

Program Guide and Supporting Materials

For Employers

National Program Leader



National Program Partners



Here's Your Toolkit

Thank you for requesting our 9/11 Day At Home virtual volunteering toolkit.

The goal of *9/11 Day At Home* is to inspire more than one million “virtual” acts of service, expressions of kindness, or simple Good Deeds in observance of this year’s 9/11 Day, the federally-recognized September 11 National Day of Service and Remembrance.

You can play an important role in making that happen – by engaging your employees in our *9/11 Day At Home* program, or in other virtual service programs for 9/11 Day this year.

This toolkit provides all the information you’ll need to participate in this program, and to invite your fellow employees to participate with you.

We will be supporting your efforts with a national marketing campaign designed to inspire millions of Americans to serve – virtually. Your job, and that of other organizations, is simply to ask people to get involved in tribute on 9/11, and to connect them to meaningful, well-considered, and relatively easy opportunities to do so in safe ways.

That’s where we can help.

On September 1, we will unveil a special new website at 911day.org that will provide more than 50 creative and impactful ways for your teammates to make a difference safely from their homes. Many of these Good Deeds directly relate to helping people deal with issues and impacts of the COVID-19 pandemic. We also will publish curated ideas specifically designed for parents and younger children, seniors, and those who may want to support important issues such as hunger relief, or supporting military veterans.

Be assured that all of our Good Deeds have been carefully vetted, in partnership with a wonderful group of nonprofits that helped us put these lists together, including Points of Light, Feeding America, World Central Kitchen, and many others.

We are ready to support you, and answer your questions. Just email Nasira Spells at nasira.spells@911day.org if you need our assistance.

Your Friends at 9/11 Day

Getting Started!

9/11 Day At Home is a relatively simple program: We ask everyone, on behalf of the 9/11 community, to observe 9/11 Day, the federally recognized September 11 National Day of Service and Remembrance, by planning, performing and sharing (via social media, #911day) at least one Good Deed, service activity or act of kindness – and to do so safely through virtual or socially-distance means.

Normally, service activities on 9/11 are intended to traditionally honor those lost on 9/11, as well as pay tribute to first responders, and members of our military, who rose in response to the terrorist attacks.

This year, we are asking you and members of your community to also engage in charitable service in remembrance of those who have tragically lost their lives to COVID-19, and in honor of today’s “first responders,” including our nation’s healthcare workers, EMS personnel, nursing home employees, essential workers, and others on the front lines of the pandemic.

While we plan to offer many wonderful Good Deeds on our website beginning September 1, these are ultimately meant to be thought-starters, designed to help inspire your teammates to take action to help others in observance of 9/11 Day.

You are free and encouraged to supplement our list with your own ideas, including links to opportunities curated by local nonprofits including Points of Light/HandsOn affiliates, and other groups that you support.

Any type of good deed counts!

We recommend the following:

- 1. Review These Materials.** Take a moment now to review the contents of this toolkit. Email Nasira Spells, our program manager, at nasira.spells@911day.org if you have questions or need more information. We are here to help.
- 2. Download 9/11 Day Logos and Photos.** If you want to use them in any way (except for commercial purposes), you may download and use them for free from our website at: 911day.org/toolkit, and at 911day.org/gallery.
- 3. Schedule an internal team meeting** to discuss *9/11 Day At Home*, and begin planning your participation.
- 4. Attend our pre-launch webinar.** Shortly, we will send you a special invitation to attend our *9/11 Day At Home* webinar. At the session, we will unveil our website and share other important program details including our list of 50 Good Deeds.

