collect and post Good Deed Pledge Cards in your worship space or online to create a visual reminder of your congregation’s collective impact.

Create a Custom Good Deed List

- Make a list of “11 Good Deeds for 9/11 Day” that reflect your faith’s teachings and invite members to choose one or more to complete.

Resources

Scroll down in this document to access downloadable toolkits, [pledge cards](#), sample posts, good deed lists, and more. Additional resources can be found at 911day.org/resources

Why Get Involved?

- Express your faith through service and kindness
- Promote healing, unity, and compassion in your community
- Engage members in meaningful, mission-driven action
- Connect your spiritual values with a nationally recognized day of good
- Uplift the legacy of 9/11 in a spirit of hope and love

Need Help?

Contact the 9/11 Day team at: info@911day.org

TOOLS AND TEMPLATES

Sample Social Language

Faith Community Posts

FB/Instagram (Pre-9/11)

- 9/11 Day is now the largest annual day of service in America—with 30 million people taking part each year. This year, [XX] members of [FAITH COMMUNITY NAME] will join the movement by [INSERT SERVICE ACTIVITY], benefiting [INSERT IMPACT/BENEFICIARY DETAILS].
- What will your good deed be for 9/11 Day?
Let's honor this day through unity, kindness, and action.
- #911Day #YOURHASHTAG
Tags: @AmeriCorps @911Day @YOURHANDLE

X (Pre-9/11)

- For #911Day, members of [FAITH COMMUNITY NAME] will join the national day of service by [INSERT SERVICE ACTIVITY].
- What will your good deed be? Let's show what we can do when we come together.
- #911Day #YOURHASHTAG
Tags: @AmeriCorps @911Day @YOURHANDLE

FB/Instagram/X (Post-9/11)

- Yesterday, in honor of #911Day, [XX] members of [FAITH COMMUNITY NAME] came together to [INSERT SERVICE ACTIVITY], joining millions across the U.S. who marked the day through service.
- We're grateful for every act of kindness, and proud of our community's commitment to doing good.
- Let's never forget what we're capable of doing—together.
- #911Day #YOURHASHTAG
Tags: @AmeriCorps @911Day @YOURHANDLE

Individual Posts

FB/Instagram (Pre-9/11)

- September 11 is now the largest annual day of service in America—with more than 30 million people taking part. This year, I'm honoring the day by doing my part: I will [INSERT GOOD DEED].
- What will be your good deed?
- Let's never forget what we can do—together.
- #911Day
Tags: @AmeriCorps @911Day @YOURHANDLE

X (Pre-9/11)

- September 11 is now America's largest annual day of service. This year, I'm joining in by doing one good deed: [INSERT GOOD DEED].
- What will your good deed be?
- #911Day
Tags: @AmeriCorps @911Day @YOURHANDLE

FB/Instagram/X (Post-9/11)

- Yesterday, I honored #911Day by [INSERT GOOD DEED].
- It's amazing what we can accomplish when we each take one small step to do good.
- Never forget what we're capable of doing—together.
- #911Day
Tags: @AmeriCorps @911Day @YOURHANDLE

Individual Pledge, Video Script

- Hi, I'm [NAME] [title and group optional].
- This year for 9/11 Day, I'm pledging to [INSERT GOOD DEED]—inspired by the kindness and unity that brought people together after 9/11.
- I challenge you to join in! Make your own pledge and share it using #911Day.
- It can be anything - big or small - as long as it helps someone else.
- Check out 911day.org for hundreds of easy, meaningful ideas.
- Let's keep the kindness going—every good deed counts.

