



# Doing GOOD Together

Your guide to creating positive social change  
in your community and around the world.



# Ignite your passion for making a difference

Creating Good couldn't be easier! This summer, we're inviting you to join us and make a positive impact—for yourself, for your friends and family, and for your community.

We created this guide to help you get started. You'll find some ideas on how you can support your community, as well as an easy-to-follow guide for bringing people together to create change!

Don't forget to share your actions! Use [#wwgood](#) and for every mention, we'll donate \$1 to a local food bank that helps families.



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*I've not been afraid to take risks, be resolute and passionate about purpose, and inspire people to do things that maybe they thought weren't possible.*

—Mindy Grossman  
Weight Watchers CEO

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# Identify your cause and set your goals

Follow these four easy steps to organize your own group to do GOOD together!

## Step 1:

### Find your passion and purpose.

It all starts with exploring the issues that are most critical to you and learning more about root causes and how to tackle them. Then set a specific, measurable goal that you can work toward.



## Step 2:

### Create an action plan.

Identify the steps you need to take to achieve your goals.



## Step 3:

### Take action.

It's time to get out there and make it happen!  
Even small actions can make a difference.



## Step 4:

### Celebrate and share your impact!

Make sure to look back at your goals to evaluate and celebrate the impact you've made individually or as a group. And share with [#wwgood](https://www.instagram.com/wwgood).



# Looking for Ideas and Resources?

Need some ideas? Here are four action campaigns that you may want to participate in with your group.

## Support your community kitchen.

Local shelters and community kitchens provide hot meals to the homeless, and sometimes accept food donations. Work with your local shelter and restaurants to organize the collection and delivery of leftover food.



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## Host a food drive.

Consider having a food drive this summer. Ask participants to donate food and a few dollars so agencies can purchase healthy foods and feed their community.



You can also get together with your family, circle of friends, WW meeting members or work team to hold a canned food drive to help others who are less fortunate gain access to nutritious meals.



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## Community gardening.

Plant a community garden so that everyone can have affordable produce this summer.



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## Create awareness.

Consider asking the local library or community center to host an event to raise awareness about hunger in nearby areas.



Join a global movement this summer to make a positive impact on our families and communities.

Creating good couldn't be easier—even one small change can make a difference.

We want to hear about the changes you're making.

*Using [#wwgood](#), share the modifications you've made to boost your health or the health of your community, and we'll donate \$1 to local food banks for each post.*

