



2021 Good Neighbor Day Toolkit



September 28 is Good Neighbor Day!

Harness the power of relationships. Get to know and celebrate your neighbors with Good Neighbor spirit throughout September. Realize the power of neighborly connections — they make our communities stronger and better.

Now more than ever, it is important to come together and help our neighbors. We can all be good neighbors for a better world. Unite to demonstrate the power of collective good and inspire others. Visit our 100 for Good website and record your acts of being a good neighbor.

Use the hashtag #GoodNeighborDay to see the collective good.

100 for Good™

Giving back, doing good and being there when it counts are part of the State Farm culture. That's why we started 100 for Good™. Join us and spread Good Neighbor spirit! Log your Acts of Good and see the collective community impact.

To register:

1. Access the [100 for Good platform](#) or download the free app via your Android or Apple device.
2. Click 'Register' and complete the sign-up process.
3. Start logging your Acts of Good!



September 28 is Good Neighbor Day! Don't forget to wear red!



7 Ways You Can Celebrate Good Neighbor Day.*

1. **Pick up trash or plant flowers** in your neighborhood park or green space.
2. **Introduce yourself to a new neighbor.** Maybe share a list of local recommendations or a treat from a local shop/business.
3. Volunteer or **make a donation to your neighborhood school.**
4. Join neighbors in adopting a local non-profit or school and **participate in a neighborhood-wide support activity.**
5. Have a conversation with the goal of **discovering a passion you share with a neighbor.**
6. **Bond over a good book. Establish a “little free library” on your street.** Or, have a neighborhood book swap or book donation drive for your local library.
7. Clean out your closets and **donate goods to your local homeless or domestic violence shelter.**

Check out [Simple Insights](#) for more ideas. And don't forget to log your acts at 100 for Good!

** Be mindful of local COVID-19 protocols.*



Read All About It

Go to our [Good Neighbor Newsroom Hub](#) to read about and gain inspiration from some outstanding good neighbors. You'll also see what we're doing throughout the month of September to celebrate and demonstrate good neighbor spirit.

As we head into our 100th year, this site will be updated regularly with stories and information related to our milestone celebration.