

The Power of One

The Mission Statement

The reward of giving.

The Goal

To inspire the inherent compassionate and charitable nature of the human spirit;

Partnering with expansive-thinking leaders of philanthropy, business and industry;

Engaging the allure and appeal of pop culture's leading celebrities;

Employing conventional and new social media strategies; And harnessing the power of advancing communications technologies...

- *To enrich the lives of individuals in need;*
- *To support acknowledged, creditable causes and philanthropic endeavors;*
- *And to advance the greater good of society.*

And in that process, providing collateral benefit for our strategic partners by creating unparalleled –and *organic*— marketing and promotional opportunities for their services, products and brands. This is the goal of The Power of One.

The Concept

Imagine making charity –the act of giving—exciting and entertaining;

Transforming an exercise in personal enrichment into an act of goodwill;

Creating both short- and long-term philanthropic campaigns with tangible and immediate results.

The Power of One is so-named because it represents the ability –the power—of the individual to effect change for the good. The subtle subtext of The Power of One is that even modest donations –increments of single dollars, multiplied a thousand- or a million-fold—can change lives in countless ways.

In theory, an act of charity is a reward, in and of itself, for the generous individual. But what if the call to action –the charitable request—was incentivized by potential savings and offers on goods and services that far outstripped a nominal donation? The conversion rate of well-intentioned individuals to actual donors would be substantial.

And what if these incentives were sponsored by merchants and businesses eager to align themselves with a high-profile, worthy cause? The list of benefits, ranging from tax incentives, to increased sales and walk-in trade, favorable publicity and goodwill in the public forum would be enormous.

As The Power of One gains traction, we could expect –and we would enlist—celebrities from the arenas of music, TV and film to sign on as rotating spokespersons, endorsing our designated non-profit organizations, or touting pet projects or organizations that they may personally represent. The ancillary publicity generated by these associations and endorsements would be invaluable.

The Business

As The Power of One brand grows and achieves an increasing degree of ubiquity as the pre-eminent agent of philanthropy, *behind* the media screen it will become an equally powerful vehicle to which Corporate America will hitch its marketing and promotional efforts.

Philanthropy

There will be two distinct, yet intrinsically linked divisions of The Power of One. The philanthropic side will be devoted solely to identifying entities worthy of PO1 endowments, then raising those funds and distributing them accordingly. One of the unique hallmarks of PO1's charitable arm is that every cent of every dollar donated by the general public will be passed on to its designated recipient entities. All organizational and operational expenses will be generated by **PO1—Endowments'** sister corporate division, **PO1—Alliance**.

Corporate Sponsorship

As The Power of One realizes that aforementioned ubiquity, it will have assembled a vast, nationwide community of subscribers and patrons that, in essence, will constitute a veritable demographic unique unto itself. Spanning the standard demos of age, race and economic status, the PO1 Community will be united by characteristics of sensibility, intellect and moral attenuation. This ever-growing assemblage –one million, two million strong, and more—will be of vital interest to the Retail, Manufacturing and Lifestyle industries, eager to tap their consumer power by engaging them through an otherwise altruistic mechanism.

PO1—Alliance will form strategic partnerships –temporary, serial and ongoing—with corporate and business entities in variety of configurations. They may serve as de facto underwriters of specific philanthropic campaigns, offering promotional incentives to subscribers and donors to The Power of One. They may partner with us to utilize our powers of outreach to promote and benefit their own corporate charitable interests. And, of course, PO1 would be a willing and grateful beneficiary of any endowments granted by the philanthropic division of any *appropriate* corporate sponsor. The Power of One would eschew any questionable alliances or cooperative campaigns with entities seeking to burnish tainted image or public perception.

We also envision that many of our corporate partners may engage symbiotic, secondary partnerships in PO1-driven campaigns. For example, a Walmart promotional incentive may be exclusive to, and partially underwritten by General Foods and its products. An initiative sponsored by Ford Motor Company might be shared by a leading motor oil concern. PO1, of course, would retain all approval rights to these cross-promotional unions.

In addition to funding the workings of the Endowments Division (salaries, logistics, operations, marketing & promotions, et al), **PO1—Alliance** will also periodically make donations to the **PO1—Endowments** division when revenues exceed the demands of the corporate operating budget. These distributions will be determined and governed by the Board of Directors.

