



Build an Awesome Deed 101

Want more donors (we call them deeders!) & more awareness of your cause? Follow this how-to guide to Building a Better Deed.

What is a deed?

You do good deeds for your organization every day.

Any of the supplies, services or goods that your nonprofit needs can be posted as deeds. Be specific, and don't be afraid to tell your story. Here are a few deed examples:

If you're an animal nonprofit your deed might read:

- Rescue a dog from a high-kill shelter
- Pay for (1) day of professional dog training to make them more adoptable
- Provide comfort toys for our new rescues
- Save a horse at auction so it doesn't go to slaughter
- Sponsor a child in a one-week therapeutic riding program

If you're a veterans services nonprofit your deed might read:

- Send a veteran to a concert, sporting event or amusement park
- Sponsor one-week of a therapy program for a soldier
- Help us support activities at our rehabilitation retreat

If you're a homeless advocacy group your deed might read:

- Help us feed the homeless
- Give a homeless person an uplifting card with a food pack
- Help us provide clothing for homeless children

The most effective deeds are the ones that have your donors coming back to donate again and again --- and sharing those deeds with their friends. Here's how you do it:

The deed feedback loop

1. Write a brief, compelling title for your deed, e.g. Save A Dog's Life
2. Describe the specific deed and associated cost. If you're an animal rescue, for example, \$4 provides a comfort toy for a rescue cat, \$10 provides a leash and collar for walks, etc.
 - a. We encourage our non-profit partners to post deeds and affiliated donation amounts with individual deeder in mind. Remember, each deed is fulfilled by an individual deeder, not a group.
3. Within two weeks of receiving a donation, grab your smartphone and take a picture of your good deed in action. This is your chance to connect, inspire and show the impact that the individual deeder made for your organization.
4. Finally, upload the picture (or video) to deedfeed with an inspiring caption that describes the deed in action, e.g. "Sam is one happy dog! Thanks for donating comfort toys to this lovable rescue dog!"
 - a. deedfeed will share this image and caption to our large social network; the more compelling you make the image, the more likely the deeder will share it too!

