GOOD NEIGHBOR Days

PARTNER PLAYBOOK

Fall '26



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What are Good Neighbor Days?

Good Neighbor Days brings churches, nonprofits, businesses, schools, local government, and community partners together to serve their communities.. GND provides strategy, structure, and tools so local leaders can confidently design and launch high-quality outreach, whether they are serving dozens of families or thousands.

This playbook will help you plan your outreach, build the right team, prepare volunteers, execute well, and capture your impact.



GET STARTED

Start by identifying three things:

WHO are you serving?
Identify the neighborhood, school, families, organization, or community you want to support.

WHAT is the need?
Talk with local leaders and organizations already serving the community. Listen before deciding what your outreach should be.

HOW can you help?
Build an outreach that fits your team, resources, relationships, and capacity.

Consider:

- Serving in a new location
- Partnering with a school
- Partnering with a local nonprofit
- Working with local government
- Hosting a distribution
- Supporting an existing community event
- Mobilizing volunteers around a specific need

Start with what is achievable and build from there.

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The Partner Journey

GND guides partners from idea to activation and celebration while empowering local leaders to own and operate their outreach.

1 Explore & Dream

Partners identify who they want to serve, community needs, and available relationships or resources.

2 Plan & Prepare

Partners build a clear, achievable outreach plan.

- GND provides strategy, best practices, tools, and playbooks.
- Partners lead event design, logistics, volunteers, partnerships, permissions, and team coordination.

3 Activate & Serve

Partners lead the execution of their GND activation.
GND empowers. Partners operate.

4 Celebrate & Strengthen

Partners capture results, celebrate impact, and build momentum for what comes next.

- GND supports storytelling and shared celebration.
- Partners provide outcomes, stories, photos, and reflections.

The Partner Playbook encourages partners to take one intentional step forward in impact. That often means expanding reach, strengthening partnerships, or serving in new spaces.

GND is not just about events. It is about communities strengthened, partners supported, families encouraged, leaders equipped, and hope made visible in our communities . When we show up together, transformation happens.



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Creating Your Serve Event

Quick Guide to Good Neighbor Days



1 Set Your Event Date

Choose the date your church or organization will serve.

Complete the **GND Event Form** to receive access to the Good Neighbor Platform.

Once onboarded, log in to your organization's account.

2 Submit Your Event Information

Add your serve event to the platform.

Have the following information ready:

- Event name
- Date and time
- Event location
- Description of how you will serve
- Volunteer activities or roles
- Number of volunteers needed

3 Identify Volunteer Roles

Determine where volunteers will be needed during your event.

Examples:

- Set-up and clean-up
- Distribution
- Hospitality
- School beautification
- Check-in
- General event support

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4 Recruit Your Volunteers

Begin inviting your church, organization, and community to serve with you.

NEED A PLACE TO REGISTER & RECRUIT VOLUNTEERS?

Use the **Good Neighbor Platform** to create your event, share your registration link, and manage volunteer sign-ups.

app.goodneighbor.com/partner



5 Prepare for Your Serve Day

Confirm your volunteer team, event details, supplies, and day-of responsibilities before your event.

6 After Your Event

Complete the **GND Impact Form** to share the impact of your serve day:

- Volunteers
- People or families served
- Items or resources distributed
- Volunteer hours
- Stories and photos



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Marketing

Quick Guide for Marketing

Use the GND Marketing Toolkit to recruit volunteers and make sure your community knows about your Serve Event.



Focus on two things:

- Volunteer Recruitment — Invite people to serve.
- Community Awareness — Let people know what support is available.

Digital Marketing

Use social media, email, and text to build momentum.

- 5 weeks out: Save the date
- 4 weeks out: Volunteer push
- 2 weeks out: Share resources + behind the scenes
- 1 week out: Countdown + final reminders
- Event day: Live posts and Stories
- After: Share impact, photos, and thank-yous

Keep it simple: Use one clear sign-up link and GND-provided graphics and messaging.

Grassroots Marketing

Reach people beyond social media through:

- Schools and colleges
- Community centers and nonprofits
- Local businesses
- Neighborhood associations
- Libraries and other community hubs

Use flyers, personal outreach, email, and follow-up calls.

Tip: Add a QR code to every volunteer or community flyer.

Toolkit Includes

- Social media graphics + captions
- Volunteer and community flyers
- Email templates
- Volunteer QR code

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GND Storytelling & Capture Shoot Sheet

Why This Matters

What happens during an outreach doesn't have to end when the event ends.

When stories are captured well, they inspire volunteers, attract new people, and give greater visibility to the good already happening through your work. Capturing stories helps moments of service, dignity, and connection live on.

