

WE ARE MAKING A DIFFERENCE! 2020: THE YEAR OF WORLD KINDNESS

COMPANY NAME/LOGO
IS PROUD TO
ANNOUNCE ITS 2020
"SUSTAINABLE,
OBTAINABLE
LIVING" CAMPAIGN!



Oportun is teaming up with Planned Acts of Kindness to institute our
"SUSTAINABLE, OBTAINABLE LIVING" CAMPAIGN!

WE WILL IMPACT 16 SUSTAINABLE LIVING OBJECTIVES
INCLUDING FOOD, WATER, ENERGY, RECYCLING, TRANSPORTATION
AT HOME, AT WORK & IN THE WORLD

BE THE HERO!
HOW MUCH WILL
YOU DO IN 2020?



RECOGNITION
& REWARDS
MONTHLY

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





"SUSTAINABLE, OBTAINABLE LIVING" CAMPAIGN

OBJECTIVE: On a daily basis understand and proactively do the things you can do on an individual basis to positively impact the world on important issues including climate change, pollution, resource scarcity, and global social responsibility.

THE WHY: We have "One Planet" that is the home to "One People" regardless of the person's nationality, ethnicity, race, religion, gender, age, health, education or income. And we need to work together on common causes with a common interest — Quality of Life for All — or 10-15 years from now, the world will be a different place for billions of people, and not in a good way.

THE HOW: Members of your group (team, department, region, company) have access to custom area on Planned Acts of Kindness' mobile-friendly website. On the site or the app, they can go through a step by step process to sign-in, learn about and record their daily achievements.

LEADERSHIP: Members earn points during the month based on the actions they take in 16 different Sustainability areas. One positive action equals one point. A leaderboard tracks the total number of points for the top point-earners during the month. At the beginning of each month the top "X" winners are announced in each category, as well as the overall cumulative top "X" point earners.

RECOGNITION, ENGAGEMENT & INSPIRATION: The top point earners are interviewed about what they did, how they felt, what it means to them with the videos being posted on Youtube, the company's website and on Planned Acts of Kindness websites.

Viewers are encouraged to engage the winners regarding their experiences.

THE REWARDS: Top point earners in each category receive Certificates of Recognition for their achievements. Cumulative top earners may receive additional prizes. The campaign may run for 3 months, 6 months, or annually. The organization may elect to have a Gala Planned Acts of Kindness "One Planet – One People" Sustainability Recognition & Rewards Event where top point earners are recognized on stage, and speeches and rewards are presented. The entire event is promoted on the organization's intranet and well as to the general public.

ADDITIONAL BENEFITS: This program is a tremendous way to get people engaged, recognized and rewarded for making a real difference in their lives, and the lives of others in their local, national and global community. On an organizational level the benefits extend to CSR, retention, recruitment, customer goodwill and increased earnings garnered through social entrepreneurship.

Members have the opportunity to participate in PAK's Karma Club, where they can earn additional rewards through their monthly achievements.

16 SUSTAINABLE, OBTAINABLE GOALS:

- | | |
|----------------------|--------------------|
| 1. Personal | 9. Outdoors |
| 2. Food | 10. Out & About |
| 3. Water | 11. Shopping |
| 4. Energy | 12. Banking |
| 5. Cleaning | 13. Investing |
| 6. Clothing | 14. Transportation |
| 7. Reuse and Recycle | 15. Travel |
| 8. Home Improvements | 16. Work |

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To Show Our Continued Commitment to Making the World a Better Place

**(COMPANY NAME) HEREBY PLEDGES TO PERFORM
100,000 PLANNED ACTS OF KINDNESS IN 2020
& DONATE \$1 PER PLANNED ACT IN SUPPORT OF
2020: THE YEAR OF WORLD KINDNESS**



**PROPOSED
STICKER**

PLANNED ACTS OF KINDNESS

**“ONE PLANET-ONE PEOPLE” GLOBAL INITIATIVES:
2020: THE YEAR OF WORLD KINDNESS
BOOKS, SUMMITS, CLUBS, COURSES, CSR PROGRAMS
BUILT ON THE PRINCIPLES OF CIVILITY, ETHICS,
DIVERSITY, INCLUSION & SUSTAINABILITY ...
QUALITY OF LIFE FOR ALL**

**PROGRAMS ARE AVAIL. FOR CLUBS, TEAMS, SCHOOLS, ORGS, AGENCIES & BUSINESSES
CONTACT FOUNDER LYLE BENJAMIN AT 917 683-2625 TO SEE HOW
PLANNED ACTS' SR PROGRAMS CAN HELP YOU EXCEED YOUR OBJECTIVES**



