



**WE INVITE YOUR ORG TO JOIN
PLANNED ACTS OF KINDNESS'
SHOPPER REWARDS EVENT
JUNE 8-9
ROOSEVELT FIELD, GARDEN CITY, NY
SPONSORED BY SIMON PROPERTY GROUP**

INCREASE YOUR GOODWILL & SALES!

- Corporate Social Responsibility Partner Card & Kindness Gift Program:**
- Corporate Social Responsibility Exposure Generating **Goodwill** for Organization & Brand
 - Increased **Sales** through Greater Exposure & Goodwill
 - Continued Exposure, Goodwill & Sales through PAK's MAY CSRP Kindness Gift Program
 - On-Going Exposure, Goodwill & Sales through PAK's 5,000 Promotional Card Campaign
 - On-Going Exposure, Goodwill & Sales through PAK's Shopper Viral Video Campaign
 - On-Going Exposure, Goodwill & Sales through PAK's Shopper Selfie Testimonials
 - Optional On-Going Exposure, Goodwill & Sales through PAK's July's National Kindness Month

Your Info goes here!

Your Company Logo

&



MAKING THE WORLD A BETTER PLACE, ONE PAK AT A TIME!



YOUR COMPANY NAME IS A PROUD SPONSOR OF
PLANNEDACTSOFKINDNESS.ORG &
NATIONAL KINDNESS MONTH (JULY)



"I hereby make a PAK to treat others with respect and kindness and to go through life, from this day forward, acting towards others as I would wish to be treated myself."

Optional 2nd Sides

Caring for Others Is Caring for Our Planet!

PLANNEDACTSOFKINDNESS.ORG
Making the World a Better Place, One PAK at a Time.

WAM!
WORDS & ACTIONS MATTER

LEADERS WANTED! PLANNEDACTSOFKINDNESS.ORG

PAK PLANNED ACTS OF KINDNESS.ORG
MAKING THE WORLD A BETTER PLACE TO LIVE, ONE PAK AT A TIME!

FMI Visit: PlannedActs.Org/PAKpromo • Lyle Benjamin • 917 683-2625 • Support@PlannedActs.Org



OUR NPO & YOUR ORG

CORPORATE SOCIAL RESPONSIBILITY ON STEROIDS!

✓ BRANDING
 ✓ PUBLICITY

✓ MARKETING
 ✓ PHILANTHROPY

✓ MEDIA
 ✓ REVENUE

PLANNED ACTS OF KINDNESS' CSR PROGRAM



CORPORATE SOCIAL RESPONSIBILITY (CSR) ORGANIZATIONAL PARTNERS PLANNED ACTS OF KINDNESS OUTREACH & ACTION CAMPAIGNS ROOSEVELT FIELD "SHOPPER'S REWARDS" JUNE 8-9, JULY SHOPPER ENGAGEMENT

Corporate Partner Benefits:

- Corporate Social Responsibility Exposure Generating Goodwill for Organization & Brand
- Increased Sales through Greater Exposure and Goodwill
- Continued Exposure, Goodwill and Sales through PAK's May CSRP Kindness Gift Program
- On-Going Exposure, Goodwill and Sales through PAK's 5,000 Promotional Card Campaign
- On-Going Exposure, Goodwill and Sales through PAK's Viral Video Campaign
- On-Going Exposure, Goodwill and Sales through PAK's Shoppers Selfie Testimonial Campaign
- Enhanced Retainment & Recruitment of Staff through PAK's Social Responsibility Programs

Planned Acts of Kindness:

For Organizations:

- Promotes Corporate Social Responsibility Partners to Mall Shoppers from June 8-9
- Provides CSR Partners with Logo Exposure in Acrylic Countertop Stands
- Provides 5,000 Full-Color Front & Back CSR Promotional Partner Cards (Choice of Back Design)
- Provides CSR Partners with Countertop Cards Displays
- Provides Content for CSR Social Media Viral Video PAK Outreach Campaign for Owner or Rep
- Add Logo to Event Partner Page with Link to Company Website

For Shoppers:

- Staffs Community Outreach Tables in Roosevelt Mall June 8-9
- Displays the List of CSR Partners, Logos & their Mall Locations
- Distributes Promotional Partner Cards to Shoppers Featuring CSR Partners & PAK
- Invites Shoppers to Visit Every CSR Partners Website
- Promotes Gift Give-Aways through Direct Contact, Website & Social Media
- Creates Social Media Viral Videos featuring Shoppers

