

FOR COMPANY CHAMPIONS

THE 25TH ANNIVERSARY OF SEPTEMBER 11

9/11 Day *Meal Pack.*

A practical guide for company champions leading volunteer recruitment, communications, and event-day coordination.

50+

CITIES

U.S. metros hosting events

20M

MEALS

to be packed in a single day

25th

ANNIVERSARY

of September 11

ISSUED

April 2026

EDITION

Corporate Toolkit · v.1

9/11 DAY

A 501(c)(3) nonprofit · 911day.org

Service is the most honest way to honor what was lost.

DAVID PAINE / PRESIDENT & CO-FOUNDER

Twenty-five years ago, two towers fell. The country that rose from that morning was kinder than the one that walked into it. This guide is a small thing in a big effort: helping your company show up on September 11, 2026, and lead a volunteer experience that does justice to the day.

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What this *guide covers.*

Recruitment, timeline, ticketing, event-day preparation, and communications. Built to help company champions move from sponsorship confirmation to a full volunteer shift with minimal back-and-forth.

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SECTION / 01

Welcome.

Your role is simple: confirm shifts, recruit volunteers, keep a clean list, and make sure participants arrive informed and ready.

How to use this toolkit

This guide is intentionally operational. It is built to help a company champion move from sponsorship confirmation to a full volunteer shift with minimal back-and-forth. Read the sections in order; refer back to the checklist and timeline as you go.

Recommended roles

Primary contact

Owens communication with 9/11 Day, confirms shifts, and manages final attendee count.

Volunteer captain

Supports internal recruitment, manages waitlists, and answers common employee questions.

Communications partner

Helps post on the intranet, Slack or Teams, employee newsletters, and other channels.

WORKFLOW AT A GLANCE

*Confirm shifts. Recruit volunteers. Reconfirm and distribute tickets.
Capture stories on event day.*

SECTION / 02

Critical dates.

Use this as the default planning cadence unless your team is working from a custom timeline. Open sign-ups four to six weeks before the event. Send a midpoint reminder. Reconfirm around September 1.

WHEN	MILESTONE	RECOMMENDED ACTION
<i>Now</i>	Shift confirmation	Confirm city, location, shift time, and number of spots with your 9/11 Day contact.
<i>June 24 July 29 Aug 26</i>	Team webinar	Invite your internal champion(s) to attend. Links shared in advance with Corporate Partners.
<i>By Aug 1, 2026</i>	Logo deadline	Submit a high-resolution logo if your sponsorship includes recognition.
<i>Through August</i>	Recruitment window	Promote the opportunity internally, collect interest, and maintain a waitlist.
<i>By Sep 1, 2026</i>	Payment deadline	Complete invoice payment and finalize attendee data if using alternate ticketing.
<i>By Sep 1, 2026</i>	Reconfirmation	Ask all registered volunteers to reconfirm so you can refill any open spots.
<i>Sep 8–9, 2026</i>	Ticket distribution	Send final tickets and logistics only to confirmed attendees.
<i>Sep 11, 2026</i>	Event day	Arrive early, bring tickets, be ready for check-in, tribute, and meal packing.

SECTION / 03

Launch *checklist.*

A one-page handoff for the team member coordinating internal participation.

Before *Launch*

- Confirm city, location, shift time, and seat count
- Identify internal owner and backup contact
- Decide where recruitment will live (email, intranet, Slack, Teams)
- Set sign-up cap and waitlist process
- Choose bulk or alternate ticketing process

Before *Event Day*

- Schedule at least two internal reminders
- Prepare a short executive endorsement or manager note
- Track participant names, emails, and shift assignments
- Send reconfirmation on or around September 1
- Distribute final tickets and logistics September 8–9

SECTION / 04

Recruiting *volunteers.*

Frame this as a limited, meaningful, high-energy opportunity to honor 9/11 through service.

What tends to work best

- **Lead with purpose** — service, remembrance, teamwork, and local hunger relief.
- **Make the ask simple** — where, when, how long, and how to sign up.
- **Use multiple channels** — email, intranet, Slack or Teams, manager cascades, ERGs.
- **Add social proof** — returning volunteers, stories, or a leadership endorsement.
- **Treat it like a campaign** — one launch plus two reminders is a baseline.

Helpful engagement ideas

- Ask a returning volunteer or someone with a personal connection to 9/11 to share why the day matters.
- Create a friendly team challenge between offices, departments, or ERGs.
- Invite 9/11 Day staff to join a short internal info session if helpful.
- Use flyers, short videos, or highlight reels in internal communications.
- Create a private channel for participants so swaps and reminders are easy to manage.