Capture With Purpose

Remember this as you capture photo or video:

- **Real moments over staged moments**
- **People in action over production**
- **Dignity always**

If it feels human, capture it.

How to Know Which Testimony to Capture

When you're on the ground, you won't always know which stories will stand out — and that's expected. The goal is to **capture generously and discover the strongest stories after.**

Aim to record **multiple testimonies and moments** throughout the day. Many of the most meaningful stories become clear once everything is reviewed together.

To be more intentional, connect with **outreach leaders or team leads** early on. Ask where meaningful moments may happen, which areas could hold deeper stories, or when key interactions are likely.

Examples of Stories to Look For

- A volunteer serving for the first time who has never participated in something like this before
- A new partner or supporter connecting or serving with your organization for the first time
- A family or individual receiving help that was critical in that season of their life
- How your organization has grown or changed through serving — or, if it's your first outreach, what you expected and what you actually experienced

As you capture, look for moments where action and emotion come together. Pair testimonies with visuals of people serving, connecting, or receiving care.
Capture more than you think you'll need — powerful stories often reveal themselves in review.



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Universal GND Shot Sheet

One simple framework. Not a checklist. Adapt it to your outreach style.

WHERE

Show where you are.

- Wide shot of the space
- People arriving or gathered

WHAT

Show what's happening.

- People serving
- People being helped
- Hands at work
- Services being offered to the community
- Partners and volunteers working together

HOW

Show how it feels.

- Smiles, laughter, connection
- Real interactions

WHO (If available)

Show **one story.**

- An individual, family, or small group
- Short testimony or shared moment
- That same person, family, or group in action

Rule: Story + action = stronger story.

Impact

Show the bigger picture.

- Group moments (small or large)
- A wide shot that shows the atmosphere

If you capture these five things, you've started the story — keep going and look for more moments worth telling.

Pro Tip

You don't need fancy gear.

- A phone is enough
- Record **horizontal**
- Use daylight when possible
- Prioritize clean audio (recommended low-budget but powerful option: **NEEWER CM28** wireless mic – **~$60 USD**)
- Use a simple tripod for steady shots (recommended low-budget option: **NEEWER Basics 66.5" / 169 cm** tripod – often found around **$38 USD**)
- If you have a DSLR, mirrorless, or similar camera available, feel free to use it — it can enhance quality, but it's not required to tell a meaningful story
- Record in **1080p or higher**

Be creative and have fun

What you capture today will inspire others tomorrow.

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Quick Guide for Serving at Your Local Schools Playbook

Schools are one of the most impactful places to serve during GND. Use this guide to build a school partnership, choose an outreach project, and capture your impact.

1 Build the Relationship

Connect with the School

Identify a nearby school and reach out to key contacts

Introduce your organization, share your interest in serving through GND, and ask to learn about their needs.

Listen First

Let the school identify its priorities.

Create the Plan

Work with school leadership to choose a project, define responsibilities, and confirm the timeline.

Start simple, serve well, and build toward an ongoing relationship.

2 Choose Your Outreach

School Beautification

Painting, landscaping, cleanup, organizing, or other campus improvement projects.

Family Festival or School Event

Games, food, resource booths, workshops, or other activities for students and families.

Food or Essential Item Distribution

Provide food, clothing, hygiene items, school supplies, or other resources identified by the school.

Classroom or Staff Support

Teacher supply kits, classroom organization, staff appreciation, or projects that support educators.

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Teacher supply kits, classroom organization, staff appreciation, or projects that support educators.

Resource Center or Care Closet

Create or support an ongoing space where students and families can access essential items.

3 Serve Well

Before the event:

- Confirm plans with school leadership
- Recruit and organize volunteers
- Gather supplies
- Review safety and site expectations

During the event:

- Welcome and support volunteers
- Follow the school's guidelines
- Prioritize dignity, hospitality, and safety
- Capture photos and stories with permission

4 Capture the Impact

Track:

- Volunteers and hours served
- Students or families supported
- Items distributed
- Projects completed

Afterward:

- Thank school staff and volunteers
- Share photos and impact
- Complete the GND Impact Form
- Explore opportunities to continue the partnership

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Serving with Local Nonprofits + Local Government

Local nonprofits and government agencies are already working to meet needs in your community. GND is an opportunity to come alongside that work and add people, resources, and capacity.

Start with a Conversation

Keep your approach simple:

"We're participating in Good Neighbor Days and would love to support the work you're already doing. How can we help?"



