

Marketing and Business Plan

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Americans All Web Site Home Page

(www.americansall.org)

Share



EVERYBODY HAS A STORY
WORTH SHARING

Life/legacy stories acknowledge that heritage and culture are rich aspects of personal or group identity and are part of the foundation left for family members and society.

These stories also help businesses expand their relationships with their clients and customers and with the communities they serve.



NOW IT'S **EASY** AND **AFFORDABLE**



JOIN OUR
SOCIAL LEGACY NETWORK **NOW!**



A **major benefit** of the one-time, tax-deductible \$39 fee to join our social legacy network **is creating and sharing a legacy story** at no additional cost. These stories can permanently honor an individual's experiences and accomplishments, and can be told in text, video and audio formats—and in multiple languages.

Create a Legacy Story, Support Social Studies



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Advancing Homeschool Education while Honoring America's Stories



Celebrate Your Family's Legacy

Our Heritage Honor Roll preserves the stories of America's families. These stories are an important part of our nation's history and social fabric. By joining our Social Legacy Network for a one-time, tax-deductible fee of just \$39, you can create, share and update a legacy story about your family while receiving quality instructional materials to help educate your children, at no additional cost. The online and print versions of your family's legacy story can be created and modified in multiple languages. The online version can include photographs and links to other Web sites and audio and video recordings.

Americans All Social Legacy Network



All for **\$39**

Americans All invests 85 percent of Social Legacy Network membership fees to help ensure students are better prepared to participate in our nation's economy, workforce and democracy.

[CLICK HERE](#)

to join the Americans All Social Legacy Network and become a participating homeschool family, so you can gain [free](#) access to instructional materials and celebrate your family's legacy.

Gain Access to Quality Instructional Materials

Homeschool families are responsible for educating their children. To help you meet this commitment, we give participating homeschool families free electronic access to:

- Americans All classroom resources, including 262 annotated, period-specific photographs, 6 texts and 22 songs relating to major groups who came to America in the early 20th century; a 412-page timeline publication on events that shaped our nation's history; and teacher's guides that describe how best to use these materials effectively in your children's instruction;
- Grade-level-specific databases that provide resources for further social studies and civics instruction;
- Additional information from our Homeschool Resource Center; and
- A monthly alert announcing new resources.



Contact information for participating homeschools is not displayed on our nonprofit Foundation's Web site, unless the homeschool asks us to do so.

Homeschool Tutorials

Homeschool families who join the Americans All Social Legacy Network for a one-time, tax-deductible fee of just \$39 gain unlimited access to high-quality instructional resources in social studies that can be adapted to reflect your values and beliefs. At no additional cost, you can also create a life/legacy story about an individual or your entire family. Click on this PDF for a tutorial on how you can become a network member and take advantage of our Homeschool Resource Center.



[How Americans All Benefits Our Nation's Homeschool Families](#)

A link to this page is available on each user's "Welcome Back" page.

Americans All Social Legacy Network

We encourage the creation and permanent sharing of legacy stories and support excellence in K–12 social studies education. Our portal affords access to legacy stories published in multimedia formats. Our tools also help families deal with estate planning and the stress of a loved one's passing away. Legacy stories acknowledge that heritage and culture are rich aspects of personal and group identity and contribute to our nation's social fabric. Moreover, many of these stories illustrate the role immigrants have played and continue to play in our nation's growth.

The network supports excellence in K–12 social studies education, because the cornerstone of democracy is an informed citizenry. Through instruction in social studies, students develop creative and critical-thinking skills and learn how to evaluate different perspectives, assess the validity of evidence and apply facts in decision-making. The study of history and civics imparts knowledge and understanding of why people, communities and nations act the way they do.

In recent years, however, the emphasis in public education has shifted to math and science, which has reduced the funds available for history and civics. In response, the Americans All Social Legacy Network will compile and electronically distribute grade-level-specific K–12 social studies resources in multiple perspectives that both support state standards and address the needs of homeschool families. We will also offer professional development opportunities for teachers but leave all content, curriculum and instructional decisions to states, districts and schools. Meeting public demand to create and permanently share legacy stories will generate revenue to help schools prepare students to participate in our nation's democracy, economy and workforce. The network is tying the essential tools of good citizenship taught in social studies classrooms with the compelling need to preserve legacies, thus supporting historian David McCullough's belief that "history is the story of people."

Our new business model combines the strengths of both nonprofit and for-profit entities. For a one-time, tax-deductible fee of just \$39, 85 percent of which is invested in social studies education, Americans All Social Legacy Network members can create and update legacy stories about individuals and groups important to them—in multiple languages, if desired—and publish them on our Heritage Honor Roll and, for wider exposure, on the Americans All home pages of local businesses and service providers that comprise our Legacy Partner Alliance. These online stories can be enhanced with home videos, photographs and hyperlinks to PDFs, audio and video recordings and other Web sites. In addition, they can be created by or with the honoree.

An additional benefit to member families is electronic access to the resource databases developed for schools. Moreover, this initiative will save the public at least \$1 billion in funereal expenses by minimizing the use of newspapers, which are an expensive, outdated memorial device. There is nothing on today's market that compares in scope to our program.

Our outreach strategy will provide us with the revenue we need to meet our education goal. Instead of trying to reach our target audiences through costly marketing techniques, we will rely on our National Partners to use their existing networks to give us exposure in exchange for an annual share of the distributable membership revenue. This enables us to redirect marketing dollars to the education sector.

To simplify the outreach task, we will provide each National Partner with a template to customize a home page that links directly to our Web sites. This home page will enable them to easily notify their members about value of our program. After the network's national launch, we will work with each National Partner to expand its outreach efforts.

Americans All Business and Marketing Plan

Americans All offers a unique opportunity to enter a mature, but essential, industry and emerging, but high-growth, segments, taking full advantage of the power of social media to drive traffic to our program and Web sites. To view an overview of our program, [click here](#).

We seek convertible equity investment funding of \$250,000 to launch the Americans All Social Legacy Network and accelerate marketing for our program through social media channels and a public relations campaign. An ideal investment partner is one who specializes in life planning, digital photo scanning, health research or education services and products.

