

Nonprofit Engagement Toolkit

Inspire Kindness. Promote Unity.
Support Your Mission.



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 tragedy 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 were lost, injured, or made ill by from the attacks, as well as the first responders, recovery workers, and countless others who rose to help.

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 nonprofit, your organization can be part of this powerful movement—engage your community, elevate your mission, and inspire support through meaningful acts of service.

How to Get Involved

1. Plan a Service Project

Organize a service activity, fundraiser, or kindness initiative that helps your community or advances your mission. It doesn't have to happen on 9/11—just sometime in September.

2. Encourage Team Members to Make a Good Deed Pledge

Distribute our 9/11 Day Good Deed Pledge Cards to your staff and community members. Encourage them to pledge to do their own good deed on 9/11 Day. Post cards in your lobby, hallways, or another highly visible spot, and post online. Share our [Good Deeds Library](#), which is full of great ideas!

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

3. Promote and Share on Social Media

Share your organization's pledge on social media, and encourage your staff, supporters, and volunteers to do the same for their own good deed pledges. Be sure to tag @911Day, and use the #911Day hashtag so that we can track and share and spread the word! Join the national conversation by posting photos, videos, and stories that highlight your mission and impact.

4. Launch a Fundraising Drive

Use 9/11 Day to invite your community to give back—to you. Highlight how their donations support your work and honors the spirit of service at the heart of 9/11 Day. Make a bigger impact by offering simple peer-to-peer or donation-match campaigns.

5. Use 9/11 Day Ambassador Videos

Inspire others to join in by sharing these powerful videos that tell the story of 9/11 Day and its meaning and impact on people nationwide. Find our [VIDEOS](#), in our Resource Center.

Common Questions

Does our event/activity have to happen on 9/11?

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 supporters 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 Nonprofits

Track Your Impact

Use hashtags to measure participation. Tools like Hootsuite, Sprout Social, and Brand24 can help.

Use Pledge Cards

Distribute and collect physical or digital good deed pledge cards. Display them in your space or online to build visibility and to demonstrate community-wide impact and participation.

Customize Your Good Deed List

Create your own “11 Good Deeds for 9/11 Day List” that reflects your mission and invite supporters to participate in ways that align with your work.

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?

- Boost your visibility and engagement
- Encourage positive action in your community
- Mobilize volunteers and donors
- Align with a nationally recognized day of service, unity and healing
- Demonstrate that your mission is part of something bigger

Need Help?

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

TOOLS AND TEMPLATES

Sample Social Language

Organization Posts

FB/Insta

- 9/11 Day is now the largest annual day of service in America! For 9/11 Day this year, XX ORGANIZATION team members in COMMUNITY will come together to INSERT SERVICE ACTIVITY. The event will INSERT IMPACT/BENEFICIARY DETAILS.
- What will your good deed be for 9/11 Day? Never forget what we're capable of doing together.
- #911Day #YOURHASHTAG
Tags: @AmeriCorps @911day @ORGANIZATIONHANDLE

X

- For 9/11 Day this year, ORGANIZATION team members in COMMUNITY will gather to INSERT SERVICE ACTIVITY. What will your good deed be? Never forget what we're capable of doing together.
- #911Day #YOURHASHTAG
Tags: @AmeriCorps @911day @ORGANIZATIONHANDLE

Post-9/11 Day

- Yesterday, in honor of 9/11 Day, XX ORGANIZATION young people and their families INSERT SERVICE ACTIVITY, joining the 30 million Americans who marked the day by doing good. We're so proud of these kids, and their commitment to making a difference in the lives of others. Never forget what we're capable of doing together.
- #911Day #YOURHASHTAG
Tags: @AmeriCorps @911day @ORGANIZATIONHANDLE

Individual Posts

Pre-9/11 I Will Pledge Social Copy

FB/Insta

- September 11 is now the largest annual day of service in America, with 30 million people doing good deeds! For 9/11 Day this year, I will (INSERT GOOD DEED). #911Day
- What will your good deed be? Never forget what we're capable of doing together.
- #911Day
Tags: @AmeriCorps @911day @ORGANIZATIONHANDLE

X

- September 11 is now the largest day of service in America, with 30 million people doing good deeds! For 9/11 Day this year, I will (INSERT GOOD DEED). What will your good deed be? Never forget what we're capable of doing together.

