

Good Places: Leading Change with Good People

Welcome to *Good People*, the platform that empowers businesses, organizations, and schools to transform communities through service. As a **Good Place**, you're at the forefront of creating volunteer events that unite people and drive lasting impact. With access to our mobile and desktop app, you'll turn your vision into action. Here's how our two types of Good Places make a difference.

Our Good Places: Who You Are

1. Community Partners: Catalysts for Impact

Your Role: You're a business or organization dedicated to strengthening your community. Whether you're a local shop organizing a clean-up or a nonprofit launching a fundraiser, you create volunteer events that inspire action.

What You Do:

- Design and host volunteer opportunities, from environmental projects to charity drives.
- Use the *Good People* app to recruit volunteers, manage logistics, and track participation with real-time QR code check-ins.
- Build connections by inviting the public or hosting private events for your team or members.

Why It Matters:

- Amplify your mission while showcasing your commitment to social good.
- Streamline event planning with tools that save time and maximize impact.
- Forge deeper ties with volunteers who share your passion for change.

2. In-School Partners: Shaping Future Leaders

Your Role: You're an organization or business partnering with schools to create service-focused field trips. By working with educators, you design experiences that teach students the value of giving back.

What You Do:

- Collaborate with teachers to plan field trips, like community service projects or educational outreach.
- Leverage the app to coordinate schedules, manage permission slips, and track student involvement.
- Provide opportunities for youth to engage in meaningful service and leadership.

Why It Matters:

- Inspire the next generation to lead with compassion and purpose.
- Simplify logistics, making it easy for schools to prioritize service learning.
- Build a legacy of impact by connecting students with your community's needs.

Crafting Impactful Volunteer Events

With *Good People*, you have the tools to create events that resonate and inspire. Here's how to ensure your events leave a lasting mark:

Event Creation Best Practices

- **Define Your Impact:** Craft a compelling event description with a clear goal, like "Raise \$2,000 for a local shelter" or "Plant 100 trees." Specific outcomes motivate volunteers to join.
- **Embrace Inclusivity:** Design family-friendly events to welcome all ages. Service projects that engage kids and parents boost participation and connection.
- **Right-Size Your Event:** Set a realistic participant cap. A focused, well-attended event creates energy, while an overly large, sparse one may divert volunteers from other opportunities.
- **Public or Private:** For private events (e.g., for employees or members), clarify this in the description and share how others can get involved with your group.
- **Leverage QR Codes:** After creating your event, download the *Good People* QR code. Display it at the event for volunteers to scan, instantly logging attendance and hours. You'll have real-time access to check-in data.

Blueprint for a Transformative Event

1. **Set the Stage with QR Codes:** Display the *Good People* QR code prominently, with instructions or a volunteer to guide scanning for seamless check-ins.
2. **Connect the Team (5-10 min):** Start with a brief icebreaker or team-building activity to foster camaraderie. Explore icebreaker ideas in the app's resources.

3. **Educate and Inspire (5 min):** Share your organization's mission, outline the day's tasks, and explain why volunteers' contributions matter. Express gratitude for their presence.
4. **Serve with Purpose:** Dive into the work—whether it's building, cleaning, or organizing, this is where change happens.
5. **Reflect and Celebrate:** Gather volunteers to share experiences, gather feedback, and take a group photo for social media or records. Ensure everyone scans the QR code.
6. **Extend the Impact:** Partner with other Good Places to offer post-event perks, like discounts at local businesses, to sustain the sense of community.

Why Businesses Thrive as Good Places

Businesses have a unique opportunity to lead by example, blending service with visibility. Host events like supply drives or community wellness days to demonstrate your values. [Find inspiring business event examples at the bottom of this page.](#) Use our reporting tools to measure your impact and share powerful stories on social media with #GoodPeopleProject.

Advertise with Good People

As a Good Place, you can amplify your impact by advertising directly to our engaged local community through the *Good People* app. Reach volunteers, families, and organizations who share your values with targeted ad space.

Benefits for Your Business:

- **Connect Locally:** Showcase your products or services to a community of active, socially conscious users in your area, driving foot traffic and loyalty.
- **Align with Purpose:** Position your brand alongside a mission-driven platform, enhancing your reputation as a force for good.
- **Maximize Visibility:** Gain exposure through in-app ads that reach users during event planning and participation, when they're most engaged.

Interested in advertising? Contact us at dogood@goodpeopleproject.org to explore how your business can connect with our community.

The Good People Difference

The *Good People* app equips you to plan, promote, and track volunteer events with ease. From mobile and desktop access to real-time data and a network of committed

volunteers, you're empowered to create change that lasts. Join us to build stronger communities, one event at a time.

Ready to lead the way? Download *Good People*, create your next event, and let's make a difference together. Questions? Contact us at dogood@goodpeopleproject.org or connect on X with [#GoodPeopleProject](https://twitter.com/GoodPeopleProject).

Service Ideas For Business:

Below is a list of volunteer events that a business can create to promote its brand while serving the community. These ideas are designed to align with corporate social responsibility (CSR) goals, foster community engagement, and provide visibility for the business, drawing on the context of your *Good People* app and its focus on connecting people for service projects. Each event is practical, impactful, and offers promotional opportunities.

