

LYLE BENJAMIN

**ONE: THE FIGHT FOR SURVIVAL OF THE HUMAN RACE**



# ONE

**The Fight for Survival  
of the Human Race**



# THE IPOP COLLABORATION GUIDE IS THE “ONE” BOOK YOU HAVE TO HAVE

**IF YOU WANT YOUR CAUSE, YOUR PASSION, YOUR MISSION TO SUCCEED**



**Imagine you solved homelessness in your area.** Congratulations! You can most likely recover from one hurricane sweeping through, but how about 3, 4, 5, or 6 in a season? Or over a month or two? That's what you're facing in the near future.

**Made gains in education, health, safety, and income?** Now, you're going to have to contend with climate change, pollution, overpopulation, pandemics, domestic and foreign terrorism, and war.

**This is the world we will wake up to in 5-8 years** — unless we take collaborative action now. We have One Planet & One People: We must collaborate to succeed. We must collaborate to survive.

**THE “ONE” BOOK IS YOUR SURVIVAL HANDBOOK**

#### **Your Mission:**

To help stop the fractional approach we traditionally use to solve problems and bring together institutional & grassroots players to collaborate on global issues that impact Quality of Life for people on the planet.

**AFFILIATES, FUND-RAISERS, PARTNERSHIPS, SPONSORSHIPS AVAILABLE. CUSTOM BRANDED BOOKS. BULK SALES FOR GROUPS/INSTITUTIONS.**

#### **ASK YOURSELF THIS QUESTION:**

How will you feel if everything you believe in, or you worked passionately on for years, suddenly becomes undone — not because of anything on your end — but because one or more of the tipping points wiped out a key aspect of your program?



# NE

## **The Fight for Survival of the Human Race**

**By Lyle Benjamin  
with Alice Mok**

**Founder of One Planet One People,  
Planned Acts of Kindness & the  
Collaboration Think Tank Network**

**VISIT THE PAK APP • EMAIL: [SUPPORT@PLANNEDACTS.ORG](mailto:SUPPORT@PLANNEDACTS.ORG) • 212 213-0257**





# THE ONE BOOK: THE FIGHT FOR SURVIVAL OF THE HUMAN RACE

## CUSTOM BRANDED SPECIAL EDITIONS

**BOOK SPECS:**  
6" x 9"  
118+ 4C PAGES  
PERFECT BOUND  
RETAIL: \$30

**100,000**  
**BOOK**  
**DISTRIBUTION**

**500,000**  
**BOOK**  
**CIRCULATION**

**\$3,800,000**  
**BRANDING**  
**PACKAGE VALUE**

- PROSPECTS
- CLIENTS
- REFERRAL ASSOC.
- EMPLOYEES
- CONTRACTORS

- SCHOOLS
- CHURCHES/TEMPLES
- NPOs/NGOs
- AGENCIES
- BUSINESSES

- LIBRARIES
- BOOKSTORES
- CHAINS
- DRUG STORES
- SUPERMARKETS

- DIRECT MAIL
- INTERNET SALES
- AFFILIATIONS
- ASSOCIATIONS
- SPECIAL EVENTS

- INCENTIVES
- PROMOTIONS
- TRADE SHOWS
- WORKSHOPS
- SUMMITS

**INCREASED:**

- > BRANDING
- > MARKETING
- > MEDIA
- > PUBLICITY
- > PHILANTHROPY
- > REVENUE

**FEATURING:**

- NAME FEATURED ON COVER
- FOREWORD WITH HEADSHOT
- CUSTOM CONTENT CHAPTER
- FULL-COLOR SPREADS (8-PAGES)
- CEO OR FOUNDER BIOGRAPHY

**ENGAGEMENT:**  
**10,000,000+**  
PARTICIPANTS & MEMBERSHIPS  
VOLUNTEERS & AMBASSADORS

- > PROGRAMS & INITIATIVES
- > CAUSES & CAMPAIGNS
- > WORKSHOPS & COURSES
- > ACTIVITIES & EVENTS

**>CSR/HR:**  
QUALITY OF LIFE IMPACT ZONES  
SHAKEHOLDERS/SHAREHOLDERS  
WORK/LIFE BALANCE HUBS  
CUSTOM BENEFITS PROGRAMS  
VOLUNTEER/TEAM BUILDING  
RECRUITMENT/RETENTION  
LOCAL/NATIONAL/GLOBAL

**OPTIONAL BENEFITS:**

- LISTING IN PAK APP
- ONE GREEN WORLD PRODUCT SALES
- SOCIAL MEDIA PROMOTION
- IPOP WORKSHOP BRANDING
- CUSTOM BENEFITS PROGRAM
- EMPLOYEE VOLUNTEER PROGRAM
- PRESS RELEASE INCLUSION
- CEO/PRESIDENT INTERVIEWED BY FOUNDER
- FOUNDER AS EVENT SPEAKER
- BOARD OF ADVISORS POSITION
- EXCLUSIVE PROJECT DEV. WITH FOUNDER
- FOUNDER MASTERMIND PROGRAM
- DISCOUNT PAID COURSES, SELECT PROGRAMS

**500,000+** ATTEND  
**VIRTUAL IPOP SUMMIT**

**ADD'L EVENTS GLOBALLY**

**INCREASE SALES**  
ORG BRANDED COMMUNITY WEB APP

**OUTREACH & ENGAGEMENT**

- EMAILS, TEXTS, POSTS
- WORD OF MOUTH
- REFERRALS, RELATIONSHIPS

- SOCIAL MEDIA PLATFORMS
- BLOGS, PODCASTS, WEBINARS
- COOPERATIVE ADVERTISING

- RADIO, TV, CABLE, INTERNET
- PUBLIC RELATIONS CAMPAIGNS
- COLLABORATIVE MARKETING

- NEWSPAPERS, MAGAZINES
- AFFILIATE MARKETING
- JOINT VENTURE PARTNERS

**INSPIRATION & ACTION**

Your Guide to the Collaborative Programs & Initiatives Needed to Help Solve Social, Environmental & Economic Issues on a Local to Global Scale at your Company, Faith-Based or Non-Profit Organization, Gov't Agency, School, Network or Home



