



9/11 DAY

MEAL PACK TOOLKIT

For Corporate Sponsors



INTERACTIVE



Thank you for joining us in transforming the anniversary of 9/11 into a National Day of Service and unity. This toolkit is designed to help your team prepare for a meaningful, well-organized, and impactful volunteer experience.

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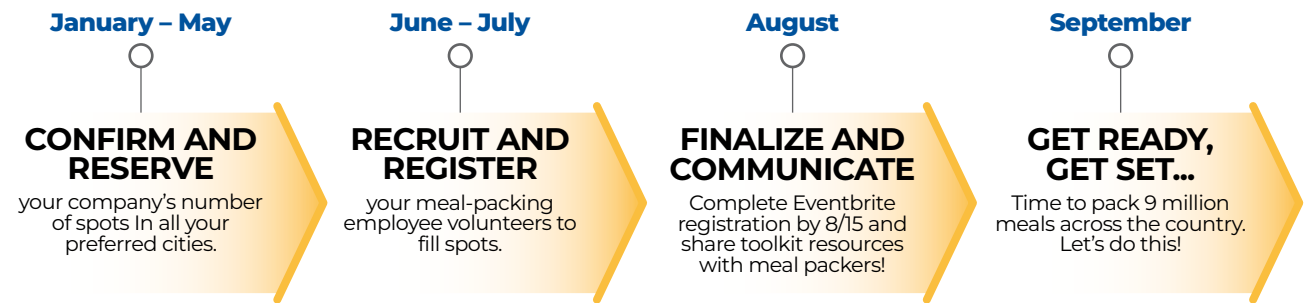
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Recommended Planning Timeline



I. How to Register and Access Team Reports

Let's get your team registered!

Each corporate partner will receive a custom Eventbrite registration link based on the number of volunteer spots reserved per city and shift.

To secure their spot, employees should register individually using your unique link. This ensures they receive their official event ticket and are included on your company's team roster.

Individual registration also helps us streamline the check-in process and supports important on-site safety protocols. Once registered, each volunteer will receive a digital Eventbrite ticket to present upon arrival. This ticket is required to enter the meal pack event.

How to Register

1. The 9/11 Day team will send your team captain your team's unique link(s) – one per city your organization will be participating in.
2. Share your custom link with employees via email, internal portals, or newsletters.
3. After employees receive the link, they will click the "Get Tickets" button.
4. Employees will input their name and email and receive their tickets with two clicks! Be sure to save the email or print so you have them ready for the day of the event.

**Please make sure to send the full link exactly as it was provided to you, as there is a specific code at the end that acts as the access key. If you experience any issues with the link despite using the link provided, please reach out to our team and we'll be happy to troubleshoot. Still have questions? Check out our step by step guide on how to access your registration link and obtain your tickets here: [Copy of How-To Access Your CustomRegLink_2025 - Google Docs](#)*

Tracking Participation (Team Reports)

- Along with your registration link(s), you'll receive a live report link*. This report updates automatically with new registrations and cancellations and includes your team's full registration details.
- You can refer to this link anytime to track real-time signups, remaining volunteer spots, and export data for internal use. We recommend flagging the email with these links or bookmarking for easy-access leading up to the event(s).
- If you're participating in multiple cities, please note that it's just one spreadsheet—each city has its own tab at the bottom of the sheet for easy access. Check out our step by step guide on how to access your team's registration report, here: [How-To Access Your Custom Team Reg Report_2025 - Google Docs](#)

**If you're unable to access Google Sheets, we're happy to send reports as spreadsheet attachments on a schedule that works for you. Just contact our team to set that up.*

Need to Cancel or Swap a Ticket?

No problem! If an employee can no longer attend, here's what to do:

If your team registered through Eventbrite:

- The employee should cancel their ticket directly through Eventbrite.
- Once the original ticket is canceled, the spot will reopen, allowing another participant to register.
- Your [team's registration report](#) will reflect the update, showing both active and canceled participants.

If the employee experiences any issues with cancellation, please review this [step by step guide](#), or reach out to us at registration@911day.org for support.

If your company submitted a participant list and 9/11 Day handled registration:

Please email us by **August 30** with the following details, and we'll make the update:

- Full name and email of the employee who is canceling
- Full name and email of the replacement attendee

Please note: After **September 1**, we may not be able to accommodate changes. However, the originally registered participant may forward their Eventbrite confirmation or ticket to the new attendee. Check-in will still reflect the original name.

Having Issues with Eventbrite?

If your company is unable to use Eventbrite for volunteer registration, please [follow this link] to access best practices and our [9/11 Day Registration Spreadsheet](#).