1. Community Clean-Up Day

- Description: Organize a local park, street, or beach clean-up event. Provide branded t-shirts, gloves, and trash bags with your business logo. Partner with a local government or environmental group to amplify impact.
- Service to Community: Beautifies public spaces, promotes environmental stewardship, and fosters community pride.
- Promotion for Business:
 - Share photos and videos on social media with hashtags like [#CleanWith\[BusinessName\]](#).
 - Invite local media to cover the event, showcasing your commitment to the community.
 - Use your *Good People* app to recruit volunteers and manage sign-ups, highlighting its functionality.
- Example: A local hardware store could donate supplies and host a "Green Our Town" clean-up, gaining visibility as a community partner.

2. Back-to-School Supply Drive and Packing Event

- Description: Host a drive to collect school supplies (e.g., backpacks, pencils, notebooks) and organize a volunteer event to pack and distribute them to underserved schools. Set up a branded booth at the event to engage participants.

- **Service to Community:** Supports students and teachers in under-resourced schools, reducing financial burdens for families.
- **Promotion for Business:**
 - Promote the drive through your *Good People* app, encouraging community members to donate or volunteer.
 - Display your logo on donated bags and include branded bookmarks or pencils in each pack.
 - Share stories of impact (e.g., “500 backpacks delivered!”) on social media and your website.
- **Example:** A tech company could host a “Pack the Future” event, using the app to coordinate donations and volunteers, while showcasing its community focus.

3. Skills-Based Workshop Series

- **Description:** Offer free workshops where employees teach skills related to your business (e.g., coding for a tech company, financial literacy for a bank, or marketing for an agency). Host these at a community center or virtually via your *Good People* app.
- **Service to Community:** Empowers individuals, especially in underserved communities, with valuable skills for personal or professional growth.
- **Promotion for Business:**
 - Brand the workshops with your logo and promote them as “[BusinessName] Community Skill-Builders.”
 - Use the app to manage registrations and share workshop recaps, demonstrating its utility.
 - Gain exposure by inviting local influencers or nonprofits to co-host or attend.
- **Example:** A marketing firm could teach small businesses about social media strategies, positioning itself as a leader while promoting its services.

4. Charity Build or Donation Drive

- **Description:** Organize a “build” event, like assembling bikes, care kits, or furniture for donation to charities (e.g., children’s hospitals, shelters). Alternatively, host a drive for essentials like food, toys, or clothing, with a volunteer sorting and distribution day.
- **Service to Community:** Provides direct support to those in need, such as families, veterans, or disaster victims.
- **Promotion for Business:**

- Use your *Good People* app to recruit volunteers and track donations, showcasing its organizational features.
- Brand the event (e.g., “[BusinessName] Builds Hope”) and include your logo on donated items or kits.
- Share a video montage of volunteers in action, tagged with your app’s hashtag (e.g., #GoodPeopleProject).
- Example: A retail chain could host a “Bikes for Kids” build, donating bikes to local youth and gaining positive press.

5. Health and Wellness Fair

- Description: Host a community health fair offering free screenings, fitness classes, or healthy cooking demos. Partner with local health organizations and use your business’s expertise (e.g., a gym providing workouts, a grocery store offering nutrition tips).
- Service to Community: Promotes physical and mental well-being, especially for underserved populations with limited access to healthcare.
- Promotion for Business:
 - Set up a branded booth to distribute promotional materials or app download QR codes for *Good People*.
 - Use the app to schedule volunteers and promote the event, highlighting its community engagement tools.
 - Live-stream parts of the event on social media to showcase your involvement.
- Example: A pharmacy could host a “Healthy Community Day” with flu shots and wellness talks, reinforcing its role as a health partner.

6. Food Bank or Meal Service Event

- Description: Partner with a local food bank to host a volunteer day where employees and community members sort, pack, or distribute food. Alternatively, organize a “meals on wheels” delivery day for homebound residents.
- Service to Community: Addresses food insecurity, supporting vulnerable populations like seniors or low-income families.
- Promotion for Business:
 - Use your *Good People* app to coordinate volunteer shifts and track impact (e.g., “1,000 meals packed!”).
 - Brand volunteer gear (aprons, hats) and food packaging with your logo.

- Share impact metrics and volunteer testimonials on social media, linking to your app.
- Example: A restaurant could host a “Feed Our Neighbors” day, gaining goodwill while promoting its brand.

7. Youth Mentorship or Sports Clinic

- Description: Create a mentorship day or sports clinic where employees coach or tutor kids in skills like sports, STEM, or art. Host at a local school or community center, focusing on underserved youth.
- Service to Community: Inspires and empowers young people, providing role models and opportunities for growth.
- Promotion for Business:
 - Promote the event via your *Good People* app, recruiting community volunteers to join employees.
 - Brand the event with banners and giveaways (e.g., branded water bottles or notebooks).
 - Share photos and stories of kids’ achievements, tagging your business and app.
- Example: A sports retailer could host a “Future All-Stars Clinic,” gaining exposure while supporting youth.