



“THE 20 CRAZY AMBITIOUS SOCIAL RESPONSIBILITY \$200,000 CHALLENGE CONTEST”

TO SUPPORT 2020: YEAR OF WORLD KINDNESS AND THE ONE PLANET ONE PEOPLE MOVEMENT

“TO MAKE THE CHANGE WE DESPERATELY NEED IN THE WORLD WE NEED ORDINARY PEOPLE DOING EXTRAORDINARY THINGS”

CELEBRITY QUEST

Got talent? Create a PAK-related Public Service Announcement (PSA) your way! Artsy, musically, dance, comedic, scripted, extemporaneous. Video, Digital, Print. Individual or Group. Submit, promote and see it catch fire!

CEREAL BOXES

Get any top cereal companies to promote 2020: The Year of World Kindness & the One Planet Social Responsibility Clubs on a million of their cereal boxes

CHURCHES TEMPLES

Have churches, temples and mosques, establish and run PAK’s “One Planet Social Responsibility Clubs” in 10+ cities

COUNTRY VIDEOS

Get 20+ people from a country to complete the 4-PAK Video Suite in their native language: 1) PAK Pledge 2) Kindness Shared Story 3) World Problem & Solution 4) PAK Testimonial

ENERGY STAR

Get any major energy companies to agree to promote PAK around the world through inclusion in television advertising, advertising at the pump, and donations to help support PAK programs.

FRATS & SORORITIES

Have a national fraternities and sororities help establish and manage PAK’s One Planet Social Responsibility Clubs on 20+ major college campuses in 2020

GLOBAL SUMMIT PLANNING

Form a team and help arrange PAKs Summits in international locations including Beijing, Rome, Delhi, New York, Brasilia, Cape Town by securing support, donations, registrations.

GREENER GROCERS

Get any of the top SR Grocers (Trader Joe’s, Whole Foods, Krogers, etc.) to give away one million co-branded “2020: The Year of World Kindness: One Planet-One People” stickers or promotional cards at check-out registers to customers.

GUINNESS RECORDS

Get the NFL or MLB to promote doing the PAK Kindness pledge at every stadium on the same day and set a Guinness Record for most number of people making a pledge in one day ... Or design own PAK related GR, do & submit!

INTERNET CONNECTIONS

Get any major internet companies to Host & Post Daily Planned Acts of Kindness on their websites for 90+ days in 2020

INTERVIEWS

Get the most number of Featured Expert interviews approved for inclusion into “16 Things We All Can Do To Act Right & Help Save The Planet” special edition social responsibility book. Example: Women’s Leadership or NY Yankees

LIBRARIES PLUS

Set up and run PAK programs in as many libraries as you can to sign up people into the Karma Club and One Planet Social Responsibility Community Clubs

MASTER OF DESTINY

Open category: **You choose the activity and submit it when successful.** If it has a high enough impact, it may be accepted as a viable prize achievement

MUSIC MATTERS

Have any major Musician or Band agree to promote PAK at 10+ concerts in 2020 with shout outs, free give-aways, logo placement, co-branded clothing, etc.

PAK CLUBS IN PRISONS

Help establish PAK’s “One Planet Social Responsibility Clubs” any of the largest prison systems in the United States. Engage social media and keep us posted about your mission.

PEOPLE OF INFLUENCE

Use our Six Degrees of Outreach (SDO) Plan to make a chain of “a friend of a friend” statements to connect any two people in a maximum of six steps. Who can you reach to set up a meeting with PAK Founder, Lyle Benjamin?

PIZZA PAK!

Get any of the top 10 pizza companies (Pizza Hut, Domino’s Pizza, Little Caesar’s, Papa John’s Pizza, Papa Murphy’s, Marco’s Pizza) to add PAK flyers on top of their Pizza boxes! Engage social media and keep us posted about your quest.

POPE HOPE

Contact Pope Francis (Jorge Mario Bergoglio) and get his support of PAK’s missions of working for world kindness and against the effects of climate change.

POTUS PROCLAMATION

Have the President take the PAK Kindness Civility Pledge on video and issue a National proclamation declaring 2020 as the Year of World Kindness.

PRESIDENTIAL MOMENTS

Get all living former Presidents to share Planned Acts’ kindness videos: Take the PAK Kindness Pledge, do a Kindness Shared Story, related Problems & Solutions to World Problems, record their PAK Testimonial.

PRO BONO PR

Have any top Public Relations firm agree to take on PAK as a Pro Bono client a for year.

PRODUCT PROMOTIONS

Help secure product donations from different companies of more than 300 units each than can be given to people as recognition and rewards by PAK

RECOMMENDATIONS

Open category: **You make up the activity and submit it for others to achieve.** If what they do has a high enough impact, it may be accepted as a viable prize achievement

SPORTS LEAGUES

Get a major US sports league (NFL, MLB, NBA, NHL, MLS) to Sponsor PAK through team outreach and engagement events and promotions at stadiums and parks.

TEAM CIVIL

Do engagement and personally secure as many people making PAK pledges in 2020 as you can. Remember, all who enter win. And those that do the best, win bigger. :-)

TV Ad Buys

Get any top company to include PAK in their TV advertising for one month+ (Comcast, AT&T, Amazon, P&G, GM, Charter Communications, Alphabet, AmEx, Verizon, Walmart, Chase, Ford, Pfizer, Nestle, Samsung, Apple)

TELEVISION NETWORKS

Get any major TV network — ABC, CBS, NBC, Fox, Fox News, MSNBC, ESPN, USA Network, HGTV, Univision, The CW, TBS, TNT, Telemundo, TLC — to Host & Post Daily PAKs at the bottom of their news reports for 30+ days

YOUTH ACTIVISTS

Contact any 3 top activists to work with Planned Acts of Kindness on producing PSAs on behalf of PAK programs (i.e., Greta Thunberg, Jamie Margolin, Mari Copeny, Xiye Bastida, Isra Hirsi, Kevin J. Patel, Elsa Mengistu, Nadia Nazar, etc.)

BLOG, TWEET, FACEBOOK LIVE, PUBLICIZE ON SOCIAL MEDIA

VOLUNTEERS & HELP WANTED: 212 213-0257

NOTES: GO TO PLANNEDACTS.ORG/CRAZYAMBITIOUS FOR INFORMATION, LINKS & SUBMISSION FORMS. POST YOUR 20 CRAZY AMBITIOUS ACTIVITIES & ACHIEVEMENT CALENDAR IN PLAIN SIGHT. **REWARDS:** EVERYONE WHO ENTERS AND COMPETES EARNS KARMIC REWARDS AND A PAK CERTIFICATE. COMPLETE ONE OR MORE OF PAK’S 2020 ENGAGEMENT & ACTION GOALS IN 1, 2 & 3 PLACE AND YOU’LL BE INVITED TO OUR **AWARD’S SHOW; MAYBE FEATURED IN THE BOOK “20 THINGS WE ALL CAN DO TO ACT RIGHT & HELP SAVE THE PLANET - FEATURING 20 CRAZY AMBITIOUS PEOPLE WHO CHANGED THE WORLD IN 2020”** SPECIAL EDITION; **EARN A SHARE OF MONEY/PRIZES** BASED ON 1ST PLACE FINISH & 20 COMPLETED ACHIEVEMENTS; EARN GIFTS/PRIZES FOR 1, 2 & 3 PLACE FINISHES; OPPORTUNITY TO PARTICIPATE IN PAK SPECIAL EVENTS & DO RADIO, TV AND PRINT INTERVIEWS.

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