At the core of our Social Legacy Network are user-friendly Web sites that were developed and tested over several years at significant expense. Our social media channels and printed and online marketing pieces for our target markets are ready.

In summary, our program assets are complete and our network is prepared to launch. We also have, and are in discussion with, additional National Partners who will provide outreach assistance in exchange for an annual share of the distributable network membership revenue.

Legacy Preservation Through Americans All

The nonprofit People of America Foundation and the for-profit Americans All Benefit Corporation have created a unique business model that combines the strengths of both types of corporate entities. The People of America Foundation owns a social studies education product to support excellence in history and civics instruction. A component honors the contributions of immigrants to our nation's growth. In recent years, however, the emphasis in public education has shifted toward STEM topics, thus reducing funds available for the distribution of vetted social studies resources.

To enable the foundation to achieve our education mission, we formed a benefit corporation to handle marketing and operations. We restructured the foundation as a membership organization and established a Social Legacy Network. This enables network members, at no additional cost, to create and share life stories of individuals and groups important to them on our Web-based Heritage Honor Roll and, for wider exposure, on the Americans All home pages of our Legacy Partners. Unlike other libraries of stories, our Heritage Honor Roll is permanent and easily accessible. It also allow for story enhancements, such as home videos, photographs and hyperlinks to PDFs, audio and video recordings and other Web sites, and publication of a story in multiple languages. Moreover, Americans All believes that legacy begins at birth, that life accomplishments should be updated and recorded as the honoree matures, and that legacy preservation should occur before the honoree's passing.

Finally, we have identified major and secondary target audiences that should be very receptive to our program and have developed strategies to reach them.

Major Consumer-Based Target Audiences

Although the list of potential markets for our Social Legacy Network is extensive, we have identified three primary consumer-based target audiences: funeral homes, homeschools and special population groups selected based on their ethnicity, national heritage and/or sexual identity. The funeral industry was chosen for its universality and its logical tie-in with legacy preservation. The homeschool and special interest group segments were chosen because of their reachability and activism. [Numerous secondary markets exist and are described later in this business and marketing plan.]

- The funeral industry is nearly universal, benefiting from a guaranteed population of more than 2.5 million people annually. However, its reliance on an outdated, expensive tool for memorializing those who have died (i.e., the newspaper obituary) ignores a rapidly emerging paradigm shift made possible by the Internet. The market for online obituaries and legacy stories is enormous and still growing. Nearly 16 million people visit Legacy.com monthly to review online obituaries. The Americans All Social Legacy Network offers far more value. Members' life/legacy stories live forever on our Web-based Heritage Honor Roll and can include photographs and hyperlinks to PDFs, audio and video recordings and other Web sites. They can also be published in multiple languages and updated at any time, at no additional cost. Americans All provides all of these benefits, and more, for **less than the cost of a one-year archived obituary on Legacy.com, which requires an annual renewal fee to keep the notice active.**
- The homeschool education movement has been largely ignored by traditional education publishers, despite rapid growth fueled by disenchantment with traditional K–12 education and distrust of secular values in mainstream education theory. Although more than 800,000 families currently choose to homeschool their children, the market is fragmented along regional and religious lines, limiting its value to traditional textbook publishers. However, the Internet has eliminated the price barrier for both publishers and consumers of customizing textbooks.
- Our nation's changing demographic profile has produced groups who would benefit from the opportunity to share their stories with a national audience. Such stories can help heal our highly polarized society by showing the commonalities, rather than the differences, in our citizenry.
- Individuals and groups can repurpose previously published stories about themselves or those important to them to leverage the wider reach our Heritage Honor Roll and the Americans All home pages of our Legacy Partners.

Competitive Advantages

The advent of social media has made it possible to successfully penetrate the three market segments at a very low cost of entry. Nearly everyone in America uses some form of social media (Facebook, Twitter, Pinterest, Instagram, Tumblr, etc.) on a daily basis. At the same time, we can provide these markets with greater benefits than are now available.

Funeral Homes: Our Social Legacy Network offers important advantages to the funeral industry and its clients. Current industry reliance on newspaper obituaries is an inefficient model for several reasons:

- Newspaper obituaries carry a high expense that exceeds more than \$1 billion per year.
- Newspapers are an obsolete delivery mechanism and provide only one-day, one-city exposure in one language. Their obituaries also do not include visual enhancements, without paying an additional fee.
- Newspapers are losing ground as a major information resource as electronic media becomes more prevalent. Annual hosting fees are required in many cases to keep the obituary from being archived and becoming inactive.
- A newspaper obituary cannot be updated as new information is discovered.

In contrast, the Americans All Social Legacy Network offers members an opportunity to create a multidimensional portrait of their loved one that is vastly superior to newspaper obituaries, at a fraction of the cost.

- The opportunity to create a legacy story on the Heritage Honor Roll is available to Social Legacy Network members, at no additional cost. This is one of the benefits of their **one-time, tax-deductible membership fee of just \$39**.
- The legacy story can be up to 1,000 words and can be edited at any time.
- The story can include home videos, photographs and links to PDFs, audio and video recordings. The story can include home videos, photographs and links to PDFs, audio and video recordings and other Web sites to enhance the portrait of the person or group being honored.
- The story can be created in multiple languages and can be linked to social media sites.
- These legacy stories are searchable and accessible on the Americans All Web sites and on the Americans All home pages of our Legacy Partners.
- There is no annual hosting fee to keep the story alive forever on the Web.

An opportunity to create an Americans All home page is available for businesses and schools. In addition, schools can create and share forever on our Heritage Honor Roll a legacy story about their school for free.

Homeschools: Membership in our Social Legacy Network gives homeschool families what they want: control over the social studies materials to which their children are exposed.