SECTION / 05

Registration, *ticketing.*

The cleanest process is simple: collect interest, confirm the list, then distribute tickets.

Recommended process

- Keep one internal tracker with name, email, city, shift, status, and ticket number.
- Set expectations early that spots are limited and a waitlist may be used.
- Reconfirm attendance before final ticket distribution.
- Distribute tickets close to the event so the final list is accurate.
- If someone cancels, move a waitlisted employee into the open spot.

Bulk vs. *alternate ticketing*.

BULK WORKS BEST WHEN...

- One team lead is coordinating a defined number of spots
- Your team can manage its own waitlist internally
- You want the most flexible option for final attendee swaps

USE ALTERNATE WHEN...

- Your company requires named registration through a platform like Benevity
- Your team is spread across many sites and needs employee-level fulfillment
- You are collecting final attendee data centrally before tickets are issued

Part Two

On the day, and after.

EVENT DAY / COMMUNICATIONS / STORYTELLING

SECTION / 06

On the day.

Each venue has its own location-specific details, but the guidance below is suitable as a standard event-day summary.

LOCALIZE BEFORE SENDING

Add venue-specific details for your city: parking, public transit, bag policy, security, and the exact check-in location.

TOPIC	GUIDANCE
<i>Arrival</i>	Arrive about 30 minutes before your shift for check-in, security, and the opening tribute.
<i>Check-in</i>	Bring your ticket — printed or on a phone — and have it ready to scan.
<i>What to wear</i>	Comfortable casual clothing. Company shirts encouraged. Closed-toe shoes recommended.
<i>Food safety</i>	Hair nets are provided. Hats and jewelry should not be worn while packing meals, except medical alert jewelry.
<i>During the shift</i>	After a short tribute and orientation, volunteers pack, seal, and box meals in teams.
<i>Accessibility</i>	Chairs and accommodations are available when needed. Provide a contact for accommodation requests.
<i>Families & ages</i>	Family-friendly events. A recommended minimum age of 10 unless a location-specific rule differs.

SECTION / 07

Sample *communications.*

EMAIL ONE / RECRUITMENT

Subject: Join [COMPANY NAME] for the 9/11 Day Meal Pack

As we approach the 25th anniversary of 9/11, [COMPANY NAME] is proud to take part in the 9/11 Day Meal Pack — a hands-on service opportunity that honors the spirit of unity and compassion that emerged in the aftermath of September 11.

We have reserved volunteer spots for our team at [LOCATION] on [DATE / SHIFT TIME]. During this two-hour experience, volunteers will help pack nutritious shelf-stable meals for local families facing food insecurity.

Spots are limited and will be filled on a first come, first served basis. To sign up, [INSERT SIGN-UP INSTRUCTIONS].

We hope you will join us for this meaningful day of service.

EMAIL TWO / RECONFIRMATION

Subject: Please reconfirm your 9/11 Day volunteer shift

Thank you for signing up to volunteer with [COMPANY NAME] at the 9/11 Day Meal Pack. Please take a moment to confirm that you are still able to attend your shift at [LOCATION] on [DATE / TIME].

If your plans have changed, let us know by [DATE] so we can offer the spot to someone on our waitlist. Final tickets and logistics will be shared with confirmed participants closer to the event.

SECTION / 08

Social & storytelling.

Extend the impact of the day beyond attendance by sharing why people participated.

Recommended asks

- Invite employees to share a short quote, photo, or reflection on why service on 9/11 matters to them.
- Encourage participants to post after their shift using approved company and 9/11 Day channels.
- Collect a few strong internal quotes to build a reusable library for future recruitment and sponsor stewardship.

Sample *social copy*.

POST ONE

Today our team joined the 9/11 Day Meal Pack to honor the spirit of service that emerged after September 11. Together, we helped pack meals that will support families in our local community.

POST TWO

Proud to volunteer with [COMPANY NAME] at the 9/11 Day Meal Pack. A meaningful reminder that service is one of the most powerful ways to remember and honor this day.

SHORT POST

Join [COMPANY NAME] in honoring 9/11 through service. We are volunteering at this year's 9/11 Day Meal Pack, helping pack meals for local families facing food insecurity. [INSERT SIGN-UP INSTRUCTIONS].

SECTION / 09

Resources.

For ongoing, updated resources related to our 2026 Meal Packs, visit:

<https://911day.org/resources/toolkits/>

Thank you for
helping make this
a day of service.