

College Campus Engagement Toolkit

Inspire Kindness. Promote Unity.
Engage Your Students in Meaningful Service.



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.

Colleges and universities across the country are joining this growing movement—mobilizing students, staff, and faculty to take action, strengthen campus unity, and demonstrate the power of service.

How Your Campus Can Get Involved

1. Plan a Service or Kindness Initiative

Host a service project, campus clean-up, donation drive, voter registration event, or kindness campaign. Projects can be student-led and don't have to occur exactly on 9/11—any day in September works.

2. Launch a Good Deed Challenge

Invite students, clubs, and campus organizations to pledge to do a good deed in honor of 9/11 Day. Use printable or digital pledge cards and share online or display around campus. View ideas in the [Good Deeds Library](#).

3. Spread the Word on Social Media

Encourage your community to share their good deed pledges and photos of their impact on social media. Tag @911Day and use the hashtag #911Day. Feature student voices, quotes, and reflections to amplify their impact. Scroll down for social ideas and template language!

4. Incorporate in Classrooms and Clubs

Professors and student leaders can dedicate a few minutes to reflect on the meaning of 9/11 Day. Host discussions, invite guest speakers, or incorporate good deed planning into class time, meetings, or events.

5. Support Student-Led Fundraisers

Encourage students to fundraise for a cause that matters to them or to your campus. Use 9/11 Day as a platform to elevate these efforts—especially peer-to-peer campaigns, donation matches, or awareness events.

6. Show 9/11 Day Ambassador Videos

Inspire your students with powerful short films that explore the meaning and impact of 9/11 Day. Perfect for classes, residence halls, or campus events. Available in the [9/11 Day Resource Center](#).

What Counts as a Good Deed?

Anything kind, helpful, or generous—including:

- Volunteering with local nonprofits
- Hosting a blood or food drive
- Helping a peer in need
- Donating clothes or school supplies
- Writing thank-you notes to first responders or veterans
- Promoting mental wellness or kindness on campus

Even small gestures count. The goal is action with heart.

Frequently Asked Questions

Does the activity have to happen on September 11?

No. Events and good deeds can happen anytime in September, though most activities take place in the first two weeks of the month.

Does it have to cost anything?

Not at all! Many good deeds are free, like helping a neighbor or writing a thank-you note.

Can students do this individually?

Yes. Students can participate on their own or as part of a club, class, team, or dorm. You can also challenge them to recruit others.

How can we track participation?

Use a campus hashtag and the national tag #911Day to track posts. Consider using pledge cards, surveys, or a digital form to collect student actions.

Campus-Specific Ideas

- “11 Good Deeds for 9/11 Day” Challenge – Create a campus-branded list of 11 acts of kindness students can choose from.
- Residence Hall Competition – Encourage dorms to compete for the most good deeds.
- Kindness Wall or Display – Post student pledges or reflections in a central location.
- Moment of Remembrance – Host a morning ceremony, moment of silence, or bell ringing on 9/11.
- Civic Action Corner – Set up a voter registration or civic engagement booth in September.

Why Participate?

- Build campus community and pride
- Encourage civic responsibility and empathy
- Empower students to be changemakers
- Align with a nationally recognized day of unity and healing
- Strengthen ties with local nonprofits and community partners

Ready-to-Use Materials

Scroll down in this document, and visit 911day.org/resources for:

- Printable pledge cards
- Sample social media posts
- Ambassador videos
- Good deed ideas
- Planning toolkits and templates

Need Help or Want to Share Your Impact?

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

We’d love to see what your campus is doing and may even spotlight your efforts nationally!

TOOLS AND TEMPLATES

9/11 Day Good Deeds Challenge

Campus Social Media Toolkit for Students, Clubs and Leaders

Honor 9/11. Do a Good Deed. Tag Friends. Pass It On.

About the Challenge

The 9/11 Day Good Deeds Challenge is a simple, powerful way for college students to honor the legacy of 9/11 through service, kindness, and community action.