- Homeschool families are heavily engaged in their children's education, but the lack of federal, state or other funding limits their ability to access many of the instructional resources available to public or private schools. At the same time, their diverse value-based education philosophies often limit the utility of traditional textbooks—particularly in social studies.
- As part of their \$39 one-time membership fee, families can access our Homeschool Resource Center, a virtual, K-12 multimedia social studies library.
- Prior to the advent of the Internet, it was not practical or affordable to produce customized social studies textbooks that accurately reflect the values and belief systems of individual homeschool families. By establishing a Homeschool Resource Center that includes nonpartisan state- and grade-level-specific factual materials in a searchable, easily accessible format, Americans All makes it possible for homeschool families to create resources that aligns accurate history and civics content with their personal beliefs—at little or no cost.

- In addition, as part of families' Social Legacy Network membership, Americans All offers unique proprietary resource materials to immediately enrich the homeschool learning experience, including:
 - A generic 412 page [timeline](#) publication of important events in American history;
 - Hundreds of annotated, period-specific [photographs](#) illustrating people, times and events that are part of the American story;
 - 22 [songs](#) that reflect the spirit and experiences of major groups who came to America in the early 20th century; and
 - Grade-level-specific [teacher's guides](#) that describe how best to use these materials.

Special Population Groups: With today's increasing demographic diversity, our nation is becoming severely polarized in many sectors. Literature and research show that a significant barrier that prevents people from accepting one another is that people are identified by their generic group affiliation rather than as individuals who have names, faces and common characteristics. An easily accessible Web site that contains stories about all the individuals and groups who comprise our nation's population can significantly reduce this barrier. In particular, expanding groups, such as Hispanics, and newly emerging groups, such as Muslims and LGBTQs, would be afforded an opportunity to share their stories as proud Americans and help our nation heal and move forward.

In Summary: Most funeral homes attempt to generate additional revenue by providing clients with a wide range of expensive add-ons, such as memorial books and plaques. Some even generate their own libraries to host legacy stories. However, unlike the Americans All Web sites, those stories are rarely picked up by the major search engines and are far more expensive to create and share. National awareness of our legacy preservation tool can negatively impact future funeral industry revenue unless funeral directors include membership in our Social Legacy Network as part of their add-on package. Our cost is a minor expense for the funeral home to absorb or fold into its packages. The communication networks that the homeschool and special population group markets use to share information are inexpensive to access and can easily be used to promote network participation.

Use of Social Media

Americans All will promote the Social Legacy Network across social media channels using original content to generate popular engagement. We will feature posts on different aspects of American culture and history—including the family, the military, and past and present heroes—all within the context of individuals' and ethnic and cultural groups' contributions to American society and all leading to an appreciation for tolerance, diversity and the importance of immigrant groups in American history. All original content will encourage users to tell their story by visiting the Americans All Web sites.

Americans All will enhance the reach of social media channels by using sophisticated social media tracking tools and analyzing social media data on an ongoing basis. In addition, after the national launch, we will conduct an extensive public relations effort and rely on outreach assistance from our National and Strategic Partners to continue to promote our initiative. Moreover, similar to the marketing plan we use for our National and Strategic Partners, we

will encourage social media users who already enjoy a large following on Facebook, Pinterest, Instagram, etc., to promote Americans All by providing them with a customized page (e.g., www.ameriansall.org/allan) that links directly to our Web sites.

Ongoing Growth

To ensure ongoing growth once our primary consumer-based markets have been successfully penetrated, we have identified additional target audiences and special interest groups for our Social Legacy Network that can be reached using the same tactics and strategies. Customized marketing materials for many of these target audiences and special interest groups have already been developed.

- **Sellers of legacy preservation, life planning, or education services and products.** Americans All can reach many potential buyers of legacy preservation, life planning, or education services and products earlier on the sales conversion arc and at a lower expense. By aligning marketing efforts, we can deliver members of affinity groups who are predisposed to buy more comprehensive legacy preservation, life planning or education services and products from existing sellers.
- **K–12 public and private schools and teachers.** America’s teachers are truly the unsung heroes of society. Working long hours, often for less pay than they could earn elsewhere, America’s teachers are the embodiment of public service and dedication. Yet, too often their stories go untold, and their critical contribution to their students’ lives and America’s future goes unrecognized. By creating and sharing a permanent record of their service to society, they can receive recognition for their role in making sure students are prepared to succeed in today’s global economy.
- **Local, regional and/or national groups, businesses and service providers.** These entities have missions that reinforce our goals of creating and sharing legacy stories and supporting excellence in social studies instruction. They form the Americans All Legacy Partner Alliance and participate in our initiative at no cost because they generate a home page or home pages (in multiple languages) to share information about their group, business or organization; better connect with their clients and customers; and demonstrate their commitment to strengthening schools and their community. In addition, they host, on their Americans All home page(s), Heritage Honor Roll stories created by affiliated honorees or Social Legacy Network members, thus providing additional exposure for these stories. In addition, they can share available discounts on goods and services and other benefits with Social Legacy Network members and other Legacy Partners. This segment opens up an entirely separate sector to market related services.
- **Residents of long-term care facilities.** This industry gives individuals and families the amenities and assistance they need to live as independently and dignified as possible in a long-term care setting. Members of this demographic group have a strong desire to preserve and share their personal history and stories, especially at this stage of life, to ensure family, friends and future generations know their memories, experiences and accomplishments—recorded from their own perspective.

