

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

# **2020: THE YEAR OF WORLD KINDNESS**

**CIVILITY • SOCIAL RESPONSIBILITY • VOLUNTEERISM • GLOBAL CITIZENSHIP**

**SUPPORT THE  
“ONEPLANET-ONEPEOPLE” MOVEMENT &  
HELP US REACH ONE BILLION (1,000,000,000)  
PLANNED ACTS OF KINDNESS IN 2020!**

**HOW MANY  
PAKs WILL  
YOU DO?**

**JOIN. ACT.  
SHARE.**



**THE MORE  
YOU DO,  
THE  
GREATER  
YOUR  
REWARDS.**

**PROGRAMS ALSO 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**



**PLANNED ACTS OF KINDNESS.ORG**

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

# THE "ONE PLANET ONE PEOPLE" MOVEMENT

**5**

## GROUPS OF PEOPLE:

- Students
- Employees
- Owners
- Retirees
- Unemployed

**BY**

Working in conjunction with

**5**

## TYPES OF ORGANIZATIONS:

- Schools
- Churches/Temples
- NPOs / NGOs
- Gov't Agencies
- Businesses

**THE KARMA  
CONSTITUTION**

**PLANNED  
ACTS OF  
KINDNESS**

**THE KARMA  
CLUB**

**UNITED STATES  
NPO  
NON-PROFIT ORG**

**UNITED NATIONS  
NGO  
\*NON-GOV'T ORG**

**CLUBS**

**BOOKS**

**COURSES**

**PROGRAMS**

**EVENTS**

**GAMES**

# 2020: THE YEAR OF WORLD KINDNESS

**GRASSROOTS**

**TOP-DOWN**

**KARMA  
CLUB**

**WORLD  
LEADERS**

**CELEBRITY  
INFLUENCERS**

**C-SUITE  
INNOVATORS**

**MEDIA  
ENGAGEMENT**

**CAMPUS &  
GREEK LIFE**

# SPONSOR BENEFITS



LYLE BENJAMIN, FOUNDER

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

**Ask about Legacy Lifelines Book Program**

## 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

### CSR 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  
**5 BY 5**  
 ORGANIZATIONS (TOP DOWN):  
 • SCHOOLS  
 • CHURCHES/TEMPLES  
 • NPOs/NGOs  
 • GOV’T AGENCIES  
 • BUSINESSES

### SUPPORTERS:



### DEMOGRAPHICS:

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

**25%** OF THE TOTAL U.S. POPULATION  
 @ **75 MILLION**

**44% MINORITY DIVERSITY**

**94%** FEEL THE COMPANIES THEY WORK FOR SHOULD HAVE NON-TRADITIONAL BENEFITS

### \*MEDIA ENGAGEMENT:



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

\*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.

# U.N. SUSTAINABLE DEVELOPMENT GOALS FOR 2030



**QUALITY OF LIFE FOR ALL MISSION:** To fulfill its Global mission, Planned Acts of Kindness has outreach, engagement, education and action programs under development in 17 out of 17 of the United Nations Sustainable Development Goals for 2030, and the organization is being nominated for its NGO status in 2020.

#	SUSTAINABLE DEVELOPMENT GOALS	U.N.	PAK	Programs	Books	Courses	SR Clubs	Events	CSR	Games	Partners
1.	No Poverty	✓	✓	✓	✓	✓	✓	✓	✓	—	✓
2.	Zero Hunger	✓	✓	✓	✓	✓	✓	✓	✓	—	✓
3.	Good Health & Well-Being	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
4.	Quality Education	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
5.	Gender Equality	✓	✓	✓	✓	—	✓	—	—	—	✓
6.	Water & Sanitation	✓	✓	✓	✓	—	✓	—	✓	✓	✓
7.	Affordable & Clean Energy	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
8.	Decent Work & Economic Growth	✓	✓	✓	✓	✓	✓	✓	✓	—	✓
9.	Industry, Innovation & Infrastructure	✓	✓	✓	✓	—	✓	—	✓	—	✓
10.	Reduced Inequalities	✓	✓	✓	✓	✓	✓	✓	✓	—	✓
11.	Sustainable Cities & Communities	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
12.	Responsible Consumption & Production	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
13.	Climate Action	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
14.	Life Below Water	✓	✓	✓	✓	✓	✓	—	✓	✓	✓
15.	Life on Land	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
16.	Peace, Justice & Strong Institutions	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
17.	Partnerships for the Goals	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓



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# 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



JACK CANFIELD



**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):**

- Volunteer tracking, recognition, rewards on Engagement, Sustainability, Health/Safety, etc
- "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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