

CommonKindness
saves you money and supports
your favorite charities and causes - at no cost to you!



CommonKindness

CommonKindness provides an innovative new online platform non-profit organizations can use for free to generate sustainable funding and increase visibility to the public, potential funders and the media.

In these challenging economic times, people are increasingly seeking ways to save money, non-profits are seeking additional funding and companies ways to increase sales. CommonKindness was created to satisfy these needs.

CommonKindness provides free access to thousands of coupons, discounts and product samples. Every time your supporters clip coupons or use discounts with CommonKindness they can generate funds for your organization...while they save money! Funds are generated through advertising fees paid by the companies that post their coupons, product samples, sponsorships and other advertisements on the site. CommonKindness shares 20% of its revenues or 60% of its profits (whichever is greater) with the non-profits participating on the site. Here's how it works:

- Supporters **sign in** at CommonKindness to support Your organization
- They **clip coupons** to save money
- **Companies pay** an advertising fee to CommonKindness each time their coupon is printed
- **CommonKindness shares** 60% of its profits or 20% of revenues (whichever is greater) with Your organization each time coupons and discounts are used by a supporter

Generate Sustainable Funding While Your Supporters Save Money

CommonKindness provides your organization a way to give back to your supporters by offering them a fun and effortless ways to save money and engage in their local communities. Best of all, each time they use coupons or discounts they help generate funds for your non-profit organization - at no cost to them!

There is no limit to the amount of funds we will direct to your organization. CommonKindness shares funds quarterly with once your organization has accrued a minimum of \$100.

Feature Your Organization

CommonKindness offers the opportunity to maximize the number of supporters clipping coupons to benefit your organization on CommonKindness. These include:

1. **Create a free "micro site" for your organization** on CommonKindness to increase public awareness about your mission and programs. This micro site would include information about your organization, a calendar of events, and more. Once your micro site has been established on CommonKindness, you will have the opportunity to:

- a. **Access the CommonKindness online toolkit** to create outreach programs to encourage your supporters to clip coupons with CommonKindness. Using this toolkit, your organization can create and send emails and eNewsletters to your supporters.
 - b. **Submit content to feature your organization** on the CommonKindness home page, providing prominent visibility to everyone viewing the site. Options to raise awareness for your organization include:
 - **Featured Charity:** People often become most engaged around a charity or a cause when they feel an emotional connection. Submit a personal story describing the impact your organization has made in a person's life, in a community, for an animal or other cause. You may also submit an accompanying photo to draw more attention.
 - **CommonKindness Tip and Thought of the Day:** This is a great opportunity to feature a free service your organization offers or to share inspiration. An example of a Tip might be: "Did you know most public libraries also loan free videos?" Or, submit an inspiring quote or saying that people can carry with them throughout their day.
 - **Most Active Charities of the Day:** CommonKindness measures the number of people supporting each charity that visit the site each day. The top three most supported charities are featured the following day on the CommonKindness home page. Creating a campaign to drive a high volume of traffic to CommonKindness in a given day is a fun way to engage your supporters and increase your organization's visibility on the site. We make it easy - simply use your CommonKindness toolkit to send emails and more!
2. **Feature your organization in the media.** CommonKindness offers your organization press release templates you can send to your local media to let them know that you are participating with CommonKindness. Use these tools and more to let your community know they can support you with CommonKindness as they save money.

CommonKindness has also engaged Cause Wired to generate public awareness and drive traffic to CommonKindness through social media sites like Facebook, Twitter, Myspace, YouTube, and many more. We believe that using social media platforms can be extremely effective to reach the "passionate public", people who actively support the causes and charities they care about online. CommonKindness will post about your organization on Facebook and Twitter when you activate your CommonKindness profile to help increase awareness.

3. **Create an outreach campaign to reach local businesses** in your community.

CommonKindness "Local Economic Stimulus Package"

CommonKindness' Business Outreach Kit provides all of the tools, materials and information you need to engage local businesses to place coupons for their products and services on CommonKindness in support of your organization. Every time anyone clips a local business coupon that has been tied to your organization, you will share in the profits - at no cost to you. Local coupons also give your supporters even more reasons to visit CommonKindness to support your organization!

When businesses place their coupons on CommonKindness, they can receive window decals, flyers and other

materials to let their customers know they are a “CommonKindness Company”. Through this CommonKindness “local economic stimulus package”, businesses increase sales and profits while creating sustainable funding for non-profit organizations and generating customer loyalty.

Board of Directors:

Charlyn Belluzzo, expert in global health research, business leadership and economic development

Calandra Cruickshank, former founding director of operations, Good Deed Foundation

Allan Luks, former executive director Big Brothers, Big Sisters of America

Roberta MacDonald, senior vice president of marketing, Cabot Creamery Cooperative

Andrew Martin, former founding chairman of Smartfood, Inc., Annie’s Homegrown, Inc., Kea, Ltd, and Heather Trust

Larry Moskowitz, former chairman of Medialink

Heather Smith, environmentalist and co-founder and managing director of Tauroa Station, New Zealand

Board of Advisors:

Mike Hoffman, chairman, Changing Our World

Sal LaGreca, former vice-chairman McCann Worldgroup, former partner KPMG

Robert Tercek, president, Oprah Winfrey Network

Management Team:

Calandra Cruickshank, President

Marc Stedman, Chief Technology Officer

Dana Valdez, Director of Operations

CommonKindness

845-254-4535 ph

845-254-4549 fax

www.CommonKindness.com