- 5. Decide what “Good Deeds” you want your team members to do.** On September 1, we will publish on our website at 911day.org a curated list of 50 Good Deeds for 9/11. These are meant to be thought-starters. You are free to build and distribute your own list of Good Deeds for 9/11 Day, focusing on your existing charitable priorities and nonprofit relationships, or upcoming donor campaigns. If you decide to create your own list, we suggest you keep the ideas relatively simple and easy to do. It’s better to get lots of people involved, each doing small things, then to get just a handful of people engaged in activities that are more challenging or time consuming.
- 6. Consider a “corporate challenge.”** To encourage participation, you may want to consider establishing an easily-obtainable employee participation goal (percent of employees who pledge to do Good Deeds for 9/11), not unlike donor campaigns that promote participation in similar ways.
- 7. Post 9/11 Day At Home on your portal as a volunteer “project.”** To make it easy for you to track participation, you may want to set up *9/11 Day At Home* as a “project” and invite employees to “sign-up.” If you presently use VolunteerMatch, Golden, or AllForGood as a volunteer project resource, your employees will be able to search for, and find “9/11 Day At Home,” which will direct them to 911day.org.
- 8. Officially announce and promote 9/11 Day At Home.** You’ll want to alert your employees to this program as soon as you can in August. We encourage you to include the Save The Date notice that we’ve provided with the Guide. However, please tell them that the official launch of *9/11 Day At Home* will happen on September 1, 2020, when we will reveal our new website and publish our list of Good Deeds for 9/11 Day. Then, on September 1, send your employees a kick off message reminding them that the program is now underway.
- 9. Develop your social media strategy.** We encourage you to actively promote your participation in *9/11 Day At Home*. Feel free to post social media messages of support for 9/11 Day, sharing some of the Good Deeds your employees post. Just remember to include the hashtag, #911day, and your hashtag.
- 10. Track and share your results.** We’ll be tracking the total number of *9/11 Day At Home* Good Deeds. So please encourage your employees to post their Good Deeds for 9/11 Day on their social media channels, using both our hashtag #911day, and yours.

That’s all there is to it!

Turn-Key Materials

To support your implementation of *9/11 Day At Home*, we have provided a number of helpful and largely turn-key materials. (All were included as attachments that accompanied this toolkit, unless as noted below.)

- Short PowerPoint presentation about *9/11 Day At Home* - A few slides that explain “*9/11 Day At Home*.”
- A sample internal email you can send to your employees.
- Promotional “Save The Date”.pdf flyer that can be circulated to your fellow employees to help explain details of the program.
- Suggested social media posts #911day.
- Frequently asked questions and answers about the program.
- Links to access our [logos](#) and our [gallery](#) of 9/11 photos.

Email us at NasiraSpells@911day.org if you need additional information.

Resource Materials

Sample Outreach Email

Dear ,

The anniversary of the 9/11 terrorist attacks – now just a few weeks away – has become a very important National Day of Service and Remembrance in America, known as “9/11 Day.”

9/11 Day is a time when Americans are asked to join together in unity, remember those lost on 9/11, and if possible, perform Good Deeds or other acts of service as a positive tribute to the 9/11 victims, as well as first responders and military personnel who rose in service in response to the attacks.

This year, the organizers of [9/11 Day](#) are asking all of us to participate “virtually,” through a special program called “9/11 Day At Home,” and to do so also in remembrance of the many people lost to COVID-19. There’s no cost or required donation involved.

I plan to participate in 9/11 Day At Home, and I hope you will, too. Here’s how.

- 1. On September 1, visit [911day.org](#).** We will unveil on that day a wonderful, well-curated list of over 50 Good Deeds you can do at home for 9/11 Day. But think of them as thought-starters. You are free and encouraged to come up with your own ideas.
- 2. Perform your deed.** We encourage you to perform your good deed or service project on 9/11 Day itself, but you can do your good deed for 9/11 Day anytime.
- 3. Share your deed.** We’ll be monitoring social media to help track how many deeds are performed for 9/11 Day. So please share a message of support for 9/11 Day, about your deed, using #911day, and your organization’s hashtag if any.

Nothing could be more important right now than joining together in unity on 9/11 to pay tribute by helping those most in need.

Thank you!

NAME

Suggested Social Media Strategy and Posts

We'd like to encourage you to join the national *9/11 Day At Home* kick off on the morning of **September 11, 2020, beginning at 8:00 AM ET**. Feel free to also post supporting social media messages beginning September 1, when we will launch the program.

Please join all of us at ORGANIZATION today as we remember @911day by doing Good Deeds virtually in tribute to those lost in the 9/11 attacks, and also to those lost to #COVID. Join 9/11 Day At Home, and perform your own good deed at 911day.org. #911day.