The "Go For The Green" Treasure Hunt:

- We Register Shoppers at PlannedActsofKindness.Org
- Shoppers Take CSRP Promotional Cards & Take Photos
- Upload Separate Pictures Showing Each Card to Our Site

Shopper Rewards:

- 31 Days of Giveaways During the Entire Month of July
- Planned Acts of Kindness provides Gifts to random Shoppers during the Month of July
- Shoppers have Opportunity to Participate in PAK & 16 Things Outreach Programs
- Every Sponsor Provides 3 Gift Certificates in the amounts of \$25, \$50 & \$100
Or Sponsor Provides a minimum of 3 Gift Certificates for Free Product or Free Services

**YOU ARE HEREBY INVITED TO BECOME A LEADER IN THE
REVOLUTION THAT WILL CHANGE THE WORLD FOREVER**

PLANNED ACTS OF KINDNESS

MAKING THE WORLD A BETTER PLACE TO LIVE, ONE PAK AT A TIME



**I hereby make a PAK to treat others
with respect and kindness, and to go through life,
from this day forward, acting towards others
as I would wish to be treated myself.**



KARMA COALITION CLUBS: COMMUNITY-BASED EMBASSIES SPREADING KINDNESS

Click To:

**SUPPORT THE KARMA
CONSTITUTION**

**JULY IS NATIONAL
KINDNESS MONTH**

Planned Acts of Kindness is a global outreach program where people wake up and on their cell phone, computer or device there is a new daily planned act of kindness that they can do with their family, friends, coworkers and in their community. The goal is to have tens of millions of people around the country, hundreds of millions of people around the world, waking up and doing the same thing on the same day, and unleashing that much powerful, positive energy in the world.



**PLANNED
ACTS OF 
KINDNESS.ORG**



PLANNED ACTS OF KINDNESS

OUR MISSION IS HELPING ENSURE QUALITY OF LIFE FOR PEOPLE & THE PLANET

Problem #1: The increasing lack of civility in our country and the world has led to a deeply polarized population in many areas: Political, economic, health, gender, race, nationality, etc. The mentality of “If you don’t think like me you must automatically be against me.” The end result is that people are upset, angry, disillusioned and fearful of their future.

Mission #1: Each day Karma Club members all over the world wake up and on their cell phones, computers and devices, there is a new daily Planned Act of Kindness that they can do with their family, friends, co-workers and in their community.

The goal is to have tens of millions of people in the United States, and hundreds of millions around the world, doing the same thing on the same day and unleashing that much powerful, positive energy into world: And, all the while, building more connections and positive, healthy relationships.

Study after study now show that people who lead happier, healthier and longer lives are the ones that have strong relationships and a strong connection with a community. Planned Acts of Kindness enables people around the world to achieve these goals.

Problem #2: The problems of the world — climate change, pollution, overpopulation, pandemics, terrorism, and war — are not going to be solved by governments, corporations or religions.

The tipping points are not going to be 20 to 30 years in the future, they are now. If we don’t get these problems under control the world will be a very different place for billions of people, and not in a positive way.

Mission #2: Whenever governments or corporations are not operating in the best interest of people and the planet, we have hundreds of millions of people in the Karma Club that can come to bear on a massive sustainable scale big enough to transform the behavior for the health and well-being of people and the planet.

The Time To Get Involved Is Now!

JOIN OUR PARTNER PROGRAM & EXCEED YOUR OBJECTIVES THROUGH OUR SOCIAL RESPONSIBILITY OUTREACH PROGRAMS.



JOIN JACK CANFIELD (BEST-SELLING AUTHOR OF CHICKEN SOUP FOR THE SOUL, THE SUCCESS PRINCIPLES) & BECOME PART OF THE SOLUTION & SUPPORT:

NATIONAL KINDNESS MONTH

**Providing Outreach, Activities & Events in July
On Important Life Skills for the Betterment of People & the Planet**

WEEK 1:	WEEK 2:	WEEK 3:	WEEK 4:
			
CIVILITY & ETHICS	SOCIAL RESPONSIBILITY	COMMUNITY OUTREACH	GLOBAL CITIZENSHIP

LEADERS WANTED! BE THE HERO TO YOUR FAMILY, FRIENDS Co-WORKERS, COMMUNITY

JOIN ON-LINE • SHARE • GET REWARDED



PLANNED ACTS OF KINDNESS.ORG

MAKING THE WORLD A BETTER PLACE TO LIVE ... ONE PAK AT A TIME!