Template Media Advisory

Contact

[Name]

[Email]

[Mobile Phone]

[FAITH COMMUNITY] to Observe September 11 National Day and of Service and Remembrance by Mobilizing Volunteers for Community Impact

[CITY/COMMUNITY] Faith Leaders and Members Lead 9/11 Day Service Event Benefiting
[INSERT EVENT DETAILS]

What

On [DATE], more than [XX] members of [FAITH COMMUNITY] will come together for a day of service in observance of the September 11 National Day of Service and Remembrance (9/11 Day). The group will [INSERT SERVICE ACTIVITY], benefiting [INSERT CHARITY, CAUSE, OR COMMUNITY GROUP].

9/11 Day is one of only two federally recognized National Days of Service, and has grown into the largest annual day of service in the U.S., with more than 30 million Americans participating each year. By turning the anniversary from a day of tragedy into a day of unity and action, 9/11 Day helps communities come together to make a positive impact.

[FAITH COMMUNITY] is proud to join the movement by transforming remembrance into compassion, and faith into action.

When

Date: [INSERT DATE]

Time: [INSERT START/END TIME]

Where

Venue: [INSERT LOCATION NAME]

Address: [INSERT STREET ADDRESS, CITY, STATE, ZIP]

Interview Opportunities

- Leaders from [FAITH COMMUNITY NAME]
- Event participants and volunteers
- Representatives from 9/11 Day (via Zoom or phone upon request)

About 9/11 Day

The September 11 National Day of Service and Remembrance (9/11 Day) was established in 2009 to honor the memory of those lost, injured and made ill from the 9/11 attacks and those who responded on and after September 11, 2001. Inspired by the extraordinary spirit of unity and compassion shown in the days following 9/11, the observance encourages people across the U.S. to perform acts of service, charity, and kindness each year. Learn more at 911day.org.

Sample Interfaith Blessings

A Blessing for 9/11 Day

(To Be Read Aloud or Reflected Upon Silently)

Today, we pause in remembrance—for lives lost, for bravery shown, for communities changed forever.

We honor the sorrow that shaped us, and the strength that rose from the ashes.

May this day not only mark what was taken, but also what was given: the courage to serve, the compassion to unite, and the power of kindness to heal.

May each act of service we offer carry forward a legacy of love.

May every good deed become a light against the darkness of division and despair.

Let us move through this day—and all days—with open hearts, willing hands, and a shared resolve to leave the world better than we found it.

In remembrance, in unity, in hope—may we each be a blessing.

Reflection of Remembrance and Service

(To Be Read Aloud or Reflected Upon Silently)

On this day of remembrance, we pause with heavy hearts to honor those lost on September 11, 2001, and to uplift the countless acts of courage, compassion, and unity that followed.

We remember lives taken too soon and families forever changed. We give thanks for the responders, the helpers, and the healers.

We reflect on the strength of communities that came together in the face of grief.

In their memory, let us be moved to action. May our hearts open to kindness, our hands extend in service, and our lives reflect a shared commitment to care for one another.

May every good deed offered—in big ways and small—become a living tribute that brings healing, hope, and connection to a world that still longs for peace.

May we remember. May we serve. May we unite.

Sample Email to Members

Subject: Join [FAITH COMMUNITY NAME] in Honoring 9/11 Through Service

Dear [NAME],

As our nation approaches the anniversary of September 11, we remember those we lost, the heroes who responded, and the many lives forever changed. Out of this tragedy has emerged a profound opportunity to honor through action: 9/11 Day, now the largest annual day of service in the United States.

Each year, more than 30 million people participate by volunteering, giving back to others, and performing acts of kindness in tribute. This year, [FAITH COMMUNITY NAME] is proud to be part of this growing national movement.

On [DATE], we will host a special service event: [EVENT NAME]. Members of our congregation and broader community will come together to [INSERT EVENT DETAILS – e.g., pack hygiene kits, deliver meals, host a donation drive].

We warmly invite you to take part. To learn more and sign up, please visit: [INSERT REGISTRATION LINK]

[INCLUDE DETAILS ABOUT T-SHIRTS, SUPPLIES, OR OTHER INCENTIVES IF APPLICABLE]

For any questions, please reach out to [CONTACT NAME] at [EMAIL ADDRESS].