Branding

Brand marketing is as essential in the realm of philanthropy as it is in business. In our promotional efforts to achieve ubiquity in the public realm, we will insist on quid pro quo partnerships with the recipients of our endowments, as well as our corporate sponsors.

Standard agreements will be drafted detailing aspects of co-branding, cross-promotion, shared promotional costs and media outreach. For example: any organization benefitting from a PO1 endowment will be required to feature The Power of One logo and link on their website for a minimum of one year. We would also encourage and assist them in generating media coverage for their agency, including information on their affiliation with The Power of One.

Corporate sponsor-partners would be required to feature PO1 logos and information in their promotional initiatives (print, Web, TV/radio and point-of-purchase). All situations and campaigns, of course, are unique and, therefore, so will be our requirements. All aspects of brand marketing will be malleable and negotiable as needed.

The Process

Imagine a revenue-generating, charitable construct that embodied the participatory nature of *American Idol*, was as results-evident as ABC's *Extreme Home Makeover*, and was as instantaneous and simple to engage as a tweet or a text message.

The utilization of mobile technology and social media to facilitate automatic or immediate participation eliminates the hurdles of procrastination –writing a check, buying a stamp, etc.—that often relegates good intentions to the “missed opportunity” category.

Subscriber-based Membership

While The Power of One will always welcome spontaneous or one-time donations of any denomination, its core strength will be rooted in a base of patron/subscribers who commit to donating one dollar per day, for a pre-determined period of 30, 60, 90, 180 or 365 days.

A minimum goal of one million members will be relentlessly pursued through multiple media platforms, both traditional and web based. Alliances will be formed with a variety of outside entities, including celebrity spokespersons, corporate philanthropic divisions and nonprofit organizations that may, in fact, ultimately be recipients of PO1 endowments. By partnering with them in marketing initiatives to reach potential subscribers, The Power of One will cast a wide net at relatively minimal cost.

For whatever time frame of participation they have designated, each subscriber will have pre-authorized a lump sum equivalent to a dollar per day to be extracted monthly from their bank account via PayPal, as an automatic debit from checking or through a payroll deduction plan.

Membership Rewards

Subscribers making an extended commitment to The Power of One versus the occasional donor will receive “gold circle” benefits from our corporate sponsors. Rewards will be issued in the form of electronic coupons for products and services, retail discounts—online and at brick-and-mortar

outlets, and a range of other benefits with a cumulative value that far outstrips the patron's monthly donation.

But even the sporadic or one-time donor will be rewarded for his or her act of charity with a manufacturer's or corporate sponsor's incentive.

Donor Options

Recognizing that an act of charity can be accompanied by varying degrees of emotional attachment, The Power of One will allow subscribers to customize the way in which their daily donation is allocated.

For the more passive generous soul, their dollar will be given to the charitable organization that PO1 has selected on any given day. For the donor who is personally invested in a particular realm of charity, e.g., children's charities, cancer research, education, etc, they will be able to indicate their intentions as such. And for the patron who wishes to assist one specific agency or organization, they can register that specific request as well.

In the case of the latter scenario, the question may be begged, "Why would the supporter of a singular charity make his or her donations through The Power of One rather than directly to that agency?" The answer, simply, is that the donor is rewarded with the discounts and incentives that PO1 provides that he or she would not otherwise receive. And, of course, every cent of every dollar donated through The Power of One is passed on to their designated charity.

The Weekly Campaigns

When the goal of one million subscribers has been reached or surpassed, The Power of One will effectively be endowing one million dollars-plus every single day to a variety of worthy organizations or one singular non-profit entity.

While subscribers and occasional donors alike will be provided comprehensive information on recipient agencies through the PO1 website, we will frequently identify a "PO1 'Power Player of the Week'." These spotlighted organizations will be thusly designated by virtue of a compelling story attached to their efforts or by an immediate need, as in the case of disaster relief.

These case-study agencies or events may be subject to more elaborate media presentations, such as minidocumentaries to be aired via the Web or through other partnered media outlets.

A hypothetical case scenario as executed in a Power of One 'Power Player' campaign is illustrated as follows:

Charity: Johns Hopkins Children's Hospital

Corporate Sponsor: Target Stores

Duration of Campaign: Five days (times may vary, case-to-case)

Day One

- The Power of One (PO1) announces launch of the week's spotlight cause via email, mobile text and Twitter. A concise and compelling narrative profiles the benefiting organization, institution or charity. The proposed objectives and application of donated funds is described in detail. Solicitations of donations are sent to database of past and potential

new donors. PO1 subscriber/members that, theoretically, have already made their donation receive informational messaging without overt, further solicitation.