We kindly ask that you consolidate all volunteer signups—whether gathered via Benevity, YourCause, or another internal platform—into our provided spreadsheet. This helps ensure a smooth and efficient upload process.

II. Employee Volunteer Recruitment

Your company has reserved your spots, now let's fill them!

Encourage participation by promoting the event as a hands-on, high-energy opportunity to give back and honor 9/11 through service.

Tips for Driving Engagement

- Share internal announcements or messages from leadership endorsing the event.
- Use visual assets (flyers, intranet banners, or videos) we've provided to inspire involvement.
- Host a short info session or lunch-and-learn to build momentum (invite 9/11 Day staff!)

Suggested Messaging to Recruit Employees

Note: Check out the expanded [toolkit appendix](#) below for social media post templates, city specific flyers, email templates, and more!

Join [COMPANY NAME] in Honoring 9/11 Through Service

Be part of the nation's largest annual day of service by volunteering at this year's **Meal Pack for 9/11 Day**.

Alongside your colleagues and more than **30,000 volunteers nationwide**, you'll help pack over **9 million healthy, shelf-stable meals** for individuals and families facing food insecurity. All meals packed locally will be distributed to support those in need right here in our community.

[\[Click here to register\]](#) **INSERT COMPANY LINK**

Spots are limited—sign up early to reserve your spot and make a meaningful impact!

Quick Facts

- We will be participating in the **(INSERT CITY)** event taking place at **(INSERT LOCATION)** on Thursday, September 11th.
- Each 2-hour shift begins with a brief tribute before the DJ kicks things off and teams get to work packing, sealing, and boxing meals with purpose and energy.
- **[COMPANY NAME]** has XX spots reserved. Select the shift time best for you via the registration link.
- Your ticket to join the action will come your way via Eventbrite—just don't forget to bring it with you on event day!

III. Employee Logistics and What to Expect at the Packing Event

Please note each event location will have its own parking and venue-specific details, which will be included in our online toolkit and emailed to you prior to the event. Below is a summary of the general information and expectations that apply to all 9/11 Day Meal Pack events, to give you a clear initial overview of the experience.

Date

- Thursday, September 11, 2025 (or Wednesday, September 10 in NYC)

When to Arrive

- Please arrive 30 minutes before your scheduled shift. Our opening ceremony will kick off promptly at the beginning for the shift time.
- All volunteers must check in and pass-through security screening upon arrival

Parking Information

- Exact parking details for each site will be included in your final confirmation email and added to our online resource center at a later date. If you have any immediate questions, or if you plan to provide bus transportation for your employees, please reach out to us in advance. We'll be happy to direct you to the appropriate staging area, which may vary by venue.

Where to Go Once You Arrive

- Follow event signage to the security and "Volunteer Check-In area"
- After check-in, event staff will direct you to the Meal Pack area and your designated table which will be shared with you at that time.

Check-In Details

- Please bring your Eventbrite ticket (printed or on your phone) and have it pulled up and handy for check-in to keep the lines moving!

What to Bring

- **Ticket:** Printed or digital (Please have your ticket openly displayed and ready to scan!)
- **Travel light:** Each event venue has its own entry guidelines, which may include clear bag policies and restrictions on outside food or beverages. Full venue-specific details will be shared with you the week prior to the event and will also be available on our website.

What to Wear

- Comfortable, casual clothing; Company-branded shirts are encouraged
- Closed-toe shoes strongly recommended
- No hats or jewelry while packing meals. Hair nets will be provided
- Shorts and t-shirts are acceptable. Facilities are temperature-controlled
- Medical alert jewelry is permitted

What to Expect

- Following check-in use handwashing or sanitizing stations
- Receive your hair net (and beard net if applicable) and disposable gloves
- Following a brief opening ceremony and tribute, the music will energize the room and your team, led by a Table Captain, will work together to pack, seal, and box hundreds of meals
- Each shift lasts approximately 90 minutes

Comfort and Accessibility

- **Standing During Shifts:** Most volunteer roles will involve standing for the duration of your shift. If you'd be more comfortable with a chair, we're more than happy to provide one.
- **Additional Accommodations:** We want everyone to feel welcome and supported. If there's anything else you need to fully participate—whether it's accessibility-related or otherwise—please don't hesitate to email us at registration@911day.org.

Volunteer Age Requirement

- Recommended minimum age: 10 years old.
- All volunteers, regardless of age, must register individually. An additional waiver may be required to be signed by parent/guardian if volunteer is under the age of 18.

IV. Meal Pack FAQ

About 9/11 Day

What is 9/11 Day?