If you're unable to attend in person, we invite you to perform your own good deed in honor of 9/11 Day. Then share it online using the hashtag #911Day to inspire others. Need ideas? Visit www.911day.org/resources for suggestions. Every act of kindness counts!

[FAITH COMMUNITY NAME] is rooted in service and compassion. We are honored to observe 9/11 Day and hope you will join us in making a meaningful difference this September.

In faith and service,

[NAME]

[TITLE OR ROLE]

11 Good Deeds for Faith Communities to Lead on 9/11 Day

1. Host a Congregation-Wide Service Project

Organize a project such as assembling hygiene kits, packing food boxes, or distributing supplies to those in need.

2. Incorporate a 9/11 Day Blessing or Reflection

Include a special prayer, sermon, or reading during services that honors 9/11 and calls for unity and service.

3. Distribute Good Deed Pledge Cards

Invite members to pledge an act of kindness and display the cards in your entryway, bulletin board, or online.

4. Organize a Blood Drive

Partner with a local blood bank or hospital to host a donation event on or near 9/11.

5. Deliver Notes or Treats to First Responders

Encourage children or members to write thank-you notes and deliver baked goods to local firefighters, EMTs, or police officers.

6. Lead a Community Prayer Walk or Vigil

Host a neighborhood walk for peace or an interfaith candlelight gathering for remembrance and connection.

7. Volunteer at a Local Shelter or Food Pantry

Coordinate a group outing to serve meals, restock shelves, or clean spaces at a nearby nonprofit.

8. Support a Local School

Deliver donated school supplies or appreciation kits to teachers and students in underserved communities.

9. Invite Members to Share Stories or Testimonies

Encourage people to reflect on the meaning of 9/11 Day, and how service plays a role in their faith.

10. Create a “Kindness Wall”

Set up a space where children and adults can post drawings, prayers, or quotes about compassion and hope.

11. Promote Good Deeds in Your Communications

Use bulletins, newsletters, and social media to spotlight members’ good deeds and invite wider participation using #911Day.

11 Good Deeds Individuals Can Do on 9/11 Day

1. Support Your Local School

Purchase school supplies and donate them to a nearby school. Call ahead to find out what's most needed for the new academic year.

2. Donate to a Food Pantry

Drop off nonperishable food items at a local food bank or community pantry. Every can or package of food can help feed a neighbor.

3. Clean Up a Public Space

Spend time picking up litter at a local park, sidewalk, or playground. It's a simple way to care for the places we all share.

4. Assemble Care Kits for People in Need

Put together hygiene or comfort kits (toothbrush, socks, snacks) and donate them to shelters or outreach teams.

5. Volunteer Locally

Call a nonprofit or community center to ask about service needs—such as meal packing, food pantry stocking, or soup kitchen support.

6. Help a Neighbor with Yard Work

After raking or blowing your own leaves, take a few extra minutes to do the same for an elderly neighbor or someone else who needs a hand.

7. Welcome Someone New

Invite a new neighbor for lunch, coffee, or a walk. A simple act of hospitality goes a long way.

8. Adopt a Nonprofit You Love

Choose a cause close to your heart - such as an animal shelter or senior center - and pledge to support or volunteer quarterly throughout the year.

9. Support Youth in Your Community

Buy Girl Scout cookies, visit a lemonade stand, or donate to a student fundraiser to help kids meet their goals and feel supported.

10. Equip Yourself to Help Others

Print or save a list of local shelters and hotlines to share with anyone in need. Pass along extras to others in your community.

11. Lend a Hand in Building Homes

Volunteer with Habitat for Humanity or your local housing organization to help repair or build homes for families in need.

For more ideas, visit 911day.org/resources and visit our [Good Deeds Library](#) and/or Individual Engagement Toolkit!

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.
- In 2023 and 2024, 9/11 Day also 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



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