- **Military and veterans groups.** The story of America is about the countless men and women who give up their own comfort, the company of their loved ones, and sometimes their lives in service to our nation. From the Revolutionary War to Afghanistan, in times of both war and peace, military personnel endure hardship so Americans can enjoy peace and freedom. Yet, because these men and women often serve in anonymity, their stories of sacrifice and dedication to duty can be lost to posterity. The Heritage Honor Roll is an ideal place to preserve their stories.
- **Domestic first responder groups.** First responders—firefighters, police officers and paramedics and emergency medical technicians—dedicate themselves to aiding and protecting citizens in emergency situations. They put others' safety and well-being above their own, often at great risk to themselves. The tragic events of 9-11 offer dramatic proof of the heroism and self-sacrifice of America's first responders. Yet, because these men and women often serve in anonymity, their dedication to duty can be lost to posterity. By creating and sharing a permanent record of their service, the nation gains insights and inspiration from their contributions to society.
- **National and local sports teams.** Baseball and football are definitive American sports and are the most popular athletic events in our nation. No American sport enjoys a richer heritage than baseball, whose legacy has been woven into the fabric of the American dream since the 19th century. In that time, baseball has led the way in encouraging participation by ethnic and cultural groups from all over the world. And, today, no American sport can match football's influence and universal appeal. The NFL Players Association has been a leader in encouraging participation by ethnic and cultural groups worldwide. Yet, even more important than the games themselves, are the values of sportsmanship, self-discipline and fair play that athletes—at their best—inspire. By creating a permanent record of the impact these athletes have today and have had in the past, current and future generations of Americans can find role models to emulate. [A strong case can also be made for other team and individual sports (e.g., soccer, basketball, lacrosse, golf and tennis).]
- **Elected and appointed officials.** Members of this group must find innovative ways to demonstrate their concern about issues impacting their constituents. They must also use means of communication that enable them to personalize and control their messaging on policy positions. Officeholders can use their Heritage Honor Roll legacy story to reveal their own life experiences and share their perspectives, including hyperlinks to specific sites that explain and support their policy positions. These public servants can also use this tool to honor others whom they admire and want to acknowledge for their service to the nation. Moreover, legacy preservation is an inexpensive, meaningful way for elected and appointed officials to demonstrate their civic pride and commitment to preparing students for success in our global economy.

Investment Opportunity

We seek convertible equity investment funding of \$250,000 to launch our Social Legacy Network and accelerate marketing for our program through social media channels and a public relations campaign. An ideal investment partner is one who specializes in life planning/legacy preservation, digital photo scanning, or education services and products.

In return for investing in Americans All, this partner will be given an equity position in the benefit corporation. Moreover, the partner will have the opportunity to select a qualified entity to manage the creation of the state- and grade-level-specific resource social studies databases and the creation of the ethnic and cultural publications to supplement the existing Americans All classroom resources. These activities will be funded annually by allocating \$14.00 and \$1.25, respectively, of every \$39.00 network membership sold. Finally, the partner will be given the opportunity to help decide the future of the benefit corporation.

This convertible loan affords the investor a low-risk, but highly profitable, investment opportunity for several reasons:

- Americans All is immune from economic fluctuations affecting most businesses because it is a Web-based enterprise with no inventory expense, a low cost of entry and limited personnel expenses.
- We will never saturate our target audiences, because the membership of each market is expanding every year.
- Uniquely, duration of Social Legacy Network membership is not a factor in direct revenue, because the full \$39 fee is collected one time in advance.

Repayment Options

This investment opportunity enables the investor to maximize a return based on his or her preferred strategy.

- The loan will carry a 10 percent rate of interest. It will be repaid from funds generated by the first 25,000 memberships sold, which we project will occur within the first year of operation. To ensure loan repayment, we will escrow \$10 of every \$39 membership fee.
- The investor also receives a 5 percent equity stake in the Americans All Benefit Corporation, which owns the marketing rights for any products or services the network develops.
- The investor can receive a balloon payment of \$500,000 when another 50,000 memberships have been sold, which we project will occur early in year two.
- In lieu of the balloon payment, the investor can choose to receive 2.5% percent of the distributable annual membership revenue. We project the value of that percentage to the investor to be \$125,000 each year. Under this option, the investor will also receive an additional 5 percent equity stake in the benefit corporation, for a total of 10 percent.

Annual Distribution of Americans All Social Legacy Network Membership Revenue

Social Legacy Network Memberships Sold (Each for a one-time, tax-deductible fee of \$39)	Membership Revenue for Distribution	Percentage Distribution of Revenue	Dollar Distribution of Revenue
100,000 memberships	100,000 memberships @ \$25*	1.25%	\$31,250
	\$2,500,000	2.50%	\$62,500
	Note: * \$14 of each \$39	4.00%	\$100,000
	membership fee is allocated	5.00%	\$125,000
	to create social studies	10.00%	\$250,000
	resource databases	25.00%	\$625,000
250,000 memberships	250,000 memberships @ \$25	1.25%	\$78,125
	\$6,250,000	2.50%	\$156,250
		4.00%	\$250,000
		5.00%	\$312,500
		10.00%	\$625,000
		25.00%	\$1,562,500
500,000 memberships	500,000 memberships @ \$25	1.25%	\$156,250
	\$12,500,000	2.50%	\$312,500
		4.00%	\$500,000
		5.00%	\$625,000
		10.00%	\$1,250,000
		25.00%	\$3,125,000

Planned Activities to Increase Americans All Benefit Corporation Revenue

Internal use of the contact database to market new products and services to Social Legacy Network members

Internal use of the contact database to market new products and services to homeschools

Marketing of new products and services to the contact database of public and private schools

Marketing of new products and services to Legacy Partner Alliance members

Marketing the consolidated social studies resource databases to advertisers

Marketing our infrastructure to add additional education subjects to our existing databases

Projected Revenue and Expenses for the Americans All Social Legacy Network for Year One

Projected Revenue for the Americans All Social Legacy Network for Year One			
Year One	New Members	Total Members	Total Revenue @ \$39 each
Month 1	50	50	\$ 1,950
Month 2	150	200	\$ 5,850
Month 3	300	500	\$ 19,500
Q1 Totals	500	500	\$ 19,500
Month 4	750	1,250	\$ 48,750
Month 5	1,000	2,250	\$ 87,750
Month 6	1,250	3,500	\$ 136,500
Q2 Totals	3,000	3,500	\$ 136,500
Month 7	2,000	5,500	\$ 214,500
Month 8	3,000	8,500	\$ 331,500
Month 9	4,000	12,500	\$ 487,500
Q3 Totals	9,000	12,500	\$ 487,500
Month 10	5,500	18,000	\$ 702,000
Month 11	7,000	25,000	\$ 975,000
Month 12	7,000	32,000	\$1,248,000
Q4 Totals	19,500	32,000	\$1,248,000
Totals	32,000	32,000	\$1,248,000

