

# Employer Engagement Toolkit

Inspire Kindness. Promote Unity.  
Enrich Workplace Culture.



**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. Inspired by the remarkable spirit of unity, compassion, and service that emerged in the days following the tragedy, 9/11 Day transforms a day of sorrow into a day of doing good.

The 9/11 Day national 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 largest annual day of service in the United States, 9/11 Day engages more than 30 million Americans each year. As an employer, your company can take part in this powerful movement—bringing your team together, reinforcing your core values, and making a meaningful impact through shared acts of service.

## How to Get Involved

### 1. Organize a Company-Wide Service Project

Plan a volunteer event, fundraiser, or kindness campaign that aligns with your company's values or benefits your local community. Your event can happen on 9/11 or anytime during September.

### 2. Encourage Employees to Make a Good Deed Pledge

Distribute 9/11 Day Good Deed Pledge Cards to staff. Encourage each person to commit to one act of kindness—big or small. Display pledge cards around your office or online to showcase your team's collective impact. Browse our [Good Deeds Library](#) for inspiration.

### 3. Promote and Share on Social Media

Highlight your company's participation by posting photos, videos, or stories that reflect your impact. Encourage team members to share their own pledges or actions. Tag @911Day and use the hashtag #911Day to amplify your message and inspire others.

### 4. Launch a Matching or Peer-to-Peer Giving Campaign

Use 9/11 Day to support a cause your company cares about. Match employee donations or create a challenge campaign—like “\$9.11 for Good”—to increase participation and showcase your shared values.

### 5. Share 9/11 Day Ambassador Videos

Inspire action by sharing short videos that tell the story of 9/11 Day and how individuals across the country are honoring the day through service and unity. Find these videos in our online [Resource Center](#).

## Common Questions

### Does our 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 team 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”?

Any act of kindness, service, or giving—large or small. Examples include:

- Volunteering or community cleanups
- Donating items to those in need
- Writing messages of appreciation to veterans or first responders
- Organizing food, blood, or supply drives
- Simply offering support to a colleague or neighbor

### Do employees 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!

## Tips for Employers

- Track Your Impact: Use a custom hashtag or track participation with tools such as Hootsuite or Brand24.
- Create a Pledge Wall: Print or collect digital good deed pledges to display in your office or internal platforms.
- Tailor a “Top 11 Good Deeds” List: Make a list of company-approved good deeds that align with your CSR values and encourage team-wide participation.
- Host a Reflection Event: Wrap up your 9/11 Day activities with a short team gathering to reflect, share stories, and recognize participation.

## 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](https://911day.org/resources)

## Why Get Involved?

- Strengthen employee engagement and morale
- Encourage shared values and positive action
- Support your community through meaningful acts of service
- Align with a nationally recognized day of unity and healing
- Reinforce your company's commitment to purpose and impact

## Need Help?

Contact the 9/11 Day team at [info@911day.org](mailto:info@911day.org)

# TOOLS AND TEMPLATES

## Sample Social Language

### Pre-9/11 Day – Company Posts

#### Facebook/Instagram

- 9/11 Day is the largest annual day of service in America. This September, our team at [COMPANY] is joining the movement to honor those we lost and those who rose in service.
- On [DATE], our employees in [COMMUNITY] will come together to [INSERT SERVICE ACTIVITY], supporting [INSERT BENEFICIARY OR CAUSE].
- What will your good deed be? Join us and show what's possible when we act with kindness and unity.
- #911Day #YourHashtag  
Tags: @911Day @AmeriCorps @[CompanyHandle]

#### X

- For 9/11 Day, our team at [COMPANY] will gather in [COMMUNITY] to [INSERT SERVICE ACTIVITY] in support of [CAUSE].
- What's your good deed this year? Let's show the power of kindness.
- #911Day #YourHashtag  
Tags: @911Day @AmeriCorps @[CompanyHandle]

### Post-9/11 Day – Company Posts

#### Facebook/Instagram

- Yesterday, in honor of 9/11 Day, employees from [COMPANY] came together to [INSERT SERVICE ACTIVITY], supporting [INSERT CAUSE OR BENEFICIARY].
- We're proud to join more than 30 million Americans who marked this day by doing good. Together, we showed the power of service and the strength of unity.
- #911Day #YourHashtag  
Tags: @911Day @AmeriCorps @[CompanyHandle]

#### X

- In honor of #911Day, our [COMPANY] team completed [SERVICE ACTIVITY] to support [CAUSE].
- We're proud to be part of this nationwide day of service.
- #911Day #YourHashtag  
Tags: @911Day @AmeriCorps @[CompanyHandle]

## Social Media Templates for Individual Employees

### Pre-9/11 Day – Good Deed Pledge

#### Facebook/Instagram

- 9/11 Day is the largest day of service in the U.S., with more than 30 million people doing good deeds in honor of those we lost.
- This year, I'm pledging to [INSERT GOOD DEED] as my way of giving back.
- What will your good deed be? Let's remember through service.
- #911Day  
Tags: @911Day @AmeriCorps @[CompanyHandle]

#### X

- For #911Day this year, I'm pledging to [INSERT GOOD DEED].
- What will your good deed be? Let's honor the day with unity and service.
- Tags: @911Day @AmeriCorps @[CompanyHandle]