- #911Day

Tags: @AmeriCorps @911day @ORGANIZATION HANDLE

Post-9/11

- Yesterday, in honor of 9/11 Day, I INSERT GOOD DEED. Never forget what we're capable of doing together.

- #911Day

Tags: @AmeriCorps @911day @ORGANIZATIONHANDLE

Individual Pledge, Video Script

- Hi I'm NAME (insert desired title).

- For 9/11 Day this year, I Will ... INSERT YOUR GOOD DEED

- If you haven't yet, make and share your own pledge for 9/11 Day! Just choose a good deed - can be anything, big or small - and then share it using the hashtag #9/11Day. If you're not sure what to do, check out w-w-w-dot-9-1-1-Day-dot-org for lots of ideas and inspiration.

Template Media Advisory

Contact

[Name]

[Email]

[Mobile Phone]

[NONPROFIT NAME] to Mobilize Volunteers for September 11 National Day of Service and Remembrance

[CITY/COMMUNITY] Volunteers Join Largest Day of Service in the U.S. to Support
[INSERT EVENT DETAILS]

What

On [DATE], [NONPROFIT NAME] will lead a volunteer service event as part of the September 11 National Day of Service and Remembrance (9/11 Day). More than [XX] volunteers will participate in [INSERT SERVICE ACTIVITY], supporting [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.

[NONPROFIT NAME] is proud to be part of this national effort to inspire compassion, volunteerism, and community strength.

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 [NONPROFIT 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 sickened 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.

[INSERT NONPROFIT BOILERPLATE HERE]

Sample Email

Dear [NAME],

Soon our nation will again observe the anniversary of the September 11 tragedy. Remarkably, this important day on our national calendar has been transformed into the largest annual day of service in America, called **9/11 Day**.

Nationwide, more than 30 million Americans participate annually by volunteering, supporting charities of choice, and by doing good deeds that help others in need.

This year, ORGANIZATION is proud to be supporting this important tribute.

On DATE, we will be hosting a very special volunteer service event, called EVENT NAME. At this event, community members that wish to participate will join together to INSERT EVENT DETAILS.

To learn more and sign up, simply click this link and fill in your information: INSERT REGISTRATION LINK. INSERT ANY OTHER IMPORTANT INFORMATION RE: T-SHIRTS, SERVICE HOUR CREDITS, OTHER INCENTIVES.

Please send any questions to CONTACT NAME AND EMAIL ADDRESS.

If you're unable to attend the event, we'd ask that you please consider performing your own good deed in honor of 9/11 Day, and then inspire others by sharing it, using the hashtag #911day! Visit the resource center at 911day.org for hundreds of ideas. Every act of kindness counts.

ORGANIZATION has long had a deep commitment to serving others. We are proud to support 9/11 Day, and hope you will, too. We are excited to witness the impact that we will have together this September!

In service,

NAME

11 Good Deeds for Nonprofit Organizations on 9/11 Day

1. Host a Volunteer Event or Day of Service

Organize a hands-on activity aligned with your mission—like packaging food, restoring green spaces, or making care kits.

2. Invite Supporters to Take the Good Deed Pledge

Share digital or printed pledge cards and ask your community to commit to one act of kindness, then post and tag your org and #911Day.

3. Launch a Peer-to-Peer Fundraiser

Invite volunteers, staff, and donors to fundraise for your cause in honor of 9/11 Day. Consider a “\$9.11 for Good” campaign.

4. Recognize Community Heroes

Highlight a staff member, volunteer, or community partner making an impact, and share their story on social media or in a newsletter.

5. Distribute Acts of Kindness Cards

Print and share cards with suggested good deeds—encourage recipients to pass them on or pay it forward.

6. Collaborate on a Cross-Organization Project

Partner with another nonprofit, school, or faith group for a joint service project or event to amplify impact.

7. Organize a Donation Drive

Collect food, hygiene supplies, winter gear, or other needed items for your clients or partner organizations.

8. Provide a 9/11 Day Reflection Space

Offer a space at your office or event for people to reflect, light a candle, write messages of hope, or honor loved ones.

9. Share a 9/11 Day Message from Leadership

Have your executive director or board chair share a short message on the importance of remembrance through service.

10. Host a Kindness-Themed Workshop or Activity

Invite clients, youth, or families to participate in an art, writing, or community-building project focused on compassion and giving.

11. Celebrate and Share Impact

Track and post about your organization’s collective good deeds throughout September—show the ripple effect of small actions.

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

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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

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