



One Good Thing **Activation Kit**

Ready-to-go resources to activate your people, fast.

Rally your people — *quickly and easily* — to make an impact this Giving Season

September to December is known as Giving Season and it's the time when people give the most. During uncertain economic times, the pressure to pull back in specific areas of your business is real. But Goodness matters — now, more than ever. And you and your people can start small ... with One Good Thing.

If each of us takes just one action, we can collectively create massive, exponential impact. Encourage your people to join in by making a donation, volunteering for an hour or doing a good deed.

If you'd love to create an initiative for **Giving Season** or **GivingTuesday** this year, but you don't have a lot of time, this **One Good Thing** activation kit will help.



Try Benevity's *activation kits*

Benevity's activation kits include everything you need to launch compelling campaigns designed to increase engagement around timely events and awareness dates — saving you time, so you can focus on maximizing impact.

With the ready-to-go content in this activation kit, your team will be fully prepared to support **Giving Season** this year!

Developed by Benevity's team, the **One Good Thing Activation Kit** includes:



Your *One Good Thing* Activation Kit includes ...

- Pre-written **giving opportunity** templates ... [page 5](#)
- **Volunteer opportunity** templates ... [page 8](#)
- **News articles** ... [page 11](#)
- **Communication templates** to promote your campaign to employees ... [page 13](#)



Giving Opportunities

How to use this content ...

This template will help you create a giving opportunity to support One Good Thing.

The content is intended to be broadly useful for different programs, so feel free to customize it for your specific campaign.

Giving
Opportunities

Donation

\$25.00

Match

\$25.00

Total Donation

\$50.00





One Good Thing: Just One Small Donation Can Have a *Huge Impact*

Where will your donation go?

Every donation — no matter how small — makes a difference and inspires others to give too. If each of us donates just a little to support those in need, it can add up to a whole lot of Goodness.

You could skip your \$5 latte for a day or even search under those sofa cushions for spare change. That little bit of money could help put a smile on someone's face, alleviate some stress from their day and give them hope. Doing good makes us all feel good.

We've selected a few causes, listed below, that could use our collective help. When you donate to this giving opportunity, you'll be supporting these organizations. Whether it's \$5 or \$50, any amount is One Good Thing!

{Note: Adjust this text based on whether or not you're providing donation matching.} To help increase your impact, we're offering a {amount or rate} donation match for this giving opportunity.

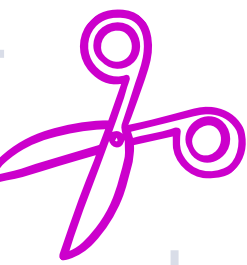
Your donation will help:

- **{Name of the organization}**: {Short description of what they do.}
- **{Name of the organization}**: {Short description of what they do.}
- **{Name of the organization}**: {Short description of what they do.}
- **{Name of the organization}**: {Short description of what they do.}
- **{Name of the organization}**: {Short description of what they do.}



Tip

Use this template in your communications



Volunteer Opportunities

How to use this content ...

This template will help you create volunteering opportunities to support One Good Thing. The content is intended to be broadly useful for different programs, so feel free to customize it for your specific campaign.



Volunteer
Opportunities



One Good Thing: Every Act of Kindness *Counts*

How can a bit of your time create lots of joy?

Time is a gift. And there are so many ways you can share that gift to change the world — one act of kindness at a time. Imagine the joy we can create for others (and within ourselves!) by volunteering our skills and talents to those who need it most.

Our company has identified volunteer opportunities with a few causes. Whether you give your time to these organizations or do something different, like dropping off food for an elderly neighbor, your One Good Thing will make a difference.

Whatever you choose to do, make sure you track your time so it counts as One Good Thing.

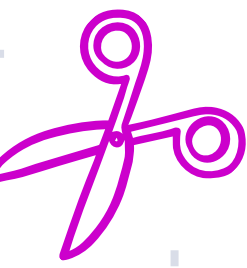
Suggested volunteer opportunities:

- **{Name of the organization}**: {Short description of what they do and what volunteers can do to support them.}
- **{Name of the organization}**: {Short description of what they do and what volunteers can do to support them.}
- **{Name of the organization}**: {Short description of what they do and what volunteers can do to support them.}



Tip

Use this template in your communications



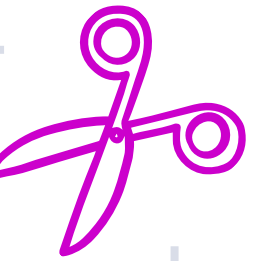
News Articles





Tip

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Imagine the impact if each of us did just *One Good Thing* ...

This Giving Season — when the need is so great — Goodness matters more than ever. Doing good feels good, and everyone can do something. We can start small with just One Good Thing.

Whether it's helping a neighbor, donating \$5 to a local shelter or building a positive habit — every Good Thing counts. If each of us takes just one action, we can collectively create massive, exponential impact for the people who need it most.

Think about all the good we can do — and inspire — together! Multiply each of those \$5 donations and volunteer hours by all of us, and that's a whole lot of impact at a time when we could all use it!