- Simultaneously, pages on Facebook and videos on YouTube are launched, replete with photos, film footage and additional information about the recipient entity as well. All media initiatives and their content are produced to the highest professional standards.
- Target announces charitable drive in its regular email blast, weekly newspaper ads, in-store circulars and other standard print collaterals. Purchase incentives and shoppers' rewards for donations of \$1.00-and-up are specified.
- If a celebrity sponsor or spokesperson is attached to this particular campaign, Twitter announcements will originate from their account as well as The Power of One database.
- Corporate partners such as Target may wish, and are encouraged, to share their sponsorship in cooperative fashion with their vendors. For example: Target, in partnership with Proctor & Gamble, might provide discounts for donors on all P&G products in-store.
- PO1 will provide corporate partners with an array of suggestions to maximize the incentives they provide their potential customers.

Day One thru Day Five

- Emails, texts and tweets encourage recipients to respond, via their computer or mobile device, by making a minimum donation of one dollar. Of course, funds of any size or denomination are gladly accepted. In order to best facilitate instantaneous donations, participants will have previously been instructed as how to enable their portable devices to be responsive with a nominal amount of effort on the user's part. For example: Emails will provide a one-click link to the donor's PayPal account. Mobile devices will be enabled by an application similar to the app utilized by the iPhone to instantly purchase and download songs from iTunes.
- Upon donation, the donor will receive an immediate message of "thanks", as well as a promotional code to activate their discounts/incentives from the corporate sponsor. Coupons with barcodes may be printed out via email message, but the promotional code provided via mobile device may be keyed in at register, obviating the need for paper, thus being a totally "green" initiative.
- Facebook site pages are continuously updated, and Twitter/text messages are issued as financial milestones are met. Attainable objectives are trumpeted, thus creating a buzz resulting in secondary donations, word-of-mouth / water cooler chatter, et al.

For example:

Message One – "Your kind donation has helped fund the first new room in Johns Hopkins Children's Hospital's Critical Care Unit. Thanks for your support and generous display of The Power of One."

Message Two – “We are very close to reaching our goal of funding an entire wing of Johns Hopkins Children’s Hospital’s Critical Care Unit. Please share this message with friends and loved ones about The Power of One.” (A link would be provided for new member/donors to sign up.)

Message Three – “Just wanted to let you know that our donations drive for the Johns Hopkins Children’s Hospital’s Critical Care Unit is close to becoming our most successful event ever. Stay tuned as we approach the \$10-million mark. The Power of One!” (Links to Facebook pages and the PO1 website are always included.)

Day Five and beyond

Message Four – “A very heartfelt thanks to you and nearly eight million other generous donors. We surpassed our wildest dreams on this one and collected nearly \$11.2 million dollars. As a result Johns Hopkins Children’s Hospital will be adding 10 fully-equipped rooms in the new wing of their Critical Care Unit. Children from around the country and the world will have access to the finest, life-saving medical care available. And you helped make it possible.

“We remind you to take advantage of your generous 20% discount on any Proctor & Gamble products you may purchase at Target thru next Saturday.

“And next week –you may have seen this story on ABC’s *World News Tonight*—The Power of One will tell you about a small village in Kenya where more than half the children never survive beyond their teens. And the real tragedy is that it would only take a dollar a day to keep them alive. “Remember, ‘The Power of One, multiplies by the millions!’”

Even after the conclusion of a campaign drive, Facebook and PO1 pages continue to update periodically, providing interested parties the ability to follow their progress and continue their support.

The Message

A hallmark of The Power of One will be superior communication—both in quality and in reach. We will cast a wide net across all media platforms that we anticipate will, to a great extent, become viral in nature.

As a result, our expenditure in Marketing & Promotion will be relatively conservative for an enterprise of this scope and size. Securing highprofile strategic partners, celebrity endorsements, and media coverage will largely obviate the need for costly outreach initiatives.

We will be judicious in our charitable affiliations, prudent in choices of corporate sponsors, and selective in our associations with notable spokespersons. We want nothing to taint the fact that we are a philanthropic agent, albeit one that provides valuable consumer benefits for our donors, and invaluable marketing and promotional opportunities for our partners.