Projected Expenses for the Americans All Social Legacy Network for Year One					
	Q1	Q2	Q3	Q4	Total
Accounting ¹	6,500	4,000	1,500	6,000	\$ 18,000
Computer Hosting ²	2,042	2,042	2,040	2,040	\$ 8,164
Computer Updating ³	9,000	9,000	9,000	9,000	\$ 36,000
Consultants ⁴	11,000	3,000	3,000	3,000	\$ 20,000
Design and Editorial ⁵	3,000	3,000	3,000	3,000	\$ 12,000
Insurance ⁶	900	900	900	900	\$ 3,600
Legal ⁷	21,000	1,500	1,500	1,500	\$ 25,500
National Launch/PR ⁸	14,000	6,000	6,000	6,000	\$ 32,000
Office Expenses ⁹	1,500	1,500	1,500	1,500	\$ 6,000
Partner Outreach ¹⁰	0	0	0	0	0
Part Time Staff ¹¹	0	500	1,500	1,500	\$ 3,500
Postage ¹²	150	150	150	150	\$ 600
Printing ¹³	1,500	1,500	1,500	1,500	\$ 6,000
Rent ¹⁴	1,200	1,200	1,200	1,200	\$ 4,800
Social Media Outreach ¹⁵	26,829	26,487	26,487	26,487	\$ 106,290
Trade Shows ¹⁶	5,000	5,000	0	5,000	\$ 15,000
Travel ¹⁷	5,000	3,000	3,000	3,000	\$ 14,000
Support Staff ¹⁸	1,000	9,000	27,000	39,000	\$ 64,000
Retire Debt ¹⁹	5,000	30,000	90,000	195,000	\$ 320,000
Interest Expense ²⁰				25,000	\$ 25,000
	114,621	107,779	179,277	330,777	\$ 720,454

Loan repayment projected for month 11

Projected Revenue and Expenses for the Americans All Social Legacy Network for Year Two

Projected Revenue for the Americans All Social Legacy Network for Year Two			
Year Two	New Members for Year Two	Total Members for Year Two	Year Two Revenue
Month 1	8,000	8,000	\$ 312,000
Month 2	8,000	16,000	\$ 312,000
Month 3	8,000	24,000	\$ 312,000
Q1 Totals	24,000	24,000	\$ 936,000
Month 4	8,000	32,000	\$ 312,000
Month 5	8,000	40,000	\$ 312,000
Month 6	8,000	48,000	\$ 312,000
Q2 Totals	24,000	48,000	\$1,872,000
Month 7	9,000	57,000	\$ 351,000
Month 8	9,000	66,000	\$ 351,000
Month 9	9,000	75,000	\$ 351,000
Q3 Totals	27,000	75,000	\$1,053,000
Month 10	12,000	87,000	\$ 468,000
Month 11	12,000	99,000	\$ 468,000
Month 12	12,000	111,000	\$ 468,000
Q4 Totals	36,000	111,000	\$1,404,000
Totals	111,000	111,000	\$4,329,000

Projected Expenses for the Americans All Social Legacy Network for Year Two					
	Q1	Q2	Q3	Q4	Total
Accounting ¹	9,000	9,000	9,000	9,000	\$ 36,000
Computer Hosting ²	2,400	2,400	2,400	2,400	\$ 9,600
Computer Updating ³	30,000	9,000	9,000	9,000	\$ 57,000
Consultants ⁴	12,000	12,000	12,000	12,000	\$ 48,000
Design and Editorial ⁵	6,000	6,000	6,000	6,000	\$ 24,000
Insurance ⁶	1,500	1,500	1,500	1,500	\$ 6,000
Legal ⁷	22,000	3,000	3,000	3,000	\$ 31,000
National Launch/PR ⁸	15,000	15,000	15,000	15,000	\$ 60,000
Office Expenses ⁹	1,500	1,500	1,500	1,500	\$ 6,000
Partner Outreach ¹⁰	0	0	0	0	0
Part Time Staff ¹¹	15,000	15,000	15,000	15,000	\$ 60,000
Postage ¹²	300	300	300	300	\$ 1,200
Printing ¹³	3,000	3,000	3,000	3,000	\$ 12,000
Rent ¹⁴	1,800	1,800	1,800	1,800	\$ 7,200
Social Media Outreach ¹⁵	26,829	26,487	26,487	26,487	\$ 106,290
Trade Shows ¹⁶	10,000	5,000	10,000	5,000	\$ 30,000
Travel ¹⁷	15,000	15,000	15,000	15,000	\$ 60,000
Support Staff ¹⁸	72,000	72,000	81,000	108,000	\$ 333,000
Retire Debt ¹⁹	180,000				\$ 180,000
	423,329	197,987	211,987	233,987	\$1,067,290

Balloon payment projected for month 3, year 2

Activities to Increase Revenue for the Americans All Social Legacy Network for Year One, Year Two and Beyond

Year One—Q1

- Prepare and Launch Social Media Strategy
- Refresh and Extend Social Media Channels
Facebook – Twitter – Pinterest – Instagram –Vine – YouTube – Vimeo – Linked In – Tumblr – Google +
- Set Up Social Media Metrics and Tracking
- Start Outreach to Primary Affiliate Groups
Funeral Homes – Homeschools – Ethnic Activist Groups – LGBTQ – Hispanic – Muslim – Veterans Groups
- Identify Correspondent Social Media Sites
- Start Blogs on Americans All Web Sites

Year One—Q2

- Launch Public Relations Campaign
- Set Up Social Toaster
- Accelerate Outreach to Primary Affiliate Groups
- Establish Social Media Correspondent Relationships
- Blog 3 Times Per Week on Americans All Web Sites

Year One—Q3

- Start Testing Social Media Advertising
- Expand Social Toaster Campaign
- Expand Outreach to Primary Affiliate Groups
- Accelerate Social Media Correspondent Relationships
- Accelerate Public Relations Campaign

Year One—Q4

- Accelerate Social Media Advertising
- Research/Expand Social Media Channels
- Initiate Outreach to Secondary Affiliate Groups
- All Ethnicities/Nationalities – K–12 Teachers – First Responders – Active Military Families – Sports – Officeholders – Home Care Providers – Retirement Communities – Life Planners
- Accelerate Social Toaster Campaign
- Continue to Expand Social Media Correspondent Relationships
- Introduce Selected Guest Bloggers with Large Followings

