



Announcing

A Social Legacy Network that gives members a dedicated Web page to permanently house honoree stories and affords them access to an education app for quality social studies resources.

Program Highlights:

- Its cost of entry is just \$39, and this one-time membership fee is tax-deductible.
- Its products have been pretested, and its business and marketing plan is complete.
- Its Web site is already being searched by Google, Yahoo and Bing.
- It has minimal overhead, has no inventory requirements and is scalable.
- It is less expensive and provides far more benefits than our competition.
- It has marketing partners already committed to support a national launch.
- It appeals to both commercial and nonprofit markets.
- Its primary market is expected to approximate 2.5 million people annually.
- Its secondary market has 800,000 untapped households.
- It will also expand markets served by our business and marketing partners.
- It can easily be adapted to reach a global market.
- It has components with strong positive social value.
- It is owned by a 30-year-old nonprofit foundation and managed by a 2-year-old for-profit benefit corporation.

What is the Americans All Social Legacy Network?

To seize new opportunities, our 30-year-old nonprofit foundation restructured the best elements of its successful social studies classroom resources program and created a Social Legacy Network managed by a benefit corporation. Individuals pay a one-time, tax-deductible fee of \$39 to join our network. A benefit of membership is a dedicated Web page on our Heritage Honor Roll where members can permanently house honoree stories. For wider exposure, these stories can also be published on the home pages of schools, businesses and service providers that comprise our Legacy Partner Alliance and participate in our program for free.

We champion legacy preservation, and we also recognize that the cornerstone of democracy is an informed citizenry. In keeping with David McCullough's thinking that "history is the story of people," we tie these two concepts together by investing 85 percent of membership revenue to create grade-level-specific social studies resource databases that support state content standards. These databases, as well as our Americans All classroom resources, can be electronically accessed for free by all participating K–12 public and private schools and the families of Social Legacy Network members. In addition, we set up a social studies clearinghouse to give homeschool families access not only to these resources, but also to instructional materials that support their values.



Everybody has a story worth sharing and preserving

Legacy stories acknowledge that heritage and culture are rich aspects of personal and group identity. They are part of our nation's social fabric. By joining the Americans All Social Legacy Network for a one-time, tax-deductible fee of just \$39*, you can create and share a legacy story and receive other membership benefits, at no additional cost.

We believe that <u>life</u> experiences and accomplishments should be recorded—ideally with direction from the honoree—and preserved forever as a <u>legacy</u> story. The Americans All Heritage Honor Roll and our Legacy Partner Alliance make this possible for the benefit of family, friends and future generations.

Our foundation invests 85 percent of membership fees to support excellence in K-12 social studies education. This will help ensure students are better prepared to participate in our nation's economy, workforce and democracy.

Americans All Social Legacy Network





The online and print versions of your legacy story can be created and modified, in multiple languages, at no additional cost. Your online version can include photographs and links to other Web sites and audio and video recordings. Social Legacy Network members also receive recognition posters and a membership card to access available discounts on goods and services and other benefits from program partners.

By comparison, the average cost of a one-day, 2" x 6" newspaper obituary notice is \$780

Added value for participating K-12 schools and Social Legacy Network member families

In addition to other benefits, participating K–12 schools and families of Social Legacy Network members get frae electronic access to:

- Americans All classroom resources, including 262 annotated, period-specific photographs; 6 texts and 22 songs that reflect the spirit and experiences of major groups who came to America in the early 20th century; and a 412page timeline publication that provides multiple perspectives on events that shaped our nation's history;
- State- and grade-level-specific resource databases that support K-12 social studies content standards; and
- Links to related instructional resources that facilitate interdisciplinary learning.

Schools receive access to professional development opportunities.



Americans All Legacy Partner Alliance



Schools, businesses and service providers participate for free and have homes pages—in multiple languages, if desired—on our Web site. In addition to providing information on themselves, they host stories from the Heritage Honor Roll of individuals and groups important to them, thus providing additional recognition for the stories.

Alliance members gain greater exposure by being listed on our Web site by name, language, category and location. To

language, category and location. To broaden their reach still further, they can share available discounts on goods and services and other benefits with Social Legacy Network members.

Contact Allan Kullen, President Americans All Social Legacy Network 7723 Groton Road Bethesda, MD 20817 301-520-8242 www.americansall.org site@americansall.org

What Does an Americans All Online Legacy Story Look Like?

To view this page in English, visit www.americansall.org/node/553381. To view this page in French, visit www.americansall.org/node/553032.



How Will Our Legacy Preservation Tool Help Ensure Our Success?

Our ability to demonstrate that people can create and publish a permanent, comprehensive legacy story for the nominal fee of \$39 makes us extremely competitive. Approximately 2.5 million people pass away annually, and the one-day, one-city newspaper obituaries currently being used by families as memorials are a costly and inadequate way to describe an honoree's life. In addition, an annual fee must be paid to keep these death notices from being archived. Moreover, our legacy preservation tool enables funeral eulogies and other family recordings to be permanently linked to the honoree's legacy story. Our low price point and our efforts to improve social studies education provide a strong barrier against the entry of competitive programs in the future.

		Cost for a Newspaper Death Notice (weekday) Year 1			Annual Fee to Keep a Newspaper Death Notice "Live."				Total Cost
					Year 1	Year 2	Years 3-10	Years 11-20	20 Years
Members of the Americans Ali Social Legacy Network can, at no additional cost: Create an online life/legacy story— maximum 1,000 words—with 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 Ali home pages; and Access social studies education resources.	\$39				0	0	0	0	\$39
Modify and republish an archived death notice as an Americans All life/legacy story with enhancements.	\$39				0	0	0	0	\$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			\$49	\$19	\$152	\$190	\$545
1-inch death notice in combination with an Americans All life/legacy story.	\$39	\$135				1,			\$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		\$49	\$19	\$152	\$190	\$716
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	\$1,021
14-inch death notice in a large city newspaper— maximum 1,000 words and single color photograph—weekday; Sunday publication add \$238. 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				\$1,735	\$49	\$19	\$152	\$190	\$2,145