

Case Study: Spread Goodness Day

Who: Spread Goodness Day. Created in 2017 by Anna Dravland as a global goodness day initiative after experiencing the positive effects of engagement with her community. The day is meant to inspire organizations, schools and individuals to show that one act of goodness multiplied by many, has the power to change the world every single day. It was declared an official annual holiday in the State of Michigan by Governor Gretchen Whitmer and in the City of Marquette by Mayor Jenna Smith in 2021.

Need: Before and during the COVID-19 pandemic, Spread Goodness Day strives to spread goodness everywhere with the ultimate goal of overwhelming social and news medias with stories of goodness on the second Friday of March each year.

Solution: Eco Promotional Products worked with Spread Goodness Day to provide recycled and reusable sunglasses for Spread Goodness Day to raise funds and to encourage more people to spread goodness.

