

# Proposal for an Americans All Pilot in Charles County

Americans All is a 34-year-old community outreach program run by the nonprofit People of America Foundation that specifically benefits schools and small businesses.

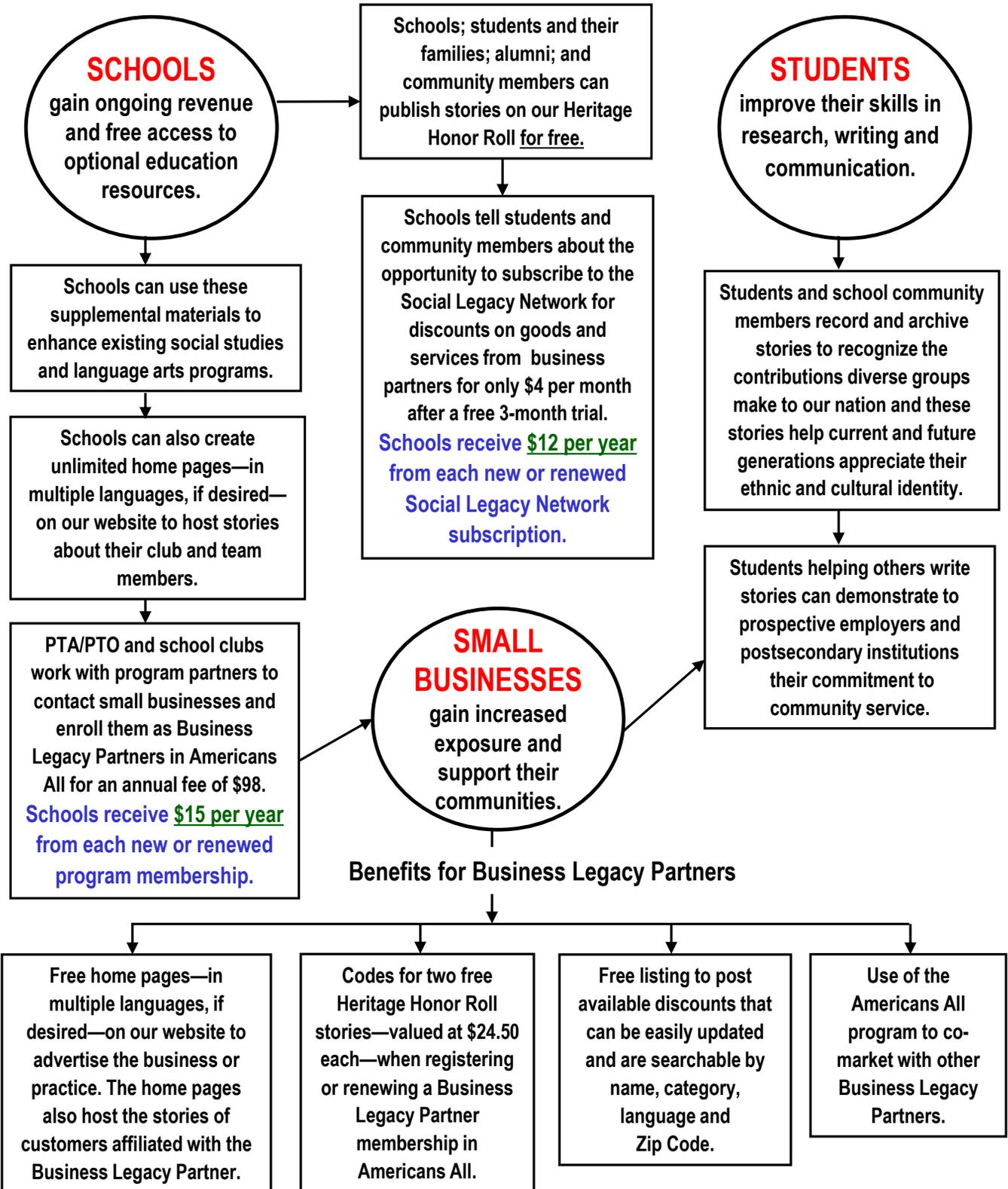
- Schools and students participate in Americans All for free, and schools get **ongoing revenue** from membership and subscription fees (see graphic on page 2). In addition:
  - Our supplemental resources in social studies and language arts, which are not intended to be used independently, can enrich instructional practices, enhance classroom lesson plans and support different learning styles.
  - Our storytelling tool can educate students about the contributions of different ethnic and cultural groups and the value they bring to our nation.
  - Storytelling brings subject matter alive for students.
  - Students improve their research, writing and communication skills.
  - Stories impart the knowledge and experiences of past generations and help **bring communities together**.
- Local businesses and professional service providers can join Americans All for an annual fee, which is paid in two installments of just \$49 each. For this fee:
  - They receive free Legacy Partner home pages on our website—one for each location and in multiple languages, if desired—to share information about their business or practice. They are listed on our Discounts page to advertise available discounts on their goods and services.
  - They receive two free stories—published on our Heritage Honor Roll—to explain who they are and their role in the community when they enroll or renew their membership.
  - They support their schools because our Foundation returns 80 percent of all program revenue to their community.
  - **They gain increased exposure, which will lead to more sales.**