@911day is when all Americans are asked to join together and do Good Deeds to help others. Join ORGANIZATION and millions of others by visiting 911day.org and performing your good deed. #911day.

Today, on @911day, our STAFF/SUPPORTERS/TEAMMATES are paying tribute to the 9/11 victims, and those lost to #COVID by going good deed. Join in at 911day.org. #911day.

Official 9/11 Day Social Media Channels

Please tag us on social media where appropriate in addition to using #911day in your posts to join the national conversation. See the official 9/11 Day social media channels below.

 9/11 Day Facebook 911 Day

 9/11 Day Twitter @911Day

 9/11 Day LinkedIn 9/11 Day

 9/11 Day Instagram @911day

Questions and Answers

1. Who is organizing 9/11 Day At Home?

9/11 Day At Home is being organized and led by the 501(c)(3) nonprofit 9/11 Day, which created and annually runs the federally-recognized September 11 National Day of Service and Remembrance, (known today as “9/11 Day.”) Collaborating with 9/11 Day on this program are the Corporation for National & Community Service (CNCS), a federal agency, World Central Kitchen, and the nonprofit Points of Light.

2. Is there a cost to our organization or to our employees to participate? Will employees be asked to make cash donations?

No. There is no cost to participate and most of the Good Deeds we’re posting for 9/11 do not require cash donations. Employees also can choose to create their own Good Deeds. There are countless helpful things people can do that don’t cost a penny.

3. What are the Good Deeds you plan to share on your site? When can we see them?

On September 1, 2020, we will be publishing at 911day.org a carefully selected and vetted list of Good Deeds. These Good Deeds involve easy-to-implement activities and simple acts of kindness that people can do from home to support respected national charities.

4. Can we build and distribute to our employees our own list of Good Deeds for 9/11 Day? Can our employees create their own as well?

Absolutely. Our Good Deed Lists are meant to be thought-starters. You can devise your own Good Deeds List for 9/11 Day, which may align with your own philanthropic interests, as can your fellow employees. Any good deed counts!

5. Do employees have to perform their Good Deeds on 9/11 or can they do them over time?

Our goal is for as many people as possible to perform their Good Deeds on 9/11. But that’s not a requirement. Good Deeds can be performed anytime.

6. Can we participate without directing our employees to your website, at 911day.org?

Of course. Our site is meant to be a helpful resource only.

7. What is the origin of 9/11 Day? How and why was it started?

A few months after the September 11, 2001, terrorist attacks, a small group of 9/11 family members and friends met to talk about how best to pay tribute to their lost loved ones. They decided that the terrorists “shouldn’t have the last word” in defining how future generations would remember 9/11 each year. Inspired by the way the country came together in the weeks following the attacks, the group launched the September 11 National Day of Service and Remembrance, widely known today as “9/11 Day,” with the goal of “taking back the day” and gradually transforming the anniversary of 9/11 from a day of tragedy into a day of doing good. The Call to Action remains simple: Invite each American to do at least one good deed on the anniversary of the 9/11 attacks each year in the spirit of national unity, and in tribute to 9/11 victims, first responders, recovery workers, military, those injured and others impacted by 9/11 terrorist attacks. That idea has now grown into the largest annual day of service in the nation, now officially recognized under federal law.

8. What’s Your Privacy Policy? Will you be collecting Personal Identifiable Information (P.I.I.)?

Most of our Good Deeds refer people to other respected and carefully vetted non-profit organizations, which have their own P.I.I. policies. There may be instances where these third party groups need to collect limited information necessary to facilitate the performance of a person’s Good Deed, such as completing eCard to a member of the military (example). The only time our site collects P.I.I. is when a person chooses to make a donation to our nonprofit, which is managed by a third-party encrypted application, Stripe, or when a person wishes to sign up for our newsletter. However we never request detailed information of any nature, such as age, gender, social security number, etc. In all causes, under our Privacy Policy, we never share with anyone, or sell any information that we may collect.

9. How can I schedule a call/Zoom meeting to get more information?

Please email us at nasira.spells@911day.org.