Year Two and Beyond

- Expand Public Relations Campaign
- Continue to Test/Expand Social Media Advertising
- Continue to Accelerate Social Toaster Campaign
- Continue to Expand Social Media Correspondent Relationships
- Expand Primary and Secondary Affiliate Groups
- Continue to Explore/Outreach Additional Affiliate Groups
- Continue to Test/Expand Additional Social Media Channels

Notes for Projected Monthly Expenses for Americans All for Years One and Two

1. The current accountant for the People of America Foundation is Paul C. Balsamo, CPA, Balsamo, Stewart, Lutters & Ruth, P.A., 508 Rock Spring Road, Bel Air, MD 21014, 410-879-3535. We are interviewing firms with experience in both nonprofit and for-profit entities. The accounting firm we hire will prepare quarterly statements and all tax returns. Accounting costs associated with the development of state-specific databases will be covered by that grant. Monthly statements will be prepared using part-time help. Allan Kullen, president of Americans All, will be maintaining ongoing accounting records.
2. Taoti Creative, 530 8th Street SE, Washington, DC 20003, 202-546-8946, is hosting the Americans All Web site. Due to space requirements, hosting fees could double.
3. Taoti Creative will handle the updating of our Web sites. We will need to correct any glitches that occur and implement minor changes based on member requests. Other firms are in consideration if our needs grow beyond their current size.
4. Consultants will be used to help us reach deeper into existing markets or begin exploring new markets.
5. Design and editorial costs are for creating new promotional literature, as needed. Our designer and our editor will continue with the program.
6. Our insurance agent is Harris Tsangaris, NFP Property & Casualty, 707 Westchester Avenue, Suite 201, White Plains, NY 10604. The policy is written through The Travelers Companies, Inc., 485 Lexington Avenue, 6th Floor, New York, NY 10017 (Patrick Byrnes, 917-778-6012).
7. Allan Kullen will select a legal firm, as needed, based on his experience in acquiring legal representation for Todd Allan Printing and other firms throughout his career. Initial costs are for formal documents related to financing and, later, for contracts to award education grants. Until we sell 100,000 memberships, the only legal work required is creating the investment documents.
8. The format and venue for the national launch have not yet been determined. We will be getting immediate and ongoing exposure through our National Partners and our social media strategy.
9. Most needed office supplies are already on hand as a result of the closing of Todd Allan Printing. The major cost is maintaining a separate Internet service for the entity running Americans All.
10. We will be getting extensive outreach assistance from our National Partners in exchange for their receiving a percentage of the annual distributable revenue from Social Legacy Network membership fees. Customized home pages are being developed with each of our partners.
11. As activity progresses, we may need assistance with small tasks from part-time staff.
12. Postage, as needed.
13. Printing, as needed, for reprinting existing promotional literature.
14. We anticipate renting virtual office space in Rockville, MD, from Intelligent Office, 1425 K Street, NW, Suite 350, Washington, DC 20005 (Suzanne Sunshine, 202-587-5600). However, all work will be done at Allan Kullen's residence at 7723 Groton Road, Bethesda, MD 20817. Of course, we may get space from our venture capital partner.
15. For the past three years, we have been working on marketing and communications strategies with Pulse Marketing, 101 Schilling Road, Suite 30, Hunt Valley, MD 21031, 443-310-1902.
16. Initially, we will exhibit at regional conferences in the Mid-Atlantic area. As outreach continues, this will change to national meetings.
17. Travel, as needed, to meet with National Partners not located in the DC metropolitan area.
18. We will outsource (with supervision) the support task to an experienced Customer Call Center, and provide video-links with needed information. We estimate our call volume to be 25 percent of new members and estimate call time to be 2-3 minutes at an estimate cost of \$2.00 per call.
19. Loan repayment options are described on Page 12.

Open Letter to Independent Funeral Home Directors

Funeral homes, where bereaved families can be comforted by friends and loved ones in a professional setting, have been at the center of the grieving process for generations. Funeral directors take quiet charge of death and internment details, sparing families the discomfort of dealing with such matters. In doing so, they provide a valuable service, earn a respected place in American society and receive revenue.

A Paradigm Shift

Funeral homes are still being called on to provide essential services, but a dramatic change is occurring in how families are dealing with death.

- Online communication, especially through social media sites, is becoming the new standard for both speed and cost considerations. This conflicts with the industry's reliance on an outdated and expensive one-day, one-city memorialization instrument—the newspaper obituary or death notice.
- Rising real estate values have created a shortage of land for burial plots, leading to an increase in cremation. More than 1/3 of deaths in America now result in cremation, thus decreasing funeral home revenue. By the next decade, the number of cremations is projected to double.
- The ease and low cost of combining electronic elements with the written word—a mixed-media approach—affords an entirely new and more effective way to create a permanent, multidimensional portrait that truly celebrates an honoree's life.

A Viable Alternative

By becoming Americans All Legacy Partners at no cost, funeral homes will gain access to a unique tool to increase revenue and offer expanded client services. The funeral director is ideally positioned to record and preserve the most meaningful parts of the service through, for example, PDFs of the eulogies and audio and/or video recordings of the memorial. These can then be linked to a photograph-enhanced legacy story—in multiple languages, if desired—that lives forever on the Americans All Heritage Honor Roll. If the funeral home has a similar feature on its own Web site, an affiliation with our Social Legacy Network gives clients broader reach, because we have a considerable online presence that draws the attention of major search engines such as Google, Yahoo and Bing. Moreover, our tool creates a new business opportunity for funeral homes; they can earn revenue by helping their clients republish existing death notices as legacy stories to more appropriately honor their loved ones and eliminate annual archiving costs.

A Request for Partnership

We look forward to helping you provide richer legacy preservation services for your clients. To see just how easy it is to create a Heritage Honor Roll legacy story, register free as a “User” on our Web site at www.americansall.org. Then e-mail us at site@americansall.org and insert “Funeral Home Registration” in the subject line. We will send you coupon codes to cover the costs of creating your own legacy story and introducing our Social Legacy Network and Heritage Honor Roll to your clients. For more details, see www.americansall.org/node/553031 and www.americansall.org/overview and the following Cost-Benefit Analysis.

