

Get Ready for #PayItForwardDay

This planning guide is designed to help your organization celebrate **Pay It Forward Day**



Welcome!

Imagine a day where every person is touched by kindness; a day where people everywhere unite with a common goal of creating a ripple of good so massive that it knows no end. We believe this vision can be a reality, and on April 28th millions of kind-hearted people around the world will unite to prove it for Global Pay It Forward Day.

On April 28th people everywhere will mobilize to do intentional acts of kindness without expectation of receiving anything in return. The catch? The recipient will simply 'pay it forward'. Our hope is that the ripple of good from those kind acts will continue long after the day is done. By participating, you are joining millions of people around the world in a movement designed to touch lives everywhere.

From villagers sweeping the huts of elderly neighbors in Africa, to large corporations committing to pay off debts for deserving individuals, the true power of Pay It Forward Day is that each and every act of kindness—no matter how big or small—helps make a difference. It takes each and every one of us working together to spark a massive ripple of good! Our collective hope is that on April 28th, lives will be changed for the better, people's faith in humanity will be restored, and that the good deeds that happen on this day will continue to be paid forward for many years to come. Can we count on you to join us?

We've created this resource to answer common questions, and also to help spark ideas for fun and unique ways your company can celebrate Pay It Forward Day. We hope you find it useful, and can't wait to hear all about your plans. Be sure to share with us on social media by tagging @PayItForwardDay and use the hashtag #PayItForwardDay so we can cheer you on and be inspired by your good work!

With kindness,
The Pay It Forward Day Team



WHAT IS PAY IT FORWARD DAY ALL ABOUT?

Pay It Forward Day is a global movement that unites people and organizations worldwide in an effort to spread kindness.

Pay It Forward Day was created in 2007 with a simple idea: to inspire people everywhere to know that they can make a positive impact in the world through acts of kindness and love.

Since 2007, Pay It Forward Day has grown into a global movement that inspires millions of people across the planet to unite by doing acts of kindness on April 28th.

Global Pay It Forward Day is a worldwide celebration of kindness. This day is not associated with any organization or foundation, and is free for all to participate in.

The purpose of Pay It Forward Day is not just to celebrate kindness on one day, but to unite kind-hearted people everywhere in an effort to create a massive ripple of good that lasts long after the day is over.



Together we can change the world with kindness



WHAT WILL YOUR ORGANIZATION DO?

The possibilities are truly endless, but here are some ideas to help get you started.



Surprise and delight. Look for opportunities to make others smile. Give someone an unexpected treat, hand out flowers, balloons, or high fives. On Pay It Forward Day you have full permission to be as creative as you like! Your goal is to touch another person with unexpected kindness, so use this as an opportunity to surprise and delight others in fun and unique ways.

Donate. Pay forward physical goods by organizing a donation drive for food, clothing, blood, or other valuable resources.

Serve. Pay forward your time or talents to those who need it. Volunteer at a local shelter, roll up your sleeves and clean up a local park, bring a meal to brighten someone's day or offer your services for free to individuals in need.

Give. Make a monetary donation to a worthy cause or charity you support or surprise a family or individual in need.



HOW TO CELEBRATE PAY IT FORWARD DAY WITH YOUR ORGANIZATION

*There are countless ways
your company can celebrate
Pay It Forward Day. Need a
little help getting started?
No problem!*



The section below is designed as a guide to help you create a truly impactful campaign for Pay It Forward Day.

Step 1: Set a goal. How will your company celebrate Pay It Forward Day? First, think about meaningful ways you can rally those in your organization to do some serious good. Will you raise money for your favorite charity, gather donations for a local food bank, offer your services to those in need, serve meals to the homeless, or find some other out of the box way to spread kindness? The first step is to decide what measurable goal you want to rally everyone around on Pay It Forward Day.

Consider if your efforts will focus on raising donations, dollars, volunteers, collaborations, or some other goal? Then, answer the following:

What is your goal (ie. is there a specific amount you want to raise; a number of items you want to donate, or a specific thing you hope to accomplish)?

What will you do to make this happen?

How will you share your efforts to inspire others (via social media, PR, email, etc)?

Step 2: Gather visuals. A picture is worth 1,000 words, so consider what visuals you can use to help share what you'll be doing for Pay It Forward Day. This could include inspiring photos, powerful quotes, a heartfelt video, or other meaningful visuals.

Write any ideas you have for visuals that will help support your Pay It Forward Day campaign here:

Who will be in charge of capturing imagery and video leading up to, and on, Pay It Forward Day?

Step 3: Tell your story. Tell your community what you'll be doing for Pay It Forward Day.

Consider why you're doing what you're doing. Share the heart behind why your organization believes in the power of kindness.

How will your efforts make a difference if you accomplish your goal? What impact do you hope to make?