Inspired by the spirit of unity that emerged in the aftermath of the attacks, the challenge invites students to:

1. Do a good deed
2. Post about it on social media
3. Tag friends to do the same

Just like the Ice Bucket Challenge, this creates a ripple effect—one good deed at a time—spreading compassion and connection across campuses nationwide.

Suggested Social Media Posts

Pre-9/11 (Pledge and Challenge)

Instagram / Facebook

- September 11 is the largest day of service in America—with over 30 million people taking part!
 - This year, I'm joining the #911Day Good Deeds Challenge by [INSERT GOOD DEED].
 - I challenge [@Friend1], [@Friend2], and [@Friend3] to do something kind and keep it going.
 - Let's show the power of our campus community.
 - #911Day #GoodDeedsChallenge
- Tags: @911Day @AmeriCorps @[CampusOrgHandle]

X

- I'm taking the #911Day Good Deeds Challenge by [INSERT GOOD DEED]!
- Tagging [@Friend1] [@Friend2] [@Friend3] to do the same.
- One act of kindness can inspire many. What will yours be?
- #911Day #GoodDeedsChallenge
- Tags: @911Day @AmeriCorps @[CampusOrgHandle]

Post-9/11 (Reflection)

Instagram / Facebook / X

- Yesterday, I joined the #911Day Good Deeds Challenge by [INSERT GOOD DEED].
- Proud to be part of a national movement of students and communities honoring 9/11 through kindness.
- Let's keep it going. Never forget what we can do together.
- #GoodDeedsChallenge #911Day
- Tags: @911Day @AmeriCorps

Video Pledge Script

- Hi, I'm [NAME], a student at [SCHOOL NAME], and I'm taking the 9/11 Day Good Deeds Challenge.
- This year, I'm honoring the spirit of unity and remembrance by [INSERT GOOD DEED].
- I challenge [@Friend1], [@Friend2], and [@Friend3] to do a good deed of their own—big or small—and post it using #911Day and #GoodDeedsChallenge.
- Let's make a difference together! Every act of kindness counts.
- Check out 911day.org for hundreds of easy, meaningful ideas.

Template Media Advisory

Contact

[Name]

[Email]

[Mobile Phone]

[COLLEGE/UNIVERSITY NAME] to Mobilize Students for September 11 National Day of Service and Remembrance

[CITY/STATE] Students Join the Nation's Largest Day of Service to Support
[INSERT EVENT DETAILS]

What

On [DATE], [COLLEGE/UNIVERSITY NAME] will host a student-led volunteer event as part of the September 11 National Day of Service and Remembrance (9/11 Day). More than [XX] students, faculty, and staff will participate in [INSERT SERVICE ACTIVITY], supporting [INSERT CAUSE, CHARITY, OR CAMPUS/COMMUNITY GROUP].

9/11 Day is one of only two federally recognized National Days of Service and is now the largest single day of service in the U.S., with more than 30 million Americans participating annually. The observance turns a day of tragedy into a day of unity and action—bringing people together to honor, remember, and serve.

[COLLEGE/UNIVERSITY NAME] is proud to be part of this national movement, using service as a way to build leadership, compassion, and connection within our student body and the broader community.

When

Date: [INSERT DATE]

Time: [INSERT START/END TIME]

Where

Venue: [INSERT LOCATION NAME]

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

Interview Opportunities

- Student leaders and volunteers
- Campus organizers and faculty/staff coordinators
- Representatives from 9/11 Day (available remotely upon request)

About 9/11 Day

The September 11 National Day of Service and Remembrance (9/11 Day) was established in 2009 to honor those who lost their lives, were injured or became ill as a result of the events of 9/11, as well as the many who rose in service in the days, weeks, and months that followed. Inspired by the remarkable spirit of unity and compassion that brought people together in the aftermath of the tragedy, 9/11 Day encourages Americans each year to transform the anniversary into a day of kindness, service, and reflection. Learn more at 911day.org.

