

Government Engagement Toolkit

Inspire Kindness. Promote Unity.
Strengthen Your Community.



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 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. When government leaders, agencies, and elected officials participate in 9/11 Day, they inspire widespread civic engagement, foster unity in their communities, and demonstrate leadership in service.

Ways Government Leaders Can Get Involved

1. Lead a Service Project

Coordinate or support a service activity in your community. From cleanup efforts to food drives, blood donations, or veteran support events, your involvement amplifies the impact and encourages participation. Projects do not have to take place on September 11 - any day in September works.

2. Issue a 9/11 Day Proclamation

Formally recognize 9/11 Day by issuing a proclamation that honors those lost and calls on constituents to serve. Scroll down to see a sample proclamation.

3. Encourage Good Deed Pledges

Promote the Good Deed Pledge initiative within your office and among constituents. Distribute 9/11 Day Good Deed Cards in public spaces, offices, or at community events. Encourage individuals to pledge and display their good deeds visibly or online.

4. Use Your Platform

Share your support on social media and through newsletters. Post a message or video about why 9/11 Day matters to you and your community. Use the hashtags #911Day and tag @911Day to join the national movement.

5. Engage Employees and Departments

Invite city, county, and state employees to participate through self-directed service actions or organized efforts. Share good deed ideas via email, intranet, or internal communications. Post pledge cards or create thank-you walls in government buildings.

6. Amplify Through Local Media

Use local press or community news outlets to promote 9/11 Day observances and encourage constituents to take part. Highlight how civic action and kindness help honor the legacy of those we lost.

7. Showcase Your Impact

Track participation using hashtags, and encourage photos and stories of community engagement. Consider creating a list of “11 Good Deeds for Our Community” and challenge residents to complete them during the month.

Frequently Asked Questions

Does our event have to be 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 constituents 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?

Any act of kindness, charity, or service—large or small—counts. Examples:

- Volunteering at a local shelter or food bank
- Donating blood
- Sending messages of support to veterans, first responders, or 9/11 survivors
- Organizing community clean-ups
- Delivering meals to seniors or those in need

Can we include nonprofit partners?

Yes! Partnering with local nonprofits is a great way to scale your impact and support existing community programs.

Do people have to donate money?

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!

Why Get Involved?

- Show leadership in promoting unity and public service
- Strengthen community engagement and trust
- Honor the legacy of 9/11 in a meaningful way
- Align your office with a national, bipartisan movement for good

Need Help?

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

TOOLS AND TEMPLATES

Sample Social Language

Government Entity / Elected Official Posts

FB/Instagram (Pre-9/11)

- 9/11 Day is now the largest annual day of service in the United States, with more than 30 million people participating annually.
- This year, [AGENCY/OFFICE NAME] is proud to join the 9/11 Day movement by organizing [INSERT SERVICE ACTIVITY], to benefit [INSERT COMMUNITY/IMPACT DETAIL].
- We invite everyone to take part.
- What will your good deed be?
- #911Day #YOURHASHTAG
Tags: @AmeriCorps @911Day @YOURHANDLE

X (Pre-9/11)

- On #911Day, [AGENCY/OFFICE NAME] will join millions across the country by [INSERT SERVICE ACTIVITY].
- What will your good deed be? Let's show what's possible when we serve together.
- #911Day #YOURHASHTAG
Tags: @AmeriCorps @911Day @YOURHANDLE

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

- Yesterday, in honor of #911Day, [AGENCY/OFFICE NAME] participated in [INSERT SERVICE ACTIVITY], joining millions of Americans in marking the day through acts of service.
- Thank you to everyone who helped strengthen our community.
- Let's continue to lead with service.
- #911Day #YOURHASHTAG
Tags: @AmeriCorps @911Day @YOURHANDLE

Individual Posts

FB/Instagram (Pre-9/11)

- September 11 is now the nation's largest annual day of service, with more than 30 million Americans taking part.
- This year, I will honor 9/11 Day by [INSERT GOOD DEED].
- I encourage everyone in our community to find their own way to give back.
- What will your good deed be?
- #911Day
Tags: @AmeriCorps @911Day @YOURHANDLE

