

CONGRATS!

YOU'VE BEEN SELECTED TO BE A BENEFICIARY FOR



**KUDOS
FOR A CAUSE**

POWERED BY SCHELL BROTHERS

What is Project Kudos?

At Schell Brothers, we are all about showing gratitude for each other! We have a company tradition to "give kudos" to those who stand out and acknowledge how much we appreciate them. In 2018, we decided to take this tradition to the public.



Project Kudos is about telling someone they're amazing and feeling awesome about it. It's about positivity, good vibes, and acknowledging all that shines around you. We have so many different people and places and things to be grateful for, but sometimes we forget to show it.

We challenge you to hop on this crazy ride with us and help make someone's day a little brighter. Give a kudos to someone who deserves it. Let someone know they are awesome. Be a positive force.

Learn more at ProjectKudos.com.



ProjectKudos.com

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What is Kudos for a Cause?

Each month we are partnering with our area's non-profits to give back to our community and spread positivity. We're harnessing the power of social media to make people around us feel awesome! **For every Project Kudos page follow and kudos given, we will donate \$1 to our charity of the month.** Plus, we will also place a pinwheel for every kudos at the chosen organization as a fun visual reminder and a thank you.

You can give kudos (to anyone – or anything!) by commenting on our **Facebook** or **Instagram** posts or **filling out a digital sticker** right on our website. At the end of the month, we'll tally up the kudos, and Schell Brothers will donate. It's that easy!



To make this collaboration great, we need your support!

Here's how it all works:

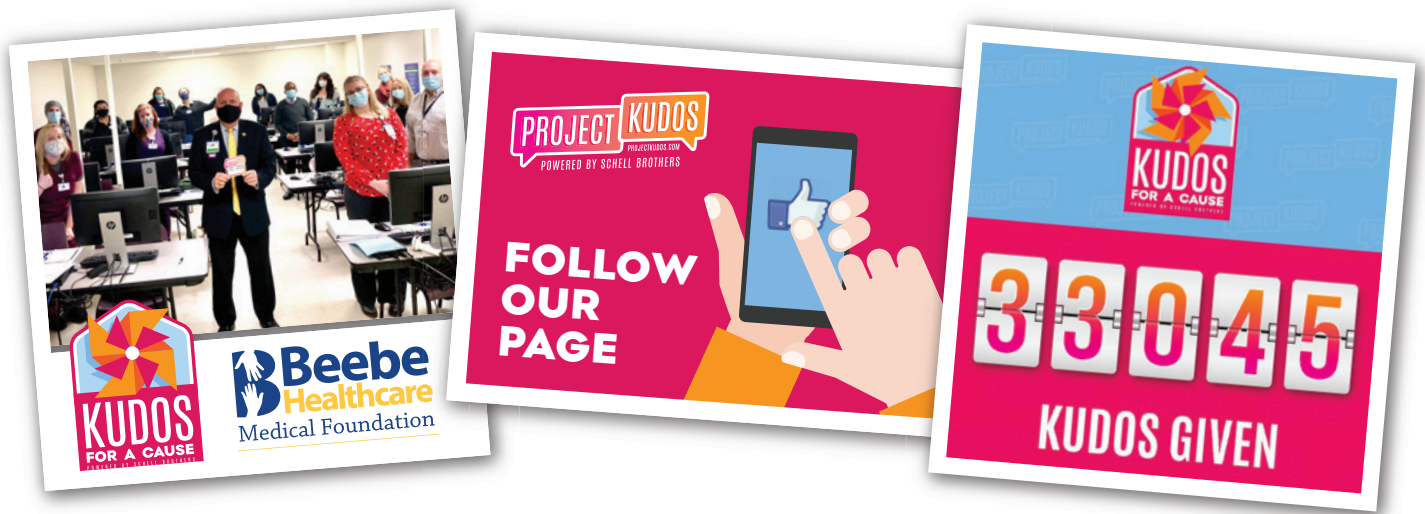
- We will create the first social media post at the beginning of the month to launch the campaign. We require that your organization shares our post on your page and asks others to give kudos, share our post, and like our page!
- Both Project Kudos and your organization will change their cover photos to a visual provided by us that represents the month-long campaign.
- For every kudos given and new like of our page during the course of the month, we will donate \$1 to your organization, tallied at the end of the month. (cont'd)



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- We will include a counter on our Project Kudos page that will be updated with the cumulative kudos given at the start of each day. This is great content to share with your followers and it allows people to see how their efforts are paying off.



- We will create a media alert at the beginning and end of the campaign (a quote from a spokesperson from your organization will be required).
- We will provide you with physical Project Kudos stickers and we encourage you to distribute these to your team, family, and friends. You can then photograph folks with these kudos and post them on social media.
- Invite all of your friends to like the Project Kudos page (you have an option on Facebook to send a private message with a link to our page for a quick and direct way for them to like the page). All the likes will count toward the amount that will be donated at the end of the month.
- We also recommend you include information about the campaign in your e-mail signature for the month to even further engagement.



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But wait - there's more!



We will schedule a time to bring the Project Kudos Bus to visit your organization! We would love to brainstorm with you so we can make a day out of it and involve the media!

Learn more about the bus at ProjectKudos.com.



We will also set up an online shop full of cool Project Kudos swag, where for every item purchased, a portion of the proceeds will go towards the manufacturer and the rest will be donated to the cause! Available items will be updated seasonally.

Check out this month's store at projectkudos.com/#kudos-for-a-cause-store.



ProjectKudos.com

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