Identify the Right Partner

Potential partners may include:

- Local nonprofits
- Mayor's office or City Council
- Parks & Recreation
- Police or Fire departments
- Public Works
- Community or Social Services
- Schools and neighborhood organizations

Find a Way to Serve

- Packing food or essential items
- Supporting an existing program
- Providing event volunteers
- Beautification or cleanup projects
- Organizing facilities
- Hosting a community event
- Providing administrative or logistical support

Let your partner lead where they have expertise.

Your role is to bring people, capacity, resources, and support.

Build a Simple Plan

Together, clarify:

- Who is responsible for what
- Volunteer needs
- Communication
- Timeline and logistics
- Desired community impact

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Quick Guide for Distributions

Distribution events provide immediate support through food, essential items, clothing, or household goods.

Use this guide to plan and operate a simple, organized, and welcoming GND distribution event.

1 Plan & Prepare

Identify the Need

Work with schools, nonprofits, and local leaders to determine what your community needs most.

Consider:

- Food
- Hygiene items
- Clothing
- Household goods
- Seasonal or culturally relevant needs

Secure Supplies

Engage local businesses, food banks, in-kind partners, and community supporters.

Plan for transportation, permits, and other site needs.

Build Your Team

Key roles may include:

- Site Lead
- Logistics Lead
- Volunteer Lead
- Storyteller/Photographer

Train volunteers before the event so everyone understands their role and the event flow.

2 Set Up the Site

Choose a location with:

- Safe access and parking
- Restrooms
- ADA accessibility
- Clear entry and exit points

Choose a Distribution Model

Drive-Thru
Best for large-volume distribution and quick vehicle flow.

Walk-Up / Shopping Experience
Allows guests to move through stations and select available items.

When possible, create an experience that prioritizes **dignity, choice, and hospitality.**

3 Event Day

Before guests arrive:

- Set up early
- Organize supplies
- Review safety and event flow
- Orient volunteers

During the event:

- Welcome guests warmly
- Keep lines and stations organized
- Assist with heavy items when needed
- Provide water or resource information when available

For food distributions: Follow all food safety and local permit requirements.

4. Capture the Impact

Track:

- Families served
- Items or pounds distributed
- Volunteers and volunteer hours

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GND Volunteer Experience

Quick Guide

A strong volunteer experience helps people feel **prepared, welcomed, valued, and ready to serve well.**

1 Prepare Volunteers

Send key details 3–5 days before the event:

- Date, time, and location
- Parking and check-in instructions
- Volunteer role
- What to wear or bring
- Event contact

Send a final reminder 24 hours before the event.

2 Welcome & Check In

Make arrival simple and clear.

- Use visible parking and check-in signage
- Greet volunteers warmly
- Confirm names and roles
- Track attendance
- Provide water and basic hospitality

3 Rally the Team

Before serving, gather volunteers for a short 5–10 minute rally.

Cover:

- Welcome and gratitude
- Why the day matters
- Event flow
- Safety expectations
- Final role assignments

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4 Lead Clearly

Each volunteer should know:

- Their role
- Where to serve
- Who their team lead is
- What success looks like

Keep team leaders visible and available throughout the event.

5 Finish Well

Before volunteers leave:

- Thank them
- Celebrate the impact
- Share any available results
- Invite them to stay connected

Prepared volunteers serve better. Valued volunteers are more likely to serve again.



GND Event Readiness Checklist

Use this checklist to make sure your Serve Event is ready to go.

Event Details

- Date and time confirmed
- Location confirmed
- Site access confirmed
- Permits or approvals completed, if needed
- Event details updated on the Good Neighbor Platform
- Weather plan in place, if applicable

Volunteers

- Volunteer roles assigned
- Team leads identified
- Volunteer communication sent
- Parking and check-in instructions shared
- Volunteer rally plan ready
- Attendance tracking ready

Site + Logistics

- Parking plan confirmed
- Entry and exit flow established
- Check-in area identified
- Tables, chairs, tents, or equipment secured
- Signage ready
- Restrooms available
- Water and basic hospitality available
- ADA accessibility considered

Supplies

- Supplies or distributed items confirmed
- Delivery and transportation confirmed
- Supplies organized by station
- Extra materials available
- Clean-up supplies ready

Safety

- Emergency contact identified
- First-aid supplies available
- Safety expectations reviewed with team leads
- Traffic or crowd flow plan confirmed
- Children/minor safety procedures in place, if applicable

Community + Marketing

- Event shared with the community
- Volunteer sign-up link shared
- Flyers/social posts distributed
- Partners know event details
- Final reminder sent

Impact + Storytelling

- Someone assigned to photos/video
- Permission process understood
- Volunteer count will be tracked
- Families/individuals served will be tracked
- Items or resources distributed will be tracked
- Impact Form expectations reviewed

Day Before

- Confirm team leads
- Confirm supplies and deliveries
- Send final volunteer reminder
- Review event flow
- Confirm weather and backup plan

Event Day

- Arrive early
- Walk the site
- Set up check-in and signage
- Gather team leads
- Rally volunteers
- Serve with excellence
- Capture impact
- Thank volunteers and partners

After the Event

- Clean and reset the site
- Thank volunteers and partners
- Collect photos and stories
- Submit the GND Impact Form
- Debrief what worked and what can improve

Ready to serve? Keep it simple: clear roles, clear communication, safe execution, and a great volunteer experience.