Let's create a world of good — for ourselves, for each other, for the communities we love! What will your One Good Thing be?

Looking for some inspiration? {Use this section to promote your giving or volunteering opportunity, or both!}

We've put together some Good Things you can do!

Give: Check out our giving opportunity for a list of nonprofits who would appreciate your donations.

Volunteer: Check out our volunteer opportunity for a list of nonprofits who would appreciate your time.

Let's do this, One Good Thing at a time!



Communication *Templates*

How to use this content ...

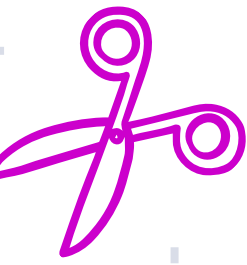
The next four pages contain email templates you can use to promote your Giving Season or GivingTuesday campaign to your people. Include all of the details and incentives about the campaign to encourage them to participate and to do One Good Thing.





Tip

Use this template in
your communications



Subject line: Up for a GOOD Challenge?

Preview: Do just One Good Thing and watch the impact it creates.

Head: Our Challenge Starts Soon

Subhead: What will your One Good Thing be?

Body:

Hi {insert name},

Your challenge this Giving Season, if you choose to accept it, is to do One Good Thing for someone else. It could be as simple as making a \$5 donation to your favorite nonprofit, baking muffins for hospital staff or volunteering an hour of your time to your local shelter. It all matters.

Your one action will be so good for the community (and for you)! And when we add up all of our individual Good Things, imagine the impact we'll create at a time when a lot of people could use it

As added incentive:

- {Include special matching rate information, as applicable}
- {Include expanded definition of volunteering, as applicable}
- {Include volunteer rewards information, as applicable}

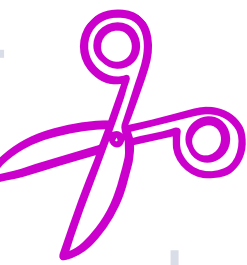
We're almost ready to get started!

Stay tuned for the official kickoff announcement. In the meantime, think about what your Thing will be — and get ready to create a world of good, One Good Thing at a time.



Tip

Use this template in your communications



Subject line: One Good Thing Starts Today!

Preview: Let's turn One Good Thing into massive impact, together.

Head: Your Challenge Begins Now!

Subhead: Your One Good Thing will lead to a world of good

Body:

Hi {insert name},

The big day is here. Each action we take — no matter how small — will lead to a whole lot of good for our communities, each other and ourselves!

It all starts with just One Good Thing!

Still haven't decided what your One Good Thing will be? Here's some inspiration ...

Give: Donate to the nonprofit that's closest to your heart. Whether it's \$5 or \$50, any amount will count as One Good Thing.

Volunteer: Take a shift at your local shelter, virtually map disaster areas for first responders or prepare a meal for an elderly neighbor.

For even more incentive:

- {Include special matching rate information, as applicable}
- {Include expanded definition of volunteering, as applicable}

Ready? Let's do this!

{Insert details about how they can get started} Let's create a world of good together ... One Good Thing at a time.

Midpoint: One Good Thing Email Template

Subject line: One Good Thing Is Becoming {HUNDREDS/THOUSANDS} of Good Things!

Preview: Momentum is building, so let's keep our Good Things going.

Head: Let's Keep the Good Things Going!

Subhead: You've got this ...

Body:

Hi {insert name},

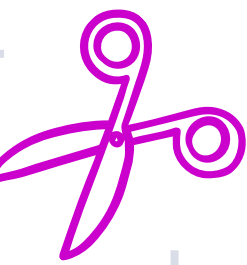
A huge thank you to everyone who's done One Good Thing (or more) so far. You're amazing!

To keep the momentum going, we've got some added incentives. So, if you have one more Good Thing in you (or haven't had the chance to do your One Good Thing yet), here's the latest ...



Tip

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We've set up {insert incentive such as donation matching up to a certain amount and include what the impact could be}.

Or, choose your own nonprofit to support from our list of organizations {include a list of nonprofits, if applicable}.

Remember, every donation you make, volunteer hour you track or micro-action you take counts as One Good Thing and contributes to massive impact!

Subject line: Don't Miss Your Chance To Do One Good Thing To End the Year

Preview: Let's do this! We can create massive impact with One Good Thing.

Head: We Know You've Got the Goodness in You

Subhead: Don't miss out on doing One Good Thing. You won't regret it.

Body:

Hi {insert name},

For everyone who has done One Good Thing already, we hope it's made you feel as good as you've made others feel. Your single action is making an impact on those who need it most.

Let's create a world of good, together.

Still haven't done your One Good Thing? It's easy and it matters so much.

Here's a reminder of the Good Things you can do ...

Give: Donate to the nonprofit that's closest to your heart. Whether it's \$5 or \$50, any amount will count as One Good Thing.

Volunteer: Take a shift at your local shelter, virtually map disaster areas for first responders or prepare a meal for an elderly neighbor.

To amplify your impact, we've set up {insert incentive such as donation matching up to a certain amount and include what the impact could be}.

We've also included {insert incentive for volunteering if applicable}.

