Residents of the Global North increasingly encounter messages that their everyday choices and actions can ‘make a difference’ to complex problems of global poverty and are the key to ‘saving lives’ around the world. For example, consumers are encouraged to buy Ethos Water at Starbucks because each purchase triggers a corporate donation towards well-building projects in Africa. Similarly, Internet users are asked to ‘like’ and ‘share’ online stories and images produced by the NGO CARE in order to raise awareness and funds in support of women in Malawi and India. In this talk, I present a series of case studies such as these to illustrate a concept I have come to call: ‘Everyday Development Responsibilities.’ I critically examine this concept in terms of marketization trends within the International Development sector, notions of caring-at-a-distance in online spaces, and individual responsibility to ‘act’ globally.