



geiger exclusive Good Deed Coin

The **Good Deed Coin** is a branded promotional product and public relations vehicle that encompasses the desire to benefit community in a pay-it-forward manner and connects through social media. Beyond the tangible initiative for coin recipients to do a **good deed**, your company also benefits from coin tracking, data collection, brand promotion, social networking and public relations opportunities. Minimum coin order is 500 coins.



Your Brand Goes Here

Each Coin Is Unique

How It Works:

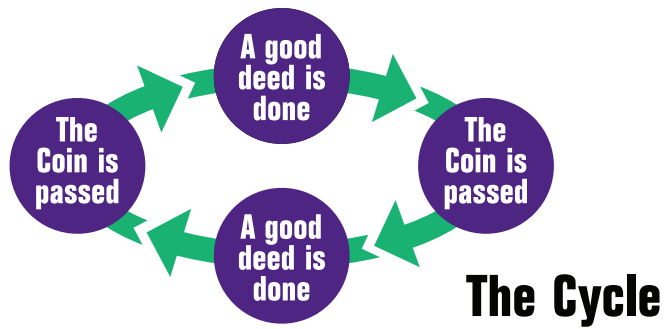
***Start a promotion** by giving coins out to your audience. Once they receive it, they follow the three easy steps printed on coin

1. **Register This Coin**-Recipient visits website on coin www.4acause.com and creates their log in and begins tracking their uniquely numbered coin. They answer a variety of demographic questions which becomes YOUR data. Questions can be customized at 10,000 coins.

2. **Do a Good Deed**-Recipient does a good deed and logs in to record it using text and photos. The numbered coin takes them to a page showing your brand and your customized text which is visible each time a good deed is recorded.

3. **Pass It On**-Recipient passes the coin on, not necessarily to the same person who benefited from the good deed. They can pass it on to anyone.

***Process above repeats**, data is collected again, your brand is connect to the next good deed and so on.



Tim (Fishkill, NY) 9:04 am, July 17, 2009

Making it happen, one step at a time with Habitat for Humanity.

Actual Coin Data

report offensive comment

Karl (New York, NY) 1:58 pm, July 16, 2009

I'm a volunteer at a local food shelter.

report offensive comment

Jewn (Dedham, MA) 10:56 am, July 10, 2009

I'm bringing my little brother to the Red Sox game tomorrow night.

report offensive comment

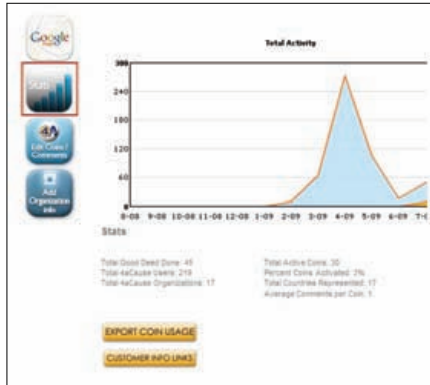
***Social Media**-Watching the coin's journey is a simple social media application, but you can take it farther by publicizing the big picture journey of all distributed coins using twitter, facebook, blog or youtube to share video, photos and the good news of the community impact. Traditional media coverage is encouraged.

One Billion Good Deeds Done

Good Deed Coin

***Reviewing Data-**As the administrator, you can customize and revise the text viewed when recipients review their good deed. Additionally you can review the data of everyone who has created logins under your unique numbered coins. Your administrator dashboard provides a variety of reports.

See actual Coin stats.



Change login screen data.



Edit coin data.

Coin #	Patient Comment	Edit	Remove
CHI000042	2009-04-14 12:41:23	Edit	Remove
CHI000019	2009-09-22 07:40	Edit	Remove
CHI000017	2009-04-11 12:01:40	Edit	Remove
CHI0000018	2009-08-10 11:02:50	Edit	Remove
CHI0000038	2009-08-10 18:09:24	Edit	Remove
CHI0000062	2009-08-07 19:48:14	Edit	Remove
CHI0000023	2009-08-07 19:22:54	Edit	Remove
CHI0000085	2009-08-08 14:00:20	Edit	Remove
CHI0000029	2009-08-08 18:42:03	Edit	Remove
CHI0000047	2009-05-24 21:40:27	Edit	Remove

SCHEDULE A WEBINAR TODAY!

click to see global map of Coin Progress



Special pricing through 12/31/09. Contact me today for a webinar and pricing detail.

Sonya at 770-399-4000 ext.100, 877-SUPAHRO or sonyabeam@thepopshop.com

Your BRAND can be a part of One Billion Good Deeds