X (Pre-9/11)

- This #911Day, I will honor the day by [INSERT GOOD DEED].
- Join me and millions of Americans in turning remembrance into action.
- #911Day
Tags: @AmeriCorps @911Day @YOURHANDLE

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

- Yesterday, I marked #911Day by [INSERT GOOD DEED].
- Grateful for everyone who joined in honoring the day through service.
- Together, we show what's possible when communities unite.
- #911Day
Tags: @AmeriCorps @911Day @YOURHANDLE

Public Official Video Script

- Hi, I'm [NAME] [TITLE]
- This year for 9/11 Day, I'm pledging to [INSERT GOOD DEED]—inspired by the kindness and unity that brought us all together after the events of September 11th.
- I challenge you to join in too! 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.

Sample Proclamation/Resolution Recognizing and Expressing Support for the 9/11 Day of Service and Remembrance

On September 11, 2001, the peace and security of our nation was shattered by terrorist attacks that killed many innocent people at the World Trade Center Towers in New York City, at the United States Pentagon, and in the pristine fields of Shanksville, Pennsylvania.

Although the terrorists' goal was to strike a powerful blow to the hearts of all Americans and tear at the fabric of our nation, arising from the very ashes of that tragedy came a remarkable spirit of unity, compassion and determination that will never be forgotten, just as we will never forget those who were lost and injured on that day, and those who rose in service during the rescue and recovery effort and in defense of our nation both here at home and abroad.

Now, to commemorate the events of September 11, 2001 and the spirit of service that followed, we hereby adopt the following Proclamation in tribute to those lost and injured on 9/11, and the many who gave of themselves in service to their communities and to this country in the aftermath of the attacks:

WHEREAS people of all ages and walks of life, across America, and around the world, collectively witnessed an event of immense tragedy on September 11, 2001;

WHEREAS the events of that day instantly transformed nearly everyone's lives, some through personal loss, and many others through an unfamiliar sense of individual and national vulnerability; and

WHEREAS an unprecedented, historic bonding of Americans arose from the collective shock, unifying the country in an outpouring of national spirit, pride, selflessness, generosity, courage and service; and

WHEREAS many brave people heroically, tirelessly and courageously participated in an extraordinarily difficult and dangerous rescue and recovery effort, in some cases voluntarily putting their own health and well-being at risk; and

WHEREAS the date of September 11 will never, and should never be just another day in the hearts and minds of all Americans and people around the world; and

WHEREAS many people may wish to memorialize September 11 by engaging in, or making a plan to engage in personal and individual acts of community service, or other giving activities, as part of a solemn day of remembrance and tribute; and

WHEREAS on March 19, 2009, the United States Congress passed bipartisan legislation authorizing the establishment of September 11 as a federally recognized National Day of Service and Remembrance, which President Barack Obama signed into law on April 21, 2009 and;

WHEREAS the President of the United States, on September 11, 2009, issued the Patriot Day Proclamation officially and permanently designating September 11 as a National Day of Service and Remembrance, and calling upon all interested Americans to participate in this observance through moments of silence, the flying of the flag of the United States at half-staff, as well as community service and charitable activities in tribute and remembrance; and

Now, therefore, BE IT RESOLVED by that in tribute to all of the victims of 9/11 and the many who rose in service in response to the 9/11 terrorist attacks, (GOVERNMENT ENTITY) will observe Monday, September 11, 2023 as a voluntary Day of Service and Remembrance, known as “9/11 Day.”

GOVERNMENT ENTITY furthermore calls upon all its citizens and organizations to consider joining in this important national observance by engaging in activities of remembrance and tribute, including memorial services, prayer, flying the American Flag as half-staff, and engaging in any form of charitable service, including volunteer, supporting charities, and performing other good deeds in the same spirit of unity, resilience and compassion that brought Americans together in the immediate aftermath of the 9/11 tragedy.