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SPONSOR BENEFITS



LYLE BENJAMIN, FOUNDER

“If you want to connect your brand to Millennials with purchasing power, let’s talk.”
917 683-2625

CO-BRANDING, ADVERTISING, MARKETING & PUBLIC RELATIONS IN BOOKS, COURSES, SUMMITS, WORKSHOPS, GAMES & PRODUCTS FOR ENHANCED OUTREACH, ENGAGEMENT, INSPIRATION & ACTION

SPONSOR BENEFITS:

Visibility
 Exposure
 Connections
 Surveys
 Impressions
 Engagement Contests
 Spokesperson’s Benefits
 Dedicated Campaigns
 Book & Workshop Scholarships
 In Company Name

PRINT:

16 Things Book Sponsorship
 • Free Company Branded Books
 • CEO recognition on cover
 • Foreword by CEO
 • 8 4C pages
 • Chapter on company SR Mission
 • Sponsor Promotional Cards

SUMMITS/EVENTS:

2020: The Year of World Kindness
 Exclusive Level Initiatives
 Exclusive People of Influence
 Networking Events
 Speaking Opportunities at Major
 Outreach Events
 Sponsor Tables
 Event Program Advertising
 VIP Tickets

DIGITAL RECOGNITION:

App Sponsor Placement
 Multiple Website Sponsor
 Outreach
 Logo Placement
 Sponsor Seal
 Email Blasts
 Posters
 Flyers
 Press Releases

FOUNDER LEVEL ACCESS:

Board of Advisors Position
 Exclusive Project-Level
 Development with Founder
 Mastermind Sessions with
 Founder & Follow-Up
 Speaking Engagements by
 Founder
 Dinner with Founder

CRS PROGRAMS:

Employee Volunteer
 Program with Tracking
 “Be The Hero” Leadership,
 Recognition Rewards Program
 Custom Benefits Program:
 No cost to company. Penalty
 Free, Tax-Free Income, LTC
 CC Health Protections, more

ADD’L OPPORTUNITIES:

COURSES:
 Recognition in Course
 Engagement & Materials
 2020 Year of World Kindness
 Courses in Civility, Ethics,
 Social Responsibility, Volun-
 teerism & Global Citizenship
 6 Tipping Point Courses
 4 Sustainability Courses
 8 Foundation Life & Work
 Skills Courses
 Financial Literacy & Planning
 “Money Matters Mastery”
 Course
GAMES:
 “One Planet – One People”
 Computer, Tablet, Phone &
 Board Games
 • Promotional Materials
 • Web Site & App
 • Cover Exposure
 • Easter Egg Cards in Game
 • Promotional Cards
 • Promo Game Stickers
 • Advertising in Action Book
 • Free Promotional Games:
 Staff, Clients & Prospects

USER ENGAGEMENT:

INDIVIDUALS (GRASS ROOTS):

- STUDENTS
- EMPLOYEES
- OWNERS
- RETIREES
- UNEMPLOYED

ORGANIZATIONS
 (TOP DOWN):

- SCHOOLS
- CHURCHES/TEMPLES
- NPOs/NGOs
- GOV’T AGENCIES
- BUSINESSES

5 BY 5

SUPPORTERS:



DEMOGRAPHICS:

MILLENNIALS (& GEN ZERS) INCREASINGLY EXPECT COMPANIES TO SUPPORT SOCIAL RESPONSIBILITY & SUSTAINABILITY CAUSES



*MEDIA ENGAGEMENT:



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*Planned Acts & 16 Things have been featured in numerous TV, Radio, Print & On-Line Media reaching audiences in the tens of Millions. Media Coverage is in conjunction with PressCable, PRnewswire, The Radio & TV Interview Report and the National Publicity Summit.

EXECUTIVE SUMMARY



LYLE BENJAMIN, FOUNDER

QUALITY OF LIFE MISSION: Planned Acts of Kindness is a 501(c)3 non-profit global outreach platform 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.



The key to living happier, healthier lives is not how much money you make or how much “drugs” you take, but rather the quality of your relationships and your sense of community. Planned Acts enhances these two things for people. And to better keep people engaged we gamified it. There are different four achievements that people can do during the month: Daily PAKs, Engagement, Volunteering and Support. And when you do these four activities during the month, you can level up, and then you’re eligible for free gifts that we give away every single day to random people at that level. So, it’s like Karma, “The More You Do, The Greater Your Rewards.”