9/11 Day is a 501(c)(3) nonprofit founded by family members of 9/11 victims shortly after the attacks. We created and continue to organize the September 11 National Day of Service and Remembrance, now the largest federally recognized day of service in the United States. In partnership with AmeriCorps and hundreds of national sponsors, we unite millions in acts of service. Our original name was My Good Deed, and you may still see that referenced. That's us, too!

Why do you host meal pack events for 9/11?

September is Hunger Action Month, and we wanted our service projects to align with that mission. Hosting meal packs allows us to support hunger relief efforts nationwide in collaboration with incredible nonprofit partners.

What's new in 2025?

This year, we're expanding to host 26 meal pack events in 25 cities, including new locations including Bridgeport, Sacramento, Orlando, and Las Vegas.

Looking ahead to 2026, we're preparing for the 25th commemoration of the 9/11 attacks. Our goal is to host events in all 50 states. Stay tuned for the official 2026 announcement this November.

Participation and Sponsorship

Can my team participate in more than one city? Does sponsorship cover multiple locations?

Yes. Your sponsorship secures a set number of volunteer spots, which can be used across as many cities as you like.

Is there a cost to participate?

Yes. We ask for a tax-deductible donation of \$225 per volunteer to help cover food costs and event logistics. Each volunteer will pack around 350 meals, which are donated to local food banks—directly supporting the community where you're participating.

How is the sponsorship amount calculated?

Sponsorship is based on the number of volunteer spots reserved. Each spot corresponds to a \$225 contribution to cover the cost of food and materials.

Can we sponsor without sending volunteers?

Absolutely. We welcome donations even if your team can't attend in person. We'll recruit local volunteers, including veterans, first responders, and students, to pack meals on your behalf. You'll still receive full recognition as a sponsor.

If we don't use all our spots, can we be reimbursed?

Unfortunately, we can't provide reimbursements. We order meal supplies based on your reserved number of volunteers. If you're unsure of your final count, we recommend reserving fewer spots to start, with flexibility to add more later pending availability.

Can we send company shirts to the venue?

Due to limited venue access and storage, we can't accept shipments onsite. However, we're happy to help identify a nearby meeting location so your team can still receive shirts before their shift.

Event Details

Where are the meals distributed?

Meals are donated locally to Feeding America-affiliated food banks. For example, in New York City, meals go to City Harvest and the Food Bank For New York City. Visit our website for the full list by city.

Will our employees be grouped together?

Yes. We'll make sure your team is seated together at tables of 12 (or 13 in NYC) so they can share the experience and enjoy it as a team-building opportunity.

What resources are available to help prepare our team?

Our online Resource Center launches in early July and includes sample recruitment emails, flyers, how-to's, and videos to help you engage your team.

How do my team members sign up? When does registration open?

- Registration will open in June. You'll receive a custom Eventbrite link with all your reserved spots to share with employees. They can easily select a shift and provide their name and email; Tickets will be sent directly to them. You'll also have access to a real-time registration tracker via Google Sheets.
- **A note for returning partners:** the Eventbrite system has been updated this year and no login or account creation is required.
- If you prefer to use your own internal registration system, we're happy to support integration.

We'd like to participate. What are the next steps?

Let us know how many spots you'd like to reserve, your preferred locations, and your ideal shift times (these vary by city). Following, we'll send you a personalized registration link and toolkit to support your recruitment. Please also share a high-resolution version of your company logo (.eps, .ai, or .svg) for sponsorship recognition.

Is this event family-friendly?

Yes! Our events are family-friendly and inclusive. While volunteers of all ages are welcome, we recommend children be 10 years or older to fully participate. Anyone under 18 will need a parent or guardian to sign a waiver, either in advance or at check-in.

More Questions?

Please reach out to Eric Paine, VP of Partnerships at eric.paine@911day.org or 949-375-5895.

V. Appendix

The following supplemental resources are provided to support your planning, promotion, team engagement, and event preparation:

2025 Sponsor Packet

[Fillable Venue and Shift Time Spreadsheet](#)

[Social Media Kit](#)

[2025 Event Waiver](#)

[Team Recruitment/Promotional Samples](#)

[City-Specific Promotional and Recruitment Flyers](#)

[Eventbrite Registration: How to Register](#)

[Eventbrite Registration: How to Cancel](#)

[Team Registration Tracking Report Guide \(for team captains\)](#)

[Approved 9/11 Day Event Photos for Social Sharing](#)

[Frequently Asked Questions](#)

[9/11 Logos and Design Guidelines Links](#)

[9/11 Day Recruitment Videos - Why I Participate/Hear my Story](#)

[How to Get Involved and Inspire Kindness in Your Workplace, Outside of Meal Pack Events](#)