If you plan to ask others to participate, consider how you will do this. Creating an 'inspiring ask' will help others to rally around your goal. Remember, everything you're doing is geared toward spreading kindness in the world, which is something that most everyone will be excited to get behind — so don't be shy about sharing why you're doing what you're doing and asking others to join you!

Gather impactful stories you can share that support your 'inspiring ask'. These might include stories about your cause, your organization, individuals, etc. These stories should help others to feel connected to your efforts in hopes that they will either support you, or cheer you on in the process.

Be clear about what you're asking others to do, and how they can participate. Example: The 'inspiring ask' for a company that is collecting donations for children in foster care might read something like this:

STORY: Sunshine Acres is a very special place for a group of very special children. Throughout the year this incredible facility houses an average of 200 children living in foster care, and does all that it can to provide a safe, loving place for them to call home. Unfortunately, much of their funding is dedicated to providing for the children's immediate needs, without much left over to spare. This means that things like purchasing birthday party supplies often isn't something the organization is able to cover.

BELIEF STATEMENT: We believe that every child's birthday is worth celebrating. To help make this a reality, our goal is to create birthday boxes filled with all the party supplies they might need, including balloons, streamers, napkins, paper plates, cake mix and frosting.

YOU STATEMENT: You can help by donating birthday supplies by 4/28.

OPPORTUNITY STATEMENT: You can help make sure every child is celebrated on their special day. Will you join us?

Now it's your turn! Consider what act of kindness you will ask your organization or community to rally around and begin drafting your narrative below:

IMPACTFUL STORY:

BELIEF STATEMENT:

YOU STATEMENT:

OPPORTUNITY STATEMENT:

Step 4: Plan your communication strategy. As the old saying goes, “if you build it, they will come” — but remember, they won’t come if they don’t know about it! That’s why it’s important to consider how you can get the word out about your Pay It Forward Day campaign.

What’s the best way to get the word out to your community?

Will you reach them through social media, email, events, or in-person?

Step 5: Build a timeline. The sooner you start getting the word out about what you plan to do for Pay It Forward Day, the more likely you are to inspire others to join you! Below is an ideal sample timeline leading up to April 28th:

4 weeks out: Announce campaign to your community through email and social media.

3 weeks out: Email and social media posts with reminders and updates.

2 weeks out: Email and social media posts with reminders and updates.

1 week out: Email and social media posts with reminders and updates — one week to go!

24 hours before #PayItForwardDay: Email and social media posts to rally your community.

April 28th: It’s #PayItForwardDay! Kick the day off with an email and post to social media to inspire action. Share updates throughout the day, and plan an evening wrap up post to thank all who supported and celebrate all that was achieved.

After Pay It Forward Day: Gather and share success stories with your community, and thank those who participated.

Step 6: Organize your team. This is a great opportunity to harness the power of your community and inspire kindness in all forms. Think about what roles you’ll need to fill in order to execute your plan, and don’t be shy about asking others to join you — you may be surprised by how many people are excited to get involved with a campaign solely focused on spreading kindness!

Consider who you’ll need on your team in order to accomplish your goal.

Step 7: Tell us about it! We want to hear all about your plans so we can cheer you on. Be sure to let us know how you’re celebrating Pay It Forward Day by tagging us on social @PayItForwardDay and use the hashtag #PayItForwardDay.



HOW CAN WE HELP SPREAD THE WORD?

The key to creating a massive ripple of kindness is to get the word out far and wide — and we need your help to do that!

There are two specific ways you can spread the word:

Word of mouth. Consider who you know that might be interested in doing something for Pay It Forward Day. Perhaps you know of other companies, schools, communities, places of worship, friends, or family who might want to get involved? Reach out and let them know about it!

Social media. Tell everyone you know that Pay It Forward Day is coming on 4/28!

- Share a photo with a heart on your hand
- Use hashtag #PayItForwardDay on social media
- Follow & Tag

 @PayItForwardDay

 @PIFDayUSA

 @PIFDayUSA



Be the change you wish to see in the world



FREQUENTLY ASKED QUESTIONS

When is global Pay It Forward Day?

Global Pay It Forward Day happens every year on April 28th.

What is global Pay It Forward Day?

Pay It Forward Day is a worldwide celebration designed to inspire people everywhere to do intentional acts of kindness with no other motivation than to 'pay it forward' in hopes of creating a ripple of kindness that lasts long after the day is over.

What does it mean to pay it forward?

The premise of paying it forward is simple: do an intentional act of kindness for someone, and rather than simply accepting it or allowing them to repay the original good deed back to you, the recipient does something kind for someone else, thus creating a ripple effect of the very best kind!

Why should I get involved?

We know that kindness inspires kindness. When someone experiences an unexpected act of kindness, it helps restore their faith in humanity, serves as a beacon of hope, and lights the way for other good deeds. April 28th is your chance to be the change you wish to see in the world. On this day the global community will unite together to help make our world a kinder place.

