

**HELP LAUNCH THE MOST *IMPORTANT REVOLUTION
THE WORLD HAS EVER EXPERIENCED:**

2020: THE YEAR OF WORLD KINDNESS

**HELP US REACH ONE BILLION (1,000,000,000)
PLANNED ACTS OF KINDNESS
AROUND THE WORLD IN 2020!**

**How
MANY
PAKs
WILL
You
DO IN
2020?**



**SIGN-UP
&
SHARE!**

**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**

***THE SURVIVAL OF THE HUMAN RACE**



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



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**

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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 ARE THE BRIDGE BETWEEN LARGELY WHITE OLDER GENERATIONS & MORE RACIALLY DIVERSE YOUNGER GENERATIONS



*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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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

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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