The image shows a screenshot of the Americans All website. At the top, it reads "Americans All Program and Social Legacy Network Benefits". Below this, there is a section titled "A Champion for Social History" featuring a portrait of a man and text. To the right, there is a "Social Legacy Network" section with a "\$4 monthly fee\*" and the Americans All logo. The bottom of the page includes the URL "www.americansall.org/node/553341" and a "Valid through October 2019" notice. The page is filled with various images, including a group of people, a building, and a historical figure.



After they register, schools can give their Americans All ID number to students, students' families, community members and school alumni so they, too, can join Americans All for free and create and publish stories on our Heritage Honor Roll in multiple languages, if desired. Americans All members also receive a **free 3-month trial subscription** to our Social Legacy Network so they can take advantage of discounts offered by our Business Legacy Partners and access new education resources. After the trial, they can subscribe for only \$4 per month to continue receiving Social Legacy Network benefits.

**Americans All is a nonprofit community outreach program that specifically benefits schools and small business/service providers by using a unique storytelling tool and turnkey fundraising approach.**



## PILOT PARTNERS

We want to launch Americans All in Charles County because it is one of the fastest growing school systems in Maryland. Our program supports its school's mission to "provide an opportunity for all school-aged children to receive an academically challenging, quality education that builds character, equips for leadership and prepares for life, in an environment that is safe and conducive to learning." To ensure the pilot's success, it is important that we also engage other local partners.

### Office of the Superintendent of Schools

Americans All offers schools a [permanent source of supplemental income](#). The amount of revenue is determined by how many businesses join the program and by how many Americans All members subscribe to the Social Legacy Network after a free 3-month trial. Membership in Americans All **is free** to all students and their families, teachers and alumni. In addition:

- Schools and students get access to our high-quality [instructional resources](#), which are designed to enhance, rather than replace, existing social studies and language arts curriculums.
  - Our resources can be used without changing established classroom lesson plans or instructional practices and support different learning styles.
  - Our resources have been created by more than 70 scholars and educators and are being used in more than 2,000 schools and libraries nationwide.
- Schools can use our storytelling tool to reinforce students' ethnic and cultural identities and highlight diverse groups' contributions to our nation.
  - Storytelling brings communities together by [sharing people's common histories](#), rather than their differences.
  - Members of the school community will find it [easy to create stories](#) for our Heritage Honor Roll. Our template only requires members to fill in their name, date of birth and a summary not to exceed 60 words to activate their account and enjoy program benefits.
  - Additional story text, hyperlinks and photographs can be added over time, and the story can be revised at any time at no cost.
  - A tutorial on creating a story is available through our website. In addition, students can help others who are less tech-savvy create their story, thus demonstrating their commitment to [community service](#).
- The Office of the Superintendent of Schools will determine the best way for Americans All to be introduced to county schools. In addition to receiving income, schools:
  - Receive a free story on their school that is published on our Heritage Honor Roll in multiple languages, if desired.
  - Receive unlimited pages on our website for clubs/teams to host stories created by their members.

School community members, including students' families can publish stories on our Heritage Honor Roll to pass on knowledge and experiences to current and future generations. Without this information, children will neither understand their roots nor develop their ethnic and cultural identity. We are also a valuable tool for [homeschool families](#) in the county.

School PTOs are an appropriate choice to handle the turnkey fundraising elements of Americans All.

## PTO's

Charles County Public Schools supports a system-wide Parent-Teacher Organization (PTO), whose members include school staff and parents. PTOs [support their schools](#) in a variety of ways, and many members' families own or are involved with a local commercial business or professional practice. By participating in Americans All, PTO members:

- Help their school and its students with a turnkey fundraising project;
- Use our storytelling tool to enhance a home & school partnership that will support student learning and a build a stronger community; and
- Increase the short- and long-term exposure of their individual commercial business or professional practice.



## College of Southern Maryland, LaPlata Campus

By partnering with Americans All, the College of Southern Maryland, LaPlata Campus (CSM) enables its students, school community members and alumni to enjoy the program's benefits at no cost. CSM strives to help its region's businesses and organizations get the trained staff they need to succeed. They collaborate with employers to compile specific training and courses for employees, as well as support programs to help small businesses from start-up to expansion.