ADOPTED ON THIS ____ DAY OF _____, 202__ BY: _____

To the authorized clerk: Please send a copy of your signed and adopted proclamation to us at 9/11 Day, 5151 California Avenue, Suite 100, Irvine, CA 92617

Template Media Advisory

Contact

[Name]

[Email]

[Mobile Phone]

[AGENCY NAME / ELECTED OFFICIAL] to Observe September 11 National Day of Service and Remembrance Through Community-Wide Volunteer Initiative

[CITY/COUNTY/STATE] Residents to Join Largest U.S. Day of Service, Honoring the Legacy of 9/11

What

On [DATE], [AGENCY NAME / OFFICIAL TITLE] will lead a community service event in observance of the September 11 National Day of Service and Remembrance. The event will bring together [XX] public employees, residents, and community volunteers to [INSERT SERVICE ACTIVITY], benefiting [INSERT CHARITY, COMMUNITY GROUP, OR SERVICE PROJECT].

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.

When

Date: [INSERT DATE]

Time: [INSERT START/END TIME]

Where

Venue: [INSERT LOCATION NAME]

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

Interview Opportunities

- [ELECTED OFFICIAL NAME AND TITLE]
- Event participants and local 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.

[INSERT LOCAL AGENCY OR OFFICIAL BOILERPLATE HERE]

Sample Email to Constituents

Subject: Join Us in Honoring 9/11 Through Service

Dear [NAME],

As our nation approaches the anniversary of September 11, we reflect not only on the lives lost and the heroes who emerged, but also on how this solemn day has been transformed into something profoundly hopeful: 9/11 Day, now the largest annual day of service in America.

Each year, more than 30 million Americans participate by volunteering, supporting charitable causes, or performing simple acts of kindness that strengthen our communities.

This year, [AGENCY NAME or ELECTED OFFICIAL NAME/TITLE] is proud to support this important national observance.

On [DATE], we will host a community-wide volunteer event: [EVENT NAME].

We invite residents to join us as we [INSERT EVENT DETAILS – e.g., pack meals, clean up parks, distribute supplies, etc.]. This is a chance to come together in a spirit of unity and service.

To learn more and sign up, please visit: [INSERT REGISTRATION LINK]

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

If you have any questions, please contact [CONTACT NAME] at [EMAIL ADDRESS].

If you're unable to join us in person, we encourage you to take part by performing your own good deed in honor of 9/11 Day - and inspire others by sharing it on social media using #911Day.

You can also visit 911day.org/resources for hundreds of simple, meaningful service ideas. Every act of kindness counts!

Public service is at the heart of what we do. We are honored to help lead this local effort and hope you will stand with us in transforming remembrance into action.

Together, we can make a meaningful impact this September.

In service,

[NAME]

[TITLE or OFFICE]

11 Good Deeds for Government Leaders and Public Agencies on 9/11 Day

1. Host a Community-Wide Service Event

Lead a volunteer effort such as a park beautification, street cleanup, or public space revitalization in partnership with local residents.

2. Issue a 9/11 Day Proclamation

Formally recognize the day through a proclamation encouraging community-wide participation in acts of service and remembrance.

3. Support a Local Donation Drive

Coordinate or promote a city-wide collection of food, clothing, school supplies, or hygiene items for local shelters or pantries.

4. Organize a Civic Engagement or Voter Registration Table

Promote civic involvement by setting up a voter registration booth at town hall, schools, or community centers.

5. Share Stories of Local Heroes

Highlight first responders, veterans, or community members making a difference—on social media, in newsletters, or at public events.

6. Visit or Recognize a Fire Station or Police Precinct

Deliver thank-you notes or snacks to first responders, and share your visit publicly to model appreciation and respect.

7. Promote Good Deeds Online

Use your office's platforms to encourage residents to pledge a good deed using the hashtag #911Day and highlight examples.

8. Offer Public Space for a Volunteer Event

Allow a local nonprofit or civic group to use a government building, park, or plaza for a service project or tribute activity.

9. Host a Moment of Silence or Unity Gathering

Organize a public moment of remembrance, unity walk, or candlelight vigil open to all residents.

10. Collaborate with Schools or Youth Groups

Partner with local educators to encourage student service projects or good deed pledges through in-school activities.

11. Lead by Example

Publicly pledge and share your own good deed—and encourage fellow officials and government employees to do the same.

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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