About [COLLEGE/UNIVERSITY NAME]:

[INSERT CAMPUS BOILERPLATE HERE—e.g., brief description of the college or university, its mission, student body, or relevant department/center organizing the event.]

Subject: Join Us in Honoring 9/11 Through Service and Kindness

Dear students, faculty, and staff,

We invite you to join our campus community in recognizing the September 11 National Day of Service and Remembrance—known as 9/11 Day—by taking part in activities that promote kindness, service, and unity.

9/11 Day was created to honor those who lost their lives or were affected by the September 11 attacks. It was inspired by the remarkable spirit of unity, compassion, and resilience that Americans showed in the days following the tragedy. Today, it stands as the largest annual day of service in the United States, with more than 30 million people participating each year.

Here on campus, we aim to capture that same spirit of unity by coming together to do good—for one another and for our community.

Here's how you can participate:

Campus-wide events:

Our university will be hosting a series of events on and around September 11, including [brief description of events, e.g., a community service project, donation drive, and remembrance gathering]. More information and sign-up links can be found at [insert link or instructions].

Take the 9/11 Day Good Deeds Challenge:

You can also take part individually by doing a good deed and encouraging others to do the same.

- Do something kind—big or small
- Share it on social media using #911Day and #GoodDeedsChallenge
- Tag three friends and invite them to keep it going

Need ideas? Visit 911day.org for hundreds of ways to get involved.

Let's come together to turn remembrance into action and make a positive impact on our campus and beyond.

Thank you for being part of this important day.

Sincerely,

[Name]

[Title]

[University Name]

Good Deeds for Campus-Wide and Club Events on 9/11 Day

1. Host a Campus–Community Day of Service

Invite students, faculty, and local residents to volunteer side by side in service projects like park cleanups, mural painting, or building repairs in partnership with city agencies or nonprofits.

2. Partner with a Local Nonprofit for a Service Project

Work with a community organization to co-host a volunteer opportunity—such as preparing meals, sorting donations, or running a voter registration drive.

3. Organize a Campus-Wide Donation Drive for a Local Shelter

Collect urgently needed items (e.g., hygiene kits, warm clothing, school supplies) and coordinate a drop-off to a local women’s shelter, youth center, or refugee assistance program.

4. Distribute Kindness or Resource Cards in the Community

Create and hand out small cards with good deed ideas or local support services (hotlines, shelters, food resources) in public spaces, cafes, libraries, and transit stops.

5. Hold a Civic Engagement or Advocacy Fair

Bring together local nonprofits, voter registration groups, and social justice organizations for a tabling event to connect students and community members with ways to get involved.

6. Host a Joint Remembrance and Reflection Event with Community Partners

Plan a shared moment of remembrance with faith groups, first responders, veterans, or community leaders—such as a vigil, storytelling night, or candlelight ceremony.

7. Deliver Thank-You Notes or Care Packages to Local First Responders

Have students write notes of appreciation or assemble snacks and supplies to drop off at nearby fire stations, EMS offices, or police departments.

8. Organize a “Pop-Up” Kindness Station in Town

Set up a table in a public park, farmers market, or downtown area where students can offer free coffee, affirmations, or good deed pledges to passersby.

9. Invite Local Schools to Participate in a Youth Kindness Project

Collaborate with local elementary or middle schools on a shared service activity—such as decorating kindness rocks or writing letters to military service members.

10. Facilitate a Campus-Community Story Exchange

Host an event where students and community members share stories of resilience, unity, and how service has shaped their lives—bridging generational or cultural divides.

11. Track and Celebrate Collective Impact

Capture the total number of good deeds performed, pounds of goods donated, volunteer hours completed, and community organizations engaged—then share your impact with local media and on social platforms.

Good Deeds Individual Students Can Do on 9/11 Day

1. Volunteer at a Local Nonprofit or Community Event

Spend an hour helping out at a food pantry, community garden, senior center, or mutual aid group near campus. Many places welcome walk-in help or short shifts.