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# THE ONE Book



**SUMMARY:** This book helps people & orgs ...

## SOCIAL RESPONSIBILITY:

- 1) understand why we are failing to solve local, national, and global issues on an individual and institutional level
- 2) learn how we — as individuals and members of organizations — can work together on achieving the United Nations 17 SDGs (Sustainable Development Goals)
- 3) use kindness and action to positively impact issues from mental health to numbers of people in the prison system
- 4) discover ways they can push back against the six major tipping points that will affect quality of life for billions of people on the planet over the next few years
- 5) identify groundbreaking, innovative programs and initiatives that work to solve real-world problems for everyone regardless of nationality, race, religion, age, gender, education, or income

- 6) bring quality of life programs and initiatives directly to the attention of institutions including schools, faith-based, non-profits, government agencies and businesses

## PERSONAL GROWTH:

- 7) personally benefit from the institution of these programs in terms of everything from health, happiness and well-being to financial security, and prosperity
- 8) find new pathways to help achieve greater results with their existing causes or passions
- 9) explore new avenues to "Be The Hero" and help outreach, engage and inspire others including food-based, environmental, sports, an media-centric
- 10) participate in innovative quality of life campaigns on a local, national, or global scale
- 11) receive recognition and rewards for their efforts

## Understand Why We are at the Tipping Point for Humanity & What We Do Today will Determine Quality of Life for All

**TESTIMONIALS:** "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"

"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. launched "Rich Dad, Poor Dad" "Chicken Soup for the Soul" "Men Are From Mars ..."

**CRITICAL NEED:** OVER THE NEXT DECADE W/O MASSIVE GLOBAL COLLABORATION ...

**8 billion people's quality of life will irreversibly be affected by climate change, pollution, pandemics, food and water scarcity, and war**

**In the United States ...**

<b>80 Hurricanes:</b>	<b>2017-2020</b>	<b>\$407,943,000,000 Damage</b>	<b>3-Fold Increase</b>
<b>256 Hurricanes:</b>	<b>2000-2016</b>	<b>\$481,154,700,000 Damage</b>	<b>1/3 Pop. Displaced</b>
<b>14 Floods:</b>	<b>2018-2020</b>	<b>458,959,237 Lives Affected</b>	<b>7 Floods Annually</b>
<b>104 Floods:</b>	<b>2000-2017</b>	<b>437,636,799 Lives Affected</b>	<b>1 Billion Disrupted</b>
<b>17 Electricity:</b>	<b>2018-2020</b>	<b>65,572,000 Lives Affected</b>	<b>8 Outages Annually</b>
<b>51 Events:</b>	<b>2000-2017</b>	<b>160,703,500 Lives Affected</b>	<b>1/2 Pop. Multiple Xs</b>

**Outlook:**

## Explore Dozens of Ground-Breaking Programs for Individuals, Families, Schools, Non-Profit Orgs, Gov't & Businesses

### ESSENTIAL LIFE SKILLS & CAREER DEVELOPMENT:

- ✓ from early childhood to high school participate in education and developmental programs designed to build and strengthen relationships, life success and community
- ✓ from college undergraduates to graduates identify and learn leadership and management skills necessary for career development

FOR PEOPLE ALREADY IN THE WORKFORCE, REGARDLESS OF INCOME OR EDUCATION ...

- ✓ benefit from the PMOROS (Project Management) System
- ✓ receive supplemental Career Track Leadership & Management Training
- ✓ become familiar with the financial benefits they need for asset protection, growth, retirement, and Long Term & Chronic Care solutions

### ORGANIZATIONS GET HELP WITH CSR, HR, PR & ROI:

- ✓ Achieving Corporate/Organizational Objectives
- ✓ Human Resources Recruitment & Retainment
- ✓ Branding, Advertising, Marketing & Public Relations
- ✓ Exceeding Shareholder & Stakeholder Objectives
- ✓ Corporate Social Responsibility Goals
- ✓ Sustainability Planning & Implementation
- ✓ Employee & Family Benefits Programs
- ✓ Organizational Team Building

### SAMPLE BOOK SECTIONS:

- > It's About You
- > Collaboration, Collaboration, Collaboration
- > Causes & Campaigns
- > Work/Life Balance & Quality of Life
- > Exceeding Corporate/Organizational Objectives
- > Coming Soon with a Little Help from our Friends

## Learn How You Can "Be The Hero" Regardless of Your Nationality, Race, Religion, Age, Gender, Education or Income

**Comparable Titles:** "Think & Grow Rich" Napoleon Hill • "Rich Dad, Poor Dad" Robert Kiyosaki • "The Retirement Miracle" Patrick Kelly

**Author:** Lyle Benjamin (BA, University of Florida, U.F. College of Law (on permanent leave of absence) has been writing and developing self-help programs for over 25 years. Benjamin is the Founder of three 501(c)3 Not-for-profit Organizations: One Planet One People; Planned Acts of Kindness, and "16 Things Kids Can Do". Combined the organizations which provides financial literacy and planning programs to schools, churches/temples, non-profits, government agencies and businesses. Benjamin is a licensed Financial Advisor.

**Specifications:** Softcover (6" x 9") 114 Full Color Pages. 12 Sections. 40 Books/Cartron. **3 Free Apps Included** **Free Webinars**

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