The Infrastructure

Enhancing The Power of One’s credibility with the community-at-large will be the fact that 100% of all donations will reach the designated nonprofits and recipients.

Transparency is key, and with all funds being deposited directly into a singular account –ideally, PayPal—assigned to its respective agency, we will have an accurate, up-to-the-minute accounting of donated monies, with a prompt transfer of funds to the recipient.

The Power of One's operating costs will be supported entirely by the premiums paid by its corporate partners and any additional, "offline" donations. As PO1's reach extends and broadens, corporate America will be drawn to the relative low-cost, tax-deductible means of reaching a wide consumer base. In effect, their promotional message will be delivered in the guise of an altruistic act of "giving" to a worthy endeavor, and as a reward to their putative customers who have supported the designated charity as well.

The Model

The Power of One's business model eschews the standard concept of "sacrifice" inherent in charitable donation by providing a real opportunity for gain for *every* entity involved in the extended process:

- The individual donor receives consumer discounts and incentives, far in excess of the nominal charitable entry point of one dollar;
- Corporate sponsors benefit from tax incentives, increased sales and walk-in trade, and favorable publicity and goodwill;
- Celebrities/spokespersons reap enormous PR benefits and, when strategically timed, added exposure for their latest endeavors or charitable affiliations, or a promotional boost for upcoming commercial releases;
- And, of course, the designated agency, institution or organization in each campaign not only reaps a financial windfall, but the collateral benefit of increased and focused media exposure that will propagate their message and cause.

The Charitable Spectrum

Referring to The Power of One (PO1) as a charitable organization may be something of a misnomer as it is actually an *agent* of charity. We shine a spotlight on those worthy foundations and heroic local associations that are making a difference at the grass-roots level, and we engage our formidable mechanism of social marketing to generate, in many cases, unprecedented donations to further their efforts.

The Power of One does not play favorites; there are no specific, pet projects hidden in our agenda. Any worthwhile organization or cause is eligible for a PO1 campaign. Our only criteria is that the agencies we endow are all-inclusive in their outreach and do not discriminate on the basis of race, creed, faith, gender or sexual orientation.

Additionally, The Power of One is apolitical. We do not, nor will not, endorse candidates seeking local or national office. By the same token, we will not forsake worthy organizations that may be endorsed or championed by those in the political realm. In eschewing all dynamics of political affiliation, we hope to transcend the current climate of polarization that has crippled other potentially significant initiatives and endeavors.

The endowments that The Power of One bequeaths upon its recipients will be based on various hallmarks, including the needs of their constituents, efficiency in operations and transparency in their fiscal management.

As *every single dollar* that The Power of One receives from its donors and patrons is passed on to its designated organizations, it's imperative that a vast majority of their income translates to tangible benefits versus inflated operational costs. The agencies receiving these endowments will be thoroughly vetted by The Power of One, as well as third-party, watchdog agencies.

The Power of One charitable spectrum may include, but is not limited to these realms of philanthropic, community, educational and health & wellness support:

*Addiction Counseling • Adoption & Foster Care • Animal Rescue • Childcare • Children's Charities
Clothing & Household Items Provision • Community Outreach • Crisis Counseling & Management
Cultural Exchange • Disaster Relief • Diversity & Social Tolerance • Educational Programs
Elder Care & Seniors' Services • Environmental Initiatives • Family Shelters • Food Banks
Habitat & Housing Programs • Homeless Missions & Shelters • Hospice Care • Hospitals & Clinics
Human Rights Advocacy • Infant Care & Services • Job Counseling & Placement
Kids' Camps & Retreats • Meals Provision • Medicine Provision • Medical Research
Mental Healthcare • Mentorship Programs • Prenatal Care • Preventive Healthcare
Rehabilitation Services • Scholarships & Tuition • Social Services • Victim Care & Services
Vocational Training • Volunteer Organizations*

Strategic Implementation Partners

- PayPal
- Verizon
- AT&T
- Apple
- Twitter
- Facebook
- You Tube
- Comcast/Xfinity, Time-Warner and other cable communications providers
- Financial Institutions (to be determined)

Targeted Media Outlets

- The Oprah Winfrey Network (OWN)
- *NBC Nightly News – Making A Difference* segment
- *The Today Show*
- *Good Morning America*
- *CBS Morning Show*
- CNN -- *Heroes* segment
- Fox News
- *The View*
- NPR
- PBS
- Local media outlets
- Various commercial and non-profit-oriented websites