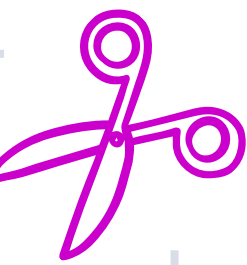
Ready? You've got this!

{Insert how employees can get started} and do some good. Let's celebrate the end of 2022 by creating a world of good!



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Making an Impact Made Easy

Quality content like this activation kit is a key contributor to campaign success. For our clients who use Benevity's employee engagement platform, activation kits are proven participation drivers.

Did you know?

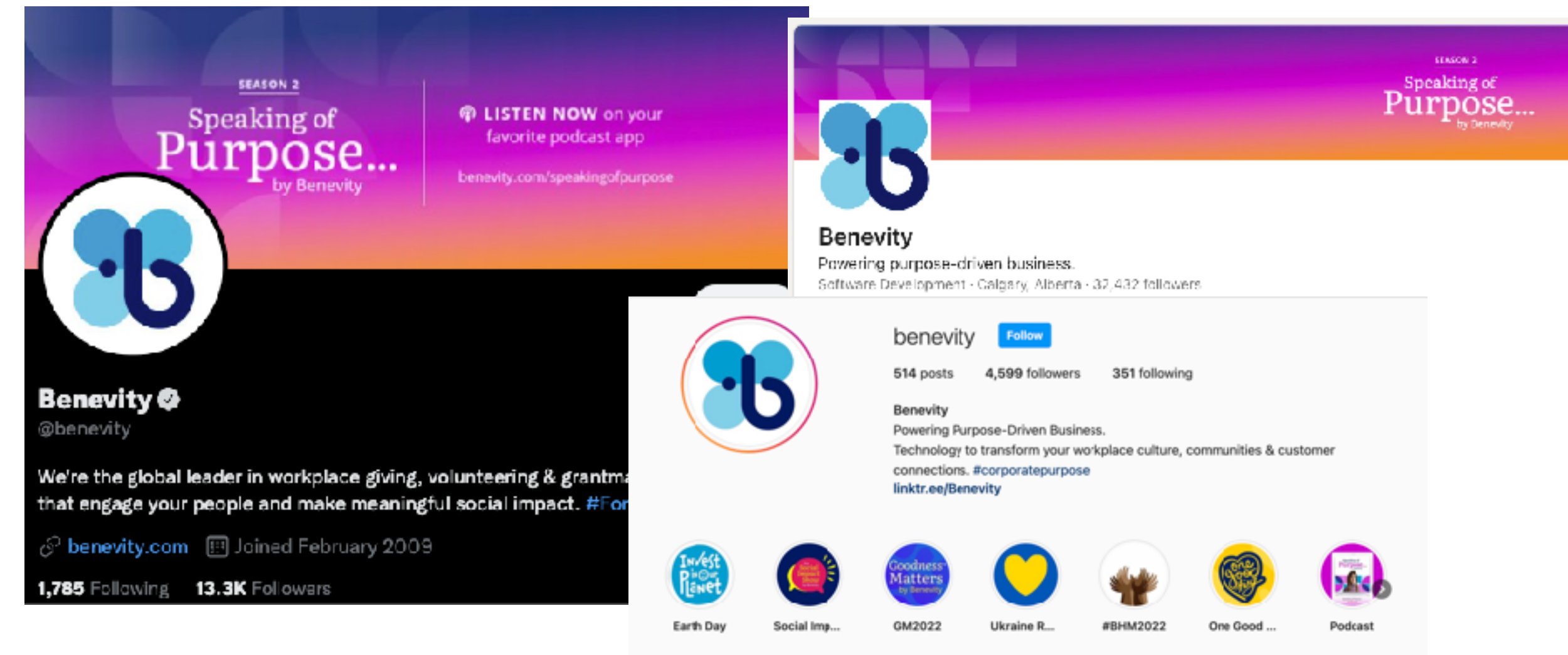
Spark clients who have used our pre-written news items have seen participation in their campaigns double. They also receive access to imagery that's already licensed, so it's even faster to get campaigns off the ground.

These are just a couple of the many ways Benevity's Spark platform makes it easy for your company to dramatically increase employee engagement and social impact.

See how activation kits work seamlessly in Spark.

[Book a Demo Today!](#)

Looking for more ideas for your [Giving Season](#) campaign?
Follow Benevity on Twitter, Instagram and LinkedIn to see what we have planned.





Let's make a difference by doing
One Good Thing this Giving Season!



Benevity, a certified B Corporation, is the leader in global corporate purpose software, providing the only integrated suite of community investment and employee, customer and nonprofit engagement solutions. Recognized as one of Fortune's Impact 20, Benevity offers cloud solutions that power purpose for many iconic brands in ways that better attract, retain and engage today's diverse workforce, embed social action into their customer experiences and positively impact their communities. With software that is available in 22 languages, Benevity has processed more than \$10 billion in donations and 46 million hours of volunteering time to support 326,000 nonprofits worldwide. The company's solutions have also facilitated 770,000 positive actions and awarded 1.2 million grants worth \$12 billion. For more information, visit [benevity.com](https://www.benevity.com).