Now, the problems of the world — climate change, pollution, overpopulation, pandemics, war and terrorism — these problems are not going to be solved by governments or corporations alone. They’re going to be solved by ordinary people around the world working together on common causes with a common focus, and that’s what the Karma Club can also help do.

We can have millions of people in the Karma Club taking individual responsibility on these problems, and they can come together to get governments and corporations to change their behavior. We have one planet and one people on the planet. The tipping points aren’t 20 years or 30 years from now. They are now. And if we don’t start acting like it, then life on this planet will be tremendously different for billions of people, and not in a positive way.



CSR HERO’S WANTED: To outreach, engage and inspire to reach our goals, we need your financial help to produce our books, courses, summits, workshops, games and products. Our Sponsorship and Corporate Social Responsibility programs have various levels of support designed to reach upwards of hundreds of millions at the highest level.



This is a unique opportunity to outreach and engage millions in positive Social Responsibility activities over a sustained period using multiple programs that inspire, recognize and reward people for their actions.

ONE PLANET – ONE PEOPLE: Planned Acts of Kindness was created in November of 2016 to promote a more unified world by instilling in people a greater sense of civility, ethics, social responsibility, volunteerism and global citizenship. In July 2019, after two and half years of program development, Planned Acts conducted a soft launch and outreached to other organizations with its mission. In the short time since its launch, dozens of schools, NPOs, NGOs, government agencies and businesses have expressed their support for Planned Acts’ programs.



Due to these connections, we have numerous organizational requests for our books, courses, summits, and workshops, but lack the necessary funding for additional staff and production. Help us produce the programs we need to make “2020: The Year of World Kindness.”



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EXECUTIVE SUMMARY



QUALITY OF LIFE MISSION: What makes Planned Acts so inspirational for individuals and other organizations is the inspiration of our Quality of Life mission, the breadth and depth of our programs, and the viability of our systems.

SPONSORED ENGAGEMENT, EDUCATION & ACTION PROGRAMS:

GLOBAL CITIZENSHIP: Planned Acts of Kindness Global Social Responsibility Platform

The Karma Club: Gamification of Social Responsibility Actions providing recognition/rewards

ONE PLANET SOCIAL RESPONSIBILITY CLUBS: Engaging Schools & Communities

SUMMITS/EVENTS: 2020: The Year of World Kindness: Live streaming Summits in United

States & other Countries to Outreach, Engage, Inspire & Educate People to Action

BOOK SERIES: "16 Things We All Can Do To Act Right & Help Save The Planet" Special Edition

- 100,000 Co-Branded Books reaching 500,000 readers
- CEO featured on cover/forward
- Chapter on your Mission
- 8 full pages in 4C
- Up to 55,000 free books for promo use

WORKSHOPS: Over 20,000+ attendees for 8-12 week peer to peer workshops

COURSES/CLASSES: Education/Action Courses in Civility/SR to Climate Change to

Sustainability for use in Schools, Churches/Temples, NPOs/NGOs, Gov't Agencies, Businesses

CORPORATE SOCIAL RESPONSIBILITY PROGRAMS (CSR):

- Global volunteering & tracking
- "Be The Hero" Leadership, Recognition & Rewards CSR Program
- (No Fee) Financial Literacy & Planning Custom Benefit Programs for Employees, Contractors, Spouses & Children



JACK CANFIELD

ENDORSEMENTS:

"What you're doing is great. I'm glad you're taking on this project. We definitely need it. We've become so, let's just call, divided in our country and when we are just talking being human beings, about solving problems we all share, it doesn't matter what side of the political spectrum you're on."

— **Jack Canfield**, Best-Selling Author of "Chicken Soup for the Soul" and "The Success Principles"

"This is such a wonderful program, and such an important program. It's absolutely needed, and I encourage everyone to get involved!"

— **Trish Carr**, Business Success Coach and Co-Founder of the Women's Prosperity Network



"I really see how this program can be a game changer. It's tremendously ambitious, but it has what it takes to make it happen."

— **Steve Harrison**, Bradley Communications. Founder of National Publicity Summit, Network & Radio/TV Interview Report (helped successfully launch "Rich Dad, Poor Dad" "Chicken Soup for the Soul" "Men Are From Mars ...")

THE TIME TO GET INVOLVED IS NOW: We invite you to join our extraordinary system of programs that unite communities around the country and around the globe under the umbrella of One Planet - One People. When you join us, your organization will be recognized as one of the leaders in Corporate Social Responsibility; part of the team working on solutions to global issues and a major source of positive action and goodwill working for the betterment of kids, people and the planet.



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