

Schools register as free, lifetime members of the program. Their point of contact can create their free landing page(s) and stories, in multiple languages, for our Heritage Honor Roll. They receive 77 percent of all gross membership fees we obtain from business and community members. Their main function is to notify students and family members about the program's benefits.

Extensive research confirms that life stories are central to people's sense of self and the social world they inhabit. It also asserts that intergenerational knowledge of one's family history is associated with positive mental health, wholeness, well-being and a sense of belonging. When people belong, they feel emotionally connected and welcomed.

For students, creating and publishing a story helps them develop skills in researching, critical thinking and, especially, writing—skills needed to help them better understand our democracy. It also helps ensure their success in postsecondary institutions and/or the workforce in our increasingly global economy. Moreover, students can use their story to create virtual yearbooks for the landing pages of all the clubs and teams in which they participate.

Businesses and professional service providers pay a membership fee of \$49 every six months to create a marketing-based landing page, and 77 percent of the membership fee goes to a school of their choice. These landing pages can also host the stories of their employees, clients or customers to give these stories greater exposure and to create or expand an affinity group. In addition, local businesses can create and publish stories about themselves on our Heritage Honor Roll to help them better connect with their communities.

Moreover, businesses benefit because stories directly impact emotions, and emotions rather than data change behavior and frequently determine decisions to buy. Good storytelling builds trust and connections. It influences people to believe in the products upon which they depend every day and encourages them to become customers and clients.

Our storytelling tool: Members can create two stories in English and as many as they desire in multiple languages. If students have already created a story, they can repurpose it by adding enhancements and translations. Stories can be autobiographical or written about individuals, groups, or issues/topics (including honoring their family pet and its influence on their life), contain up to 2,000 words of text (1,000 can be password protected), augmented with images, logos, hyperlinks, photographs and audio-video media. A shorter version can also be created and printed in an 8½" x 11" format. Through their point of contact, schools and nonprofits can also create stories. Moreover, we do not share or sell any contact information, do not accept advertising and do not use pop-ups or AI.

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Create an online legacy story about an organization or a group

Howard County Historical Society HCHS Historical Society, American History

**To view this page, visit
americansall.org/node/564992**

Create a nonprofit Legacy Partner landing page to host stories from our Heritage Honor Roll

**To view this page, visit
americansall.org/node/566566**

Business offer discounts to program members