- In addition to the academic value of our education resources, students will improve their research, writing and communication skills by learning how to create a story for our Heritage Honor Roll. These skills are an important asset for students to help ensure their success in the business world.
- To increase its own exposure, CSM can put a story on the community college on our Heritage Honor Roll and create home pages on our website—in multiple languages, if desired—at no cost.
  - The community college can create a story for each department, club or team as well as host stories of its current and former students.
  - These pages can help CSM recruit students, especially those outside Charles County.
- Like all postsecondary institutions, CSM desires to maintain strong relationships with its alumni. It can reach out to former students to create and publish their stories on our Heritage Honor Roll.
  - These stories can then be linked directly to the CSM home pages to build alumni ties.
  - These stories are free, so Americans All is not competing with CSM for alumni dollars.
  - These stories can, in some cases, become a valuable recruiting tool.
- Finally, many of CSM's programs include a cooperative education or internship component that allows students to gain work-based learning experience with local employers.
  - Americans All's emphasis on small businesses fits well with this focus.
  - The Americans All program can be applied to CSM's other locations.
  - CSM students afford a sizable market for commercial businesses and professional practices.
  - If interested, graduating students can be trained in helping set up programs in other counties.

## Historical Society of Charles County

The Society was established to preserve, research and promote the heritage of Charles County, MD. Through a partnership with the College of Southern Maryland, the Society maintains and provides tours of Historic Friendship House, an 18th century Maryland Tidewater dwelling located on its campus. Our program can provide them with an additional way to gather and share information.

## Chamber of Commerce and Department of Economic Development

These two organizations represent the interests of small businesses and professional service providers in the County. They can use their leadership roles to make these organizations aware of Americans All's ability to increase their exposure. [There is no cost for the Chamber or the Department of Economic Development to participate.](#) They:

- Will encourage small businesses and professional service providers to enroll in our program, supporting a public or private school of their choice;
- Will recommend other local partners they believe will benefit from the pilot's implementation, and
- Can use their support of Americans All to [recruit new members.](#)

## PILOT STRATEGY

Allan Kullen, current president of Americans All, will serve as the pilot program's coordinator until a local program coordinator is hired. Americans All will fund this staff position from the revenue provided by the program's implementation.

The County's student enrollment of approximately 26,400 is distributed among 37 public schools and 6 centers and programs. There are also 10 private schools that serve approximately 2,090 students. There are also students enrolled in homeschools and other education-related nonprofit organizations.

The pilot will confirm how many small businesses, on average, a school of each type can register for Americans All with help from us, the local program coordinator, the Chamber of Commerce/Department of Economic Development and the school's PTO. We will also learn what percentage of families who join Americans All will subscribe to our Social Legacy Network, after a free 3-month trial, to receive more benefits and continue being eligible to receive discounts from businesses and professional service providers.

We anticipate that most schools should participate in Americans All, given the opportunity to gain supplemental revenue and education resources—without out-of-pocket costs or other mandatory obligations. However, we cannot predict their degree of participation. For budget purposes, we are projecting 30 percent of the students—including their immediate and extended families—will create stories and, of those writing stories, 25 percent will subscribe to our Social Legacy Network.

We cannot determine the exact number of small businesses/professional service providers that are in the County. However, we estimate that approximately 2,000 small businesses/professional service providers can be enrolled in the program to tell their stories and use our website to advertise discounts on their goods and services. Given that 80 percent of unallocated business membership revenue and social legacy network subscription revenue will remain with the school system, our program should be well received. Based on these projections, the gross revenue for the school system from business memberships and Social Legacy Network subscriptions should be approximately \$167,920 annually. A

portion of these funds will be used to hire a local program coordinator; the balance of the revenue generated by the program will be given to the school system for redistribution. In addition, a school within the county that enrolls 25 businesses and has 100 Americans All members subscribe to the Social Legacy Network will receive \$1,575 annually. Revenue will increase as the numbers of Business Legacy Partners memberships and Social Legacy Network subscriptions increase.

## FUTURE IMPLEMENTATION

The experience gained by working with Charles County will guide our implementation in other counties in Maryland before we move to a state-by-state rollout nationwide.

- Each county will be handled individually because the types of schools (public, private, religious, military, etc.), as well as the types of small businesses, may not be the same.
- After the pilot and other Maryland counties' implementation have proven successful in helping small businesses, we will be able to reach out to national organizations that have demonstrated support for small businesses, such as American Express with its marketing of "Small Business Saturday," to help us roll out the program across the nation.

Moreover, our potential national markets are large and growing.

- The United States has more than 30 million small businesses and 140,000 school districts.
- There are approximately 582,000 small businesses in Maryland.
- The United States has 884,500 public schools, 34,500 private schools and 800,000 homeschools.



Allan Kullen, President ■ People of America Foundation

7723 Groton Road ■ Bethesda, MD 20817 ■ 301-520-8242 ■ [akullen@americansall.org](mailto:akullen@americansall.org) ■ [www.americansall.org](http://www.americansall.org)  
[www.americansall.org/smallbusinesses](http://www.americansall.org/smallbusinesses) ■ <https://americansall.org/page/instructional-resources>