Why choose one day to pay it forward?

We know you practice kindness all year long, and we encourage you to keep going! The goal of Pay It Forward Day is to unite kind-hearted people across the globe to go out and do acts of kindness on the same day in hopes of creating a massive tidal wave of good in the world. Envision a day where every person across the planet is touched by an act of kindness. How would things change? Pay It Forward Day is our chance to find out!

Who can participate in Pay It Forward Day?

Everyone! The true power of Pay It Forward Day lies in harnessing the kindness of individuals and organizations worldwide. The more who participate, the larger our collective ripple of kindness will be.

Does it cost money to participate in Pay It Forward Day?

Absolutely not. While some choose to donate money or do acts of kindness centered around buying things, there are many things you can do to pay it forward that don't cost a thing. Consider offering your time or talents to an organization or individual, hosting a food or clothing drive for a worthy cause, or using your unique gifts in some other meaningful way.

How big is Pay It Forward Day?

Pay It Forward Day is a global movement. There are 86 countries around the world who have official teams tasked with raising awareness and inspiring acts of kindness, and millions of individuals and corporations worldwide who do intentional acts of kindness on April 28th.

Who is behind Pay It Forward Day?

Pay It Forward Day is unique in that it is not associated with any organization or foundation. Just as National Pancake Day is a day to celebrate our love of pancakes, Pay It Forward Day is a day to celebrate our love of kindness. Participating countries each have a team of awesome individuals who pay forward their talents to further the cause of spreading kindness in our communities and around the world.

How is Pay It Forward Day funded?

There is no funding for Pay It Forward Day, rather the mission is supported through kind-hearted individuals and organizations that pay forward their time and talents.

Why should companies participate in Pay It Forward Day?

There are countless tangible and intangible benefits to having your company participate in Pay It Forward Day. Here are a few big reasons:

- To be known as an organization that is making a positive impact in your community, and in the world.
- To provide meaningful ways to align your actions with your mission and values.
- To unite your team around a positive message.
- To connect with others in impactful memorable ways.
- To use your time, talents and resources to make a difference.





SAMPLE PRESS RELEASE

Media Contact:

(Contact Name)

(Contact Organization)

(Phone Number)

(Email)

(Organization Name) Will Stand for Kindness on April 28

(Insert Location) (Insert Date) – Global Pay It Forward Day kicks off April 28, and (Insert Organization Name) is participating in an effort to spark a massive ripple of kindness. Pay It Forward Day is a global movement that unites people and organizations worldwide in an effort to spread kindness.

(Insert Organization Name, Details of Campaign and Why Your Organization Chose to Participate)

(Insert Quote from Your Organization’s Spokesperson)

“We believe that when we harness the collective power of kindness, multiplied by millions, we *can* effect positive change in the world; and the beauty of this initiative is that kindness unites people across politics, religious beliefs, cultural divides, and even continents,” said Darleen Santore, Global Pay It Forward Day’s United States Ambassador. “Our hope is that lives will be changed for the better, that people’s faith in humanity will be restored, and that the good deeds that happen on April 28 would continue to be paid forward for many years to come.”

The mission of the global initiative is first and foremost connecting communities - and the world - through kindness. The movement, created by Australian Blake Beattie in 2007, inspires millions of acts of kindness each year. Now in its 13th year, 2020 is expected to be even bigger and more impactful with the global movement spreading a ripple of kindness in more than 86 countries around the world.

To participate in (Insert Organization’s Name) Pay It Forward Day efforts, please visit (Insert web address). For more information on how individuals, schools, organizations, and companies can participate in Pay It Forward Day on April 28, please visit www.globalpayitforwardday.com.

About (Insert Organization’s Name)

(Insert Organization’s Boiler Plate)

About Pay It Forward Day

Pay It Forward Day is a global movement that unites people and organizations worldwide in an effort to spread kindness. Pay It Forward Day was created in 2007 with a simple idea: to inspire people everywhere to know that they can make a positive impact in the world through acts of kindness and love.

Since 2007, Pay It Forward Day has grown into a global movement that inspires millions of people across the planet to unite by doing acts of kindness on April 28th. The purpose of Pay It Forward Day is not just to celebrate kindness on one day, but to unite kind-hearted people everywhere in an effort to create a massive ripple of good that lasts long after the day is over.

No act of kindness is too great or too small! Whether you choose to give your time and talents, physical goods, or monetary donations, the good you can do is limitless, so get creative! Each and every act of kindness makes a difference.



CONTACT INFORMATION

For additional resources, or to learn more about Global Pay It Forward Day, please visit us online at www.payitforwardday.com.

Or, connect with us on social media:

Facebook: www.facebook.com/pifdayusa

Instagram: www.instagram.com/payitforwardday

Twitter: twitter.com/pifdayusa

TikTok: [@PayItForwardDay](https://www.tiktok.com/@PayItForwardDay)