START A PAK SOCIAL RESPONSIBILITY CLUB WITH YOUR TEAM, MAJOR, CLUB OR SORORITY/FRATERNITY! BE A PART OF THE SOLUTION! #ITSMYPLANET

**PLANNED ACTS IS A 501(c)3 NON-PROFIT ORGANIZATION
LYLE BENJAMIN, FOUNDER & EXEC DIR • 212.213.0257**

THE CAMPAIGN FOR KINDNESS
100 PSA'S IN 100 DAYS!

I WANT YOU!

TO HELP KICKOFF THE LAUNCH OF

Planned Acts of Kindness
& National Kindness Month



Together, We Can
Do It!



SUPPORT THE CAUSE & SHOWCASE YOUR TALENT

Your PSA helps us increase awareness, interest & membership in PAK programs & makes a positive impact people around the world!

Your PSA ~ Your Way!
Video, Digital, Print.
Individual or Group: Arty, musically, dance, comedic, scripted, extemporaneous.

To Learn More about the Campaign, Contest & Rewards (including H.S., College Internship Credit)
PlannedActs.Org



FUNDRAISING PRODUCT GUIDE



KINDNESS WRISTBANDS



Share Your Story of How a PAK Changed Lives ...

Kindness Shared Stories #KiSS

PLANNEDACTSOFKINDNESS.ORG

Making the World a Better Place to Live, One PAK at a Time.

KINDNESS CARDS



KINDNESS CUPS



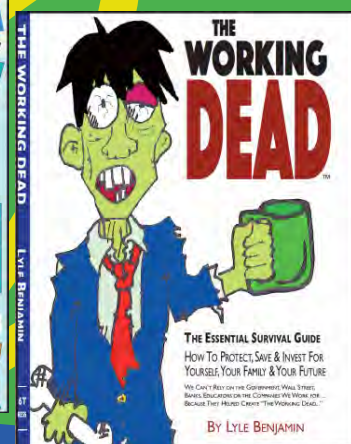
KINDNESS PINS



KINDNESS COINS



TEE SHIRTS



BOOKS

CORPORATE SPONSOR INFORMATION

Background & Contacts:

Company: _____ Contact: _____
Address: _____ # _____ Title: _____
City/ST/Zip: _____ Phone: _____ Ext _____
Web Site: _____ Cell: _____
E-Mail Address: _____ Fax: _____
Industry: _____ # Existing Businesses (U.S./Canada): _____ # Employees: _____ # Contractors: _____
Description of Service/Product: _____

Additional Contacts:

Name	Title	Phone	Ext.	E-mail
	Director of Human Resources			
	Director of Business Development			
	Director of Marketing			
	Public Relations			

WE ARE INTERESTED IN THE FOLLOWING CORPORATE SOCIAL RESPONSIBILITY PROGRAMS:

- Corporate Social Responsibility Partner Store Program**
Includes Earth Week "Go for the Green" MAY Gift Campaign
Option: (1) \$1,500
(2) \$5,000 Includes "Go for the Green" Campaign; National Kindness Month in July; 15,000 Promotional Cards & additional Event
- Selection of PAK Promo Items to use as Client/Staff Rewards or Promotional Give-Aways**
 Quan _____ Item _____ Quan _____ Item _____ Quan _____ Item _____
- Planned Acts Of Kindness / National Kindness Month Donation:**
 Product(s): _____ Quan: _____ Value: \$ _____
 Services: _____ Value: \$ _____
 \$ _____ One-Time Monthly Quarterly Annual
- Annual Sponsorship** Includes Roosevelt Field "Go for the Green"; National & World Kindness Month Programs (through Jan. 2020)
 \$10,000 \$25,000 \$50,000 \$100,000
- Custom Branded Book & Annual Sponsorship Program:**
 \$250,000 \$500,000 \$750,000 \$1,000,000 (up to 100,000 books)
- Employee Recognition Program** — "Be The Hero" Leadership Recognition
- Custom Benefit Program** — No-Fee Company Program provides Education & Planning for Employees, Contractors, Spouses & Children
- Revenue Generation Programs** — Working in conjunction with our NPO, Customized to Meet and Exceed your Objectives.

**PLEASE EMAIL COMPLETED FORMS TO:
SUPPORT@PLANNEDACTS.ORG**

PLANNEDACTSOFKINDNESS.ORG

Lyle Benjamin, Exec. Director. 917 683-2625



Call: 212 213-0257
Email: Support@PlannedActs.Org

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