### Post-9/11 Day – Personal Reflection

#### Facebook/Instagram/X

- Yesterday, I participated in #911Day by [INSERT GOOD DEED] in tribute to those we lost and those who served.
- Never forget what we're capable of doing together.
- Tags: @911Day @AmeriCorps @[CompanyHandle]

### Video Pledge Script (for Individual Use)

- Hi, I'm [NAME], and I work at [COMPANY].
- 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](https://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]

## [COMPANY NAME] Employees to Participate in September 11 National Day of Service and Remembrance

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

## What

On [DATE], employees from [COMPANY NAME] will lead and participate in a volunteer service event as part of the September 11 National Day of Service and Remembrance (9/11 Day). More than [XX] team members will engage in [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 become the largest annual day of service in the United States, with more than 30 million Americans participating each year. The observance transforms a day of tragedy into a day of unity, action, and community impact.

[COMPANY NAME] is proud to join this national movement, demonstrating its commitment to service, teamwork, and the communities in which we live and work.

## When

Date: [INSERT DATE]

Time: [INSERT START/END TIME]

## Where

Venue: [INSERT LOCATION NAME]

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

## Interview Opportunities

Company representatives and leadership from [COMPANY NAME]

Employee participants and volunteers

Representatives from 9/11 Day (available 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](https://911day.org).

[INSERT COMPANY BOILERPLATE HERE]

## Sample Email

**Subject:** Join [COMPANY] in Honoring 9/11 Through Service

Dear [NAME],

Soon, our nation will once again observe the anniversary of September 11. What began as a day of unimaginable tragedy has since been transformed into something truly powerful: 9/11 Day, the largest annual day of service in the United States.

Inspired by the remarkable spirit of unity, compassion, and generosity that brought Americans together in the days following 9/11, this national observance invites all of us to honor that legacy through acts of kindness and service.

Each year, more than 30 million people participate in 9/11 Day by volunteering, supporting meaningful causes, and doing good deeds that make a difference in their communities.

This year, [COMPANY] is proud to be part of this important effort.

On [DATE], we'll be hosting a special volunteer event: [EVENT NAME]. Together, employees will [INSERT EVENT DETAILS—e.g., assemble hygiene kits, clean up a local park, support local veterans], helping support [INSERT BENEFICIARY OR CAUSE].

To join us, please sign up here: [INSERT REGISTRATION LINK]

[INCLUDE DETAILS ABOUT T-SHIRTS, SERVICE HOURS, LUNCH, OR OTHER LOGISTICS]

If you're unable to attend in person, we still encourage you to do a good deed of your own and share it using the hashtag #911Day. You can find ideas at [911day.org/resources](https://911day.org/resources).

At [COMPANY], we believe service strengthens our teams and our communities. We are honored to join this national movement rooted in unity, and we look forward to the impact we will make together.

In service,

[YOUR NAME]

[YOUR TITLE]

[COMPANY NAME]

NAME



## 11 Good Deeds for Employers on 9/11 Day

### 1. Host a Company-Wide Day of Service

Organize an in-person or virtual volunteer project for your employees, such as packing meals, assembling care kits, or community clean-ups.

### 2. Encourage Employee Good Deed Pledges

Distribute digital or printed pledge cards and invite employees to commit to a personal act of kindness. Post pledges around the office or on your internal channels and social media, using #911day.

### 3. Launch a Matching Gifts Campaign

Support a cause that reflects your company's values by matching employee donations or running a "\$9.11 for Good" challenge.

### 4. Recognize Everyday Heroes on Your Team

Shine a spotlight on employees who make a difference - at work or in their community - and share their stories in a company-wide email, newsletter, or post.

### 5. Share Kindness Cards at Work

Distribute kindness prompt cards with ideas for simple good deeds. Encourage employees to take one and pass it on.

### 6. Collaborate with a Local Partner

Team up with a local nonprofit, school, or community group for a joint volunteer project that amplifies your impact.

### 7. Organize a Donation Drive

Collect clothing, hygiene items, nonperishables, or school supplies in your office for a local shelter, food pantry, or school.

### 8. Offer a 9/11 Day Reflection Moment

Designate a space or time during the day for reflection, whether through a moment of silence, employee messages, or a short video tribute.

### 9. Share a Message from Company Leadership

Have your CEO or senior leader send a message about the importance of 9/11 Day and your company's commitment to service and unity.

### 10. Host a Service-Inspired Team Activity

Facilitate a kindness or community-building activity, like writing thank-you notes to first responders or decorating lunch bags for meal programs.

### 11. Celebrate and Share Your Impact

Use your intranet, newsletters, and social media to highlight your team's collective good deeds. Show employees how their small actions added up to a big difference.

## 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](https://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](https://911day.org), or contact 9/11 Day at [info@911day.org](mailto:info@911day.org)

# # #

# 9/11 DAY

## GOOD DEED PLEDGE



For 9/11 Day this year, I will:

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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:

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My Name \_\_\_\_\_

Organization \_\_\_\_\_

State \_\_\_\_\_ Country \_\_\_\_\_

Share your pledge on social media and tag us!

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