Allan Kullen, President

7723 Groton Road ■ Bethesda, MD 20817 ■ 301-520-8242

www.americansall.org ■ www.homeschoolmaterials.org ■ site@americansall.org

Cost-Benefit Analysis of a Newspaper Death Notice and an Americans All Social Legacy Network Life/Legacy Story

	Cost for a Newspaper Death Notice (weekday)			Annual Fee to Keep a Newspaper Death Notice "Live."				Total Cost
	Year 1	Year 1	Year 2	Years 3-10	Years 11-20	20 Years		
<p>Members of the Americans All Social Legacy Network can, at no additional cost:</p> <ul style="list-style-type: none"> • Create an online life/legacy story—maximum 1,000 words—with home videos, photographs and hyperlinks to PDFs, audio and video recordings and other Web sites; • Print a shortened version of their story in an 8½" x 11" format; • Update and publish their story in multiple languages, at any time; • House their story on our Heritage Honor Roll, forever; • Have their story hosted on Legacy Partners' Americans All home pages; and • Access social studies education resources. 	\$39							\$39
Modify and republish an archived death notice as an Americans All life/legacy story with enhancements.	\$39							\$39
Pay to keep a newspaper death notice "Live."				\$19	\$19	\$152	\$190	\$380
1-inch death notice in a large city newspaper—approximately 50 words and no photograph—weekday; Sunday publication add \$26. Obituary cannot be updated with new information.		\$135						
1-inch death notice in combination with an Americans All life/legacy story.	\$39	\$135						\$174
2-inch death notice in a large city newspaper—approximately 125 words and no photograph—weekday; Sunday publication add \$33. Obituary cannot be updated with new information.			\$306					
2-inch death notice in combination with an Americans All life/legacy story.	\$39		\$306					\$345
5-inch death notice in a large city newspaper—approximately 230 words and a black-and-white photograph—weekday; Sunday publication add \$54. Obituary cannot be updated with new information.				\$611	\$49	\$19	\$152	\$190
14-inch death notice in a large city newspaper—maximum 1,000 words and single color photograph—weekday; Sunday publication add \$298. Death notice does not include additional photos or hyperlinks to PDFs, audio and video recordings and other Web sites. Death notice cannot be created and published in multiple languages. Except for a memorial plaque—sometimes offered if death notice exceeds 2 inches—no additional benefits are provided.				\$1,735	\$49	\$19	\$152	\$190
								\$2,145

One-Time, \$39 Social Legacy Network Membership Fee Buys Homeschool Families Multiple Benefits, Now and Forever

Membership in our Social Legacy Network gives homeschool families access to the instructional materials in our Homeschool Resource Center. It also affords them the benefits offered through our 30-year-old foundation's cloud-based portal, especially the opportunity to create and publish legacy stories. Reinforcing our belief that legacy preservation and education are closely linked, we invest 85 percent of our membership revenue to enhance K–12 social studies instruction. Social studies education is key, because this discipline helps prepare students to participate effectively in our nation's economy, workforce and democracy as well as in our increasingly complex global society.

- Families and students can access electronically our library of nonpartisan, multimedia, K–12 social studies resources, for **free**. These resources bring history to life for students, and photographs, posters, songs and teachers' guides provide additional teaching tools for homeschool families. All our instructional materials are state- and grade-level-specific, and they can be used to help homeschool students meet testing requirements.
- Families can now control how the legacy of an individual or a group important to them is recorded and shared forever, for **free**. Legacy stories acknowledge that heritage and culture are rich aspects of personal and group identity and contain invaluable knowledge and experiences that will be lost if not passed on now to future generations. These stories can be built around new and/or existing home videos, with privacy protection if preferred. They can also be enhanced with photographs, logos, and links to social media and other Web sites. Legacy stories can be updated at any time, have no annual hosting fee and can even be published in multiple languages. Our templates and tutorials make it easy to create legacy stories. Learning to research, write and edit a legacy story—whether or not it is published—offers a wonderful bonding experience.
- Our portal tools also help families deal with estate planning and the stress of a loved one's passing away, for **free**. Our secure, electronic announcement tool ensures privacy when it becomes important to share memorial and anniversary information on their honoree with relatives, friends and associates, especially those out of town. This benefit can be used before a legacy story is created and published and saves the cost of an expensive, newspaper-based death notice.

The screenshot shows a web page for 'Allan S. Kullen, Businessman and Social Entrepreneur'. The page includes a profile picture of Allan, a bio, and a 'Make a Difference, Get Involved TODAY!' button. Below the bio are several images and logos, including the American Revolution Bicentennial logo, the KIP logo, and the DKB logo. At the bottom, there is a URL: www.americansall.org/node/553521



Homeschool Resource Center: A Virtual K-12, Multimedia Social Studies Library

Homeschool families assume the responsibility for educating their children. Yet the lack of federal, state or other funding limits these families' ability to access many of the multimedia instructional resources and teaching tools available to public and private schools. At the same time, their varied, value-based education philosophies often preclude the use of traditional textbooks, particularly in social studies.

The Internet and the multimedia, historically accurate, nonpartisan data housed in our Homeschool Resource Center make it practical and affordable for homeschool families to customize their social studies instructional resources to better support their personal beliefs.

Consistent with our philosophy, we leave all content, curriculum and instructional decisions to individual families, and do not publish or share contact information.

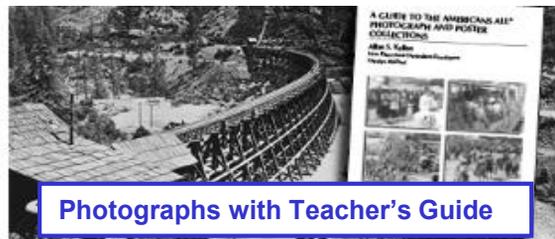
Our center contains links to our existing instructional materials and teaching tools in social studies. They are part of the materials developed during the past 30 years by Americans All and many are nonpartisan and can effectively enrich the homeschool learning experience:

- A generic, 412-page timeline publication;
- Hundreds of period-specific photographs, each annotated to tell a story;
- 22 songs that reflect the experiences of early 20th century groups; and
- Grade-level-specific teachers' guides.