2. Deliver Care Kits or Notes to a Local Shelter

Assemble hygiene or snack kits—or write encouraging messages—and bring them to a nearby homeless, youth, or domestic violence shelter.

3. Support a Small Business or Minority-Owned Business

Buy from a local coffee shop, bookstore, or restaurant and leave a positive review or tip generously as an act of economic kindness.

4. Share Community Resource Info in Public Spaces

Print or handwrite a few copies of a resource list (hotlines, food banks, mental health services) and leave them at laundromats, bus stops, or libraries.

5. Pick Up Litter in Your Neighborhood or Local Park

Grab a friend and a trash bag and clean up a public space that's important to you—like the route to class, a town trail, or near a bus stop.

6. Write Letters of Gratitude to First Responders or Veterans

Take time to thank a firefighter, EMT, or veteran by writing a note and dropping it off at a local fire station, VFW post, or VA hospital.

7. Offer Help to a Local Family or Neighbor

Ask a neighbor if they need a hand with errands, pet care, or yard work—especially seniors, new parents, or people living alone.

8. Donate Blood or Sign Up to Be a Donor

Participate in a blood drive on or off campus, or register as a bone marrow or organ donor to help save lives.

9. Mentor or Tutor a Student from a Nearby School

Reach out to a local after-school program, Boys and Girls Club, or school district to see if you can volunteer as a reading buddy or academic mentor.

10. Join or Organize a Local Voter Registration Effort

Help community members get registered to vote—especially new citizens or first-time voters. Many local organizations offer volunteer shifts or training.

11. Bring Someone to a Campus or Community Event

Invite a classmate, roommate, or local friend to attend a cultural event, service project, or speaker series. Connection is a form of kindness too.

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

Books About Kindness, Service and Good Deeds for College Students

Nonfiction and Everyday Inspiration

1. The Power of Kindness

by Piero Ferrucci

A thoughtful and research-backed look at how small acts of kindness enrich our lives, reduce stress, and build stronger relationships.

2. Kindness: The Little Thing That Matters Most

by Jaime Thurston

Filled with real-life examples and 52 simple ways to practice kindness in daily life—perfect for busy students looking to make a difference.

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

by Adams Media

A quick, easy-to-use reference packed with realistic ideas for doing good on campus, at home, or in your community.

4. How Full Is Your Bucket?

by Tom Rath and Donald O. Clifton

A popular, easy read that shows how focusing on positive interactions can improve mental health, motivation, and relationships.

5. The Art of Showing Up

by Rachel Wilkerson Miller

A modern, practical guide to being a reliable friend, classmate, or roommate—especially helpful in the ups and downs of college life.

6. Small Acts of Kindness

by James Vollbracht

Uplifting stories about how simple, thoughtful gestures can have a powerful ripple effect in everyday settings.

Memoir and True Stories

7. The Book of Awesome

by Neil Pasricha

A celebration of life's little joys, offering students a positive mindset and a reminder to find gratitude in the everyday.

8. Make Your Bed

by Admiral William H. McRaven

Short, motivational lessons in discipline, perseverance, and service—based on the author's viral commencement speech.

9. A Year of Living Kindly

by Donna Cameron

The author's personal journey of committing to kindness for a full year—with real stories about self-growth and improved relationships.

10. Tuesdays with Morrie

by Mitch Albom

A timeless true story about life, kindness, and connection between a college professor and his former student. Reflective and emotionally grounding.

Action-Oriented and Reflective Guides

11. The Kindness Challenge

by Shaunti Feldhahn

A 30-day challenge to practice kindness intentionally in one area of your life—with reflection tools and goal-setting tips.

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

by Cami Walker

A powerful true story about how giving something (big or small) each day can change your outlook and renew a sense of purpose.

13. Service: A Navy SEAL at War

by Marcus Luttrell

Though written from a military perspective, this memoir emphasizes themes of loyalty, teamwork, and sacrifice that resonate with student leaders and service-minded readers.

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 _____

School _____

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 _____

School _____

State _____ Country _____

Share your pledge on social media and tag us!

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