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25 Serve Project Ideas

Choose a project that fits your team, capacity, and community needs.

Easy

Great for smaller teams, limited budgets, or first-time Serve Events.

1. **Encouragement Cards** — Write notes for teachers, seniors, first responders, or hospital staff.
2. **Snack Packs** — Assemble snack bags for students, shelters, or frontline workers.
3. **Hygiene Kits** — Pack basic hygiene items for families or shelters.
4. **Teacher Appreciation Kits** — Create care packages for school staff.
5. **Donation Drive** — Collect food, diapers, clothing, school supplies, or household goods.
6. **Food Box Packing** — Pack grocery or meal boxes for distribution.
7. **Care Closet Restock** — Stock a school or nonprofit resource closet.
8. **Nonprofit Organization Day** — Help organize storage rooms, supplies, or facilities.

Moderate

Best for teams that can coordinate volunteers, supplies, and on-site logistics.

9. **First Responder Appreciation** — Deliver meals, snacks, or thank-you kits.
10. **Park Cleanup** — Clean and improve a local public space.
11. **Neighborhood Cleanup** — Serve streets, sidewalks, and common areas.
12. **School Campus Cleanup** — Landscape, organize, or complete light improvements.
13. **Senior Care Project** — Provide yard work, cleaning, or simple home support.
14. **Community Garden Project** — Plant, clean up, or improve a local garden.
15. **School Beautification** — Paint, landscape, or refresh school spaces.
16. **Community Meal** — Prepare and serve a meal for local families or neighbors.
17. **Clothing Distribution** — Collect, sort, and distribute clothing.
18. **Food Distribution** — Distribute groceries, fresh food, or meal boxes.

Advanced

These projects typically require more planning, partnerships, volunteers, and logistics.

19. **Essential Goods Distribution** — Distribute diapers, hygiene items, household goods, or other necessities.
20. **Back-to-School Event** — Provide backpacks, supplies, haircuts, and family resources.
21. **Family Fun Day** — Host games, food, activities, and community resources.
22. **Community Resource Fair** — Bring multiple organizations together to provide services and support.
23. **Health & Wellness Event** — Coordinate screenings, health resources, and community partners.
24. **Community Transformation Project** — Complete larger improvements at a school, park, nonprofit, or neighborhood.
25. **Multi-Service Community Event** — Combine food, resources, health services, family activities, and multiple partners into one large activation.

Start with what you can do well. A meaningful Serve Event does not have to be large to make an impact.

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What's Next?



Quick Guide

After your Serve Event, the goal is simple: **capture the impact, thank your people, learn from the experience, and build toward what's next.**

1 Capture the Impact

Within 72 hours, submit:

- Volunteers
- Families or individuals served
- Items or resources distributed
- Community partners involved
- Stories or testimonies
- Photos and videos
- Key lessons or future opportunities

Complete the **GND Impact Form** and upload event media.

2 Thank Volunteers & Partners

Within 3–5 days:

- Thank volunteers
- Thank community partners
- Share a few impact highlights
- Share photos when available
- Invite them to stay connected

Don't just say "thank you." Give people a clear next step.

3 Share the Story

Celebrate what happened through:

- Social media recaps
- Photos and short videos
- Impact numbers
- Volunteer or community stories
- Partner recognition

Highlight the people and communities behind the numbers.

4 Debrief as a Team

Ask:

- What worked?
- What could improve?
- What did we learn?
- What relationships should we continue?
- Who stepped up as a strong leader?

Capture these lessons before planning your next Serve Event.

5 Keep the Momentum Going

Use the event as a starting point for continued service.

Consider:

- Serving the same partner again
- Building an ongoing local project
- Inviting volunteers back
- Developing new team leaders
- Preparing for the next Good Neighbor opportunity

Simple Timeline

Days 1–3

- Submit impact
- Upload photos and videos
- Thank volunteers

Days 3-5

- Thank partners
- Share event highlights

Week 1

- Debrief with your team
- Identify next steps

Weeks 2–4

- Follow up on relationships
- Begin planning what's next

The goal: one Serve Event that leads to ongoing community impact.

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