In addition, we are developing electronic, high-quality, multimedia grade-level-specific social studies resource databases that are organized, alphabetically and by subject matter, to include names of people, places, events and concepts. Embedded in the databases are links to other appropriate information to strengthen learning opportunities and facilitate interdisciplinary connections. We also offer professional development opportunities in social studies for teaching in homeschool environments.



Accurate, Searchable Databases



Photographs with Teacher's Guide



Timeline Publication



Songs with Teacher's Guide

For instructions on how to join our Social Legacy Network, visit us at <https://homeschoolmaterials.org/create-homeschool>

How Americans All Benefits Our Nation's Homeschool Families

You are to be congratulated for assuming the responsibility for your children's education. The challenge of preparing them to live and prosper in a secular society, while maintaining the values you hold dear, can be daunting. In the past, it has been very difficult for homeschool families such as yours to access instructional resources that are both accurate and free from biases, particularly in history and civics. That's all changed, thanks to the Americans All [Homeschool Resource Center](#).

Now you can gain unlimited access to high-quality instructional resources in social studies that will help you prepare your children to participate effectively in our nation's democracy, economy and workforce—without their being subjected to unwanted perspectives. In effect, **you can customize the texts your children use**, with full confidence that the information is factually correct but free from secular ideas and influences that do not support your family's values. This unlimited electronic access is free with your membership in the Americans All Social Legacy Network. A one-time, tax-deductible fee of just **\$39** buys a membership in this network for your entire family!

The Homeschool Resource Center is a clearinghouse for instructional materials and teaching tools for homeschool families. Currently, it contains links to our instructional materials and teaching tools in social studies. These specific resources are part of the materials developed during the past 30 years and can be used to enrich the homeschool learning experience:

- A useful, informative 412-page [timeline](#) publication of important events in American history
- 262 annotated, period-specific [photographs](#) illustrating people, times and circumstances that are part of the American story
- 22 [songs](#) that reflect the spirit and experiences of major groups who came to America in the early 20th century
- Grade-level-specific [teacher's guides](#) that describe how best to use these materials in your children's instruction

Americans All is also compiling and distributing electronically high-quality, grade-level-specific social studies resource [databases](#) to support homeschool instruction. The databases are organized, alphabetically and by subject matter, to include names of people, places, events and concepts. Embedded in the databases are links to other appropriate information to strengthen learning opportunities and facilitate interdisciplinary connections. We also offer professional development opportunities in social studies for teaching in home environments.

Ultimately, the Homeschool Resource Center will include information from other disciplines to increase its value to homeschool families. In compiling information for homeschools, the center searches for resources that not only are factually accurate, but also are free from ideas and influences that may not support family values. **Consistent with its philosophy, the center leaves all content, curriculum and instructional decisions to individual families.**

Besides the instructional resources, Social Legacy Network membership gives you the opportunity to create and update a *life/legacy* story about an individual or your family for free. Recording the accomplishments and life experiences of those who have helped make America strong can inspire future generations. We preserve and share your legacy story forever on our Web-based [Heritage Honor Roll](#) and, for wider distribution, on the Americans All home pages of [Legacy Partners](#).

You can prepare your children for success while protecting their values as well as promote real-life examples of individuals and groups who reflect your beliefs when you join the Americans All Social Legacy Network. Use this tutorial to find out how.

Convert Your Nondigital Media using FotoBridge®



Americans All is pleased to offer our Social Legacy Network members an opportunity to connect with FotoBridge, one of the top digital conversion companies in the nation. It can convert your nondigital media (e.g., old photos, videos and audio recordings) to a file type that can be stored on your device and, if desired, uploaded and linked to your legacy story.

FotoBridge will convert and provide a URL for:

- **Video file types to either an .mp4 or a .mov format**
- **Audio file types to an .mp3 format**

Photo files can convert to either a .jpeg or .png format. If you want to link these files to your legacy story, see Step 1(b).

Enter promotional code AA234 when you contact FotoBridge to convert your nondigital media into easily accessible—and permanent—digital files. [Click here](#) to contact FotoBridge.

How Can I Create My Life's Legacy?



A life's legacy is a life's story created about one's self, by one's self. It's more than just dates and specific accomplishments. It's also about memories and experiences we hold so deeply, yet often don't share.

[HealGrief.org](#) has formed an alliance with the [Americans All Social Legacy Network](#) to offer our users the means and opportunity to create and share their own life's legacy and share their life's story, written in the first person, with family and friends. Life/legacy stories lend current and future generations knowledge, insight and inspiration.

Everybody has a life's legacy and life's story worth telling, and Americans All will help you create and share yours when you join. Your comprehensive life/legacy story—written from your own perspective—will be published and live forever on their Web-based Heritage Honor Roll and can:

- Include up to 1,000 words of text
- Include hyperlinks to text or documents on the Web, audio and video recordings, and other legacy stories on the Heritage Honor Roll
- Include a color portrait photograph and a color photograph montage
- Include up to 5 logos significant to you
- Be republished in multiple languages
- Be updated at any time
- Be hosted on designated home pages of schools, businesses and service providers important to you, for more exposure
- Be easily accessed through major search engines such as Google, Bing and Yahoo

In addition, your story can be shortened and recreated—in multiple languages if you desire—and be printed in an 8½" x 11" format for you to share.

Legacy preservation is important because, as author/historian David McCullough reminds us, "history is the story of people." Reinforcing this connection is another goal of theirs. Their foundation invests 85 percent of network membership revenue to strengthen social studies education and prepare students to participate in our nation's democracy, economy and workforce. As a Social Legacy Network member you and your family can electronically access the information they compile for schools.

Don't wait for others to write your life's story and life's legacy. Our alliance with [Americans All Social Legacy Network](#) allows you to take control and write your own!