

GOOD DEEDS DAY



VALUE

GENEROSITY

Chesed v'Tzedakah

Bring the value of generosity to life by creating an action project in your community for Good Deeds Day.



THIS WORKSHOP IS ABOUT 90 MINUTES

15 MINUTES TO BEGIN WITH INTENTION

60 MINUTES OF LEARNING

15 MINUTES TO CLOSE WITH MEANING



MATERIALS FOR THIS WORKSHOP

3X5 CARDS (ONE PACK)

TO MAKE THE MOST OF YOUR BRAINSTORMING TOGETHER, PLEASE BUY ONE PACK OF 3X5 CARDS AND HAVE THEM READY FOR THE SESSION

can we shorten this paragraph - so that everyhting will ft on page?



FOLLOW THIS QR CODE TO PRINT RESOURCES FOR PARTICIPANT FACILITATORS.

PART I

WHAT INSPIRES YOU TO DO GOOD?

Together as a full group, explore:



15 MINUTES

1. JEWISH CONTEXT

The Jewish commitment to do good is interwoven into the very fabric of our people and our most ancient texts. Consider this verse from the *Aleinu* prayer, dating back to the third century CE and incorporated into our daily liturgy over 800 years ago:

Let the time not be distant God, when all will turn to You in love, when all the brokenness in our world is repaired by the work of our hands and our hearts, inspired by Your words of Torah.

As Jews fought for self-determination and statehood in the twentieth century, it was Rav Kook who taught us to understand Zionism as a movement for social justice that could transform the world for the better. For Rav Kook, social justice and spirituality were profoundly intertwined.

When you feel the stirring within yourself to make the world better, kinder, more just, fairer and more beautiful, taught Rav Kook, it is an echo of God stirring in the world — the way God speaks through you.

Women just like you are doing profound good in the world, especially now. A month after the October 7th terror attacks, Momentum conducted a study to better understand if and how Momentum alumni were responding and what can support them. This session and other *Journey of Growth* sessions in this package are designed to meet the needs shared by participants and Community Leaders.

What we discovered from this study was gratifying and inspiring:

Engage your participants to respond in a communal conversation.



15 MINUTES

2. A PART OF SOMETHING BIGGER



of alumni are taking action to support Israel.

So let's center ourselves around this essential question:

What inspires *you* to do good?

PART II

GOOD DEEDS DAY

Introduce Good Deeds Day to your participants.



15 MINUTES

Good Deeds Day continues to be based in Israel and managed by *Ruach Tova*, Israelis who remind us with this work of the Israeli people's ongoing commitment to *tikkun olam*, repairing the world, a particularly important reminder at a time when Israel has been repeatedly vilified on the world stage. In 2024, even amid an ongoing war, **two million Israelis participated in Good Deeds Day.**

Today, Good Deeds Day is a global movement of people and organizations dedicated to doing good every day. In 2024 alone, Good Deeds Day engaged over four million volunteers leading 23,000 projects in 115 countries. The big vision is to create a world where good leads the way. Good Deeds Day 2025 is coming up on April 6!

How will we help spread the light of good deeds and inspire others to do so as well? How will we **#DoGood?**

Share how it works:



PROJECT

How can our group do good in the community? Get inspired by past Good Deeds Day projects. Generate ideas, share, and vote on a project.



REGISTRATION

Register your project here to be a part of Good Deeds Day 2025.



PROMOTION

Explore Good Deed Day toolkits, templates, and graphics to promote your project.



#DoGood on April 6, 2025!

PART III

PROJECT IDEAS

The bulk of your session time will be devoted to generating ideas for your Good Deeds Day project. We encourage you to divide this brainstorming into two steps to be most effective, inspired by Adam Grant's research in *Hidden Potential: The Science of Achieving Greater Things* (2023).

All you need is a stack of 3x5 cards.

Distribute the 3x5 cards among your participants so that each individual has 5-10 cards.



VISIT MOMENTUM ACTION NETWORK



30 MINUTES

1. GENERATE IDEAS INDEPENDENTLY

Invite participants to reflect on the needs of your community, and how your project will help mobilize others beyond your cohort. Remind them to consider their answer to the question: *What inspires you to do good?* While Good Deeds Day is not specifically about Jewish causes, we encourage you to focus on the needs of the Jewish community. *Kol Yisrael arevim zeh ba'zeh.* The Jewish people are responsible for one another.

Set a timer for 5 minutes. Instruct the women to generate her own ideas for your group's Good Deeds Day, and to write ONE idea per card. Try to be as clear and concise as possible. For example, instead of "help local Jewish seniors" write "The Great Visit, a local campaign for 100 Jewish families to connect with 100 Jewish seniors in need and visit them on Good Deeds Day."

You can share the link to the Momentum Action Network with your participants for inspiration [Scan the QR Code]. For example, inspired by Momentum alum Lisa Schreiber, instead of "raise money to support Israel" write "Good Deeds Day Yoga Fundraiser."

Lisa Schreiber hosted a community yoga event in Orlando, Florida to raise money for the family members of IDF soldiers and reservists. Karina Yoga in Israel offers free yoga instruction and support to wives and children experiencing the trauma and stress of war. Approximately \$800 was raised, and 100% of the funds were donated to Karina Yoga to help ensure the continuation of yoga classes for those in need.

At the end of the five minutes, collect all the cards, mix them up, and redistribute them to your participants.

2. REGROUP TO EVALUATE AND DISCUSS

Each woman will share “her” ideas – they aren’t necessarily hers because they are now anonymous. As people share, group similar ideas together. Once all of the ideas have been shared, open an evaluative discussion on which among them stand out as particularly meaningful and genuinely attainable given the amount of time you have (In other words, dream big, but not so big that you can’t realize your goal.)

NOTE: FUTURE GOOD DEEDS DAYS WILL BE APRIL 12, 2026; APRIL 18, 2027; APRIL 2, 2028; APRIL 15, 2029; APRIL 7, 2030.

While you do not have to decide on a project today, you should try to end the workshop with *at least three ideas* that are genuinely attainable for your group. You can create a poll in your WhatsApp group to vote.*

Follow up and accountability will be very important to move your Good Deeds Day project forward. Consider asking for volunteers to spearhead different aspects of the project, including the creation of a timeline and registration of the project between January and March that will allow it to come to fruition on April 6, 2025. Check in often via your WhatsApp group and during subsequent gatherings to move the work forward.

*HOW TO CREATE A WHATSAPP POLL

- 1.** To create a poll, open the group chat, tap the paperclip icon, then tap Poll.
- 2.** Next, enter the question and options, and tap to create the poll.
- 3.** People who follow or view the chat can see how many people voted for each option. Channel admins may be able to see limited profile information next to a vote.



Good Deeds Day is the brainchild of Shari Arison, a Jewish Israeli woman who wanted to do good. The first Good Deeds Day was organized by *Ruach Tova* (“Good Spirit”), an Israel-based national volunteer center, and kicked off in 2007 with 7,000 volunteers in Israel. It is an expression of *chesed v’tzedakah* (generosity), one of Momentum’s core values, and the great mission of the Jewish people: to be a light unto the nations.



