



Americans All®

Preserving Your Legacy Through **Storytelling**



Introductory Video

PRESERVING YOUR LEGACY THROUGH **STORYTELLING**

FOR **ALL AMERICANS**

Americans All is on a mission.

A mission to help people from all walks of life record, share and archive their stories for family, friends and future generations.

A mission to encourage everyone to demonstrate their ethnic, cultural and/or civic pride.

A mission to support growth and excellence in social studies instruction and to help small businesses succeed.

There's no denying that the history of our nation is deeply tied to immigration. Ancestors of all Americans came here from diverse locations. Their stories are history's missing pages.



We believe all generations need to pass on the knowledge they inherit from their families. This is extremely important; without it, how will children understand their roots and embrace their identity?

KEY HIGHLIGHTS

Americans All is the only membership-based legacy preservation program with a focus on education and helping small businesses succeed.

We aim to bolster social studies instruction by incorporating legacy stories to enhance the way history is taught.

Our mission supports author and historian David McCullough's belief that "history is the story of people."





PRESERVING YOUR LEGACY THROUGH **STORYTELLING**

THE NEED **FOR CHANGE**

STEM (Science, Technology, Engineering and Mathematics) is important, but its rise in popularity and support has created a decline in the time and funding devoted to social studies instruction.

Schools no longer emphasize social studies as much as they once did.

As if that weren't enough, our current environment has led to a lack of appreciation for the role immigrant groups have played—and continue to play—in our nation's birth and growth.

To make matters worse, most people rely too heavily on electronic devices to do just about everything. Consequently, it's getting harder for the average person—especially students—to become proficient in written communication, a skill they will need to succeed in college and the workforce.

All these factors contribute to the need for a program focused on legacy preservation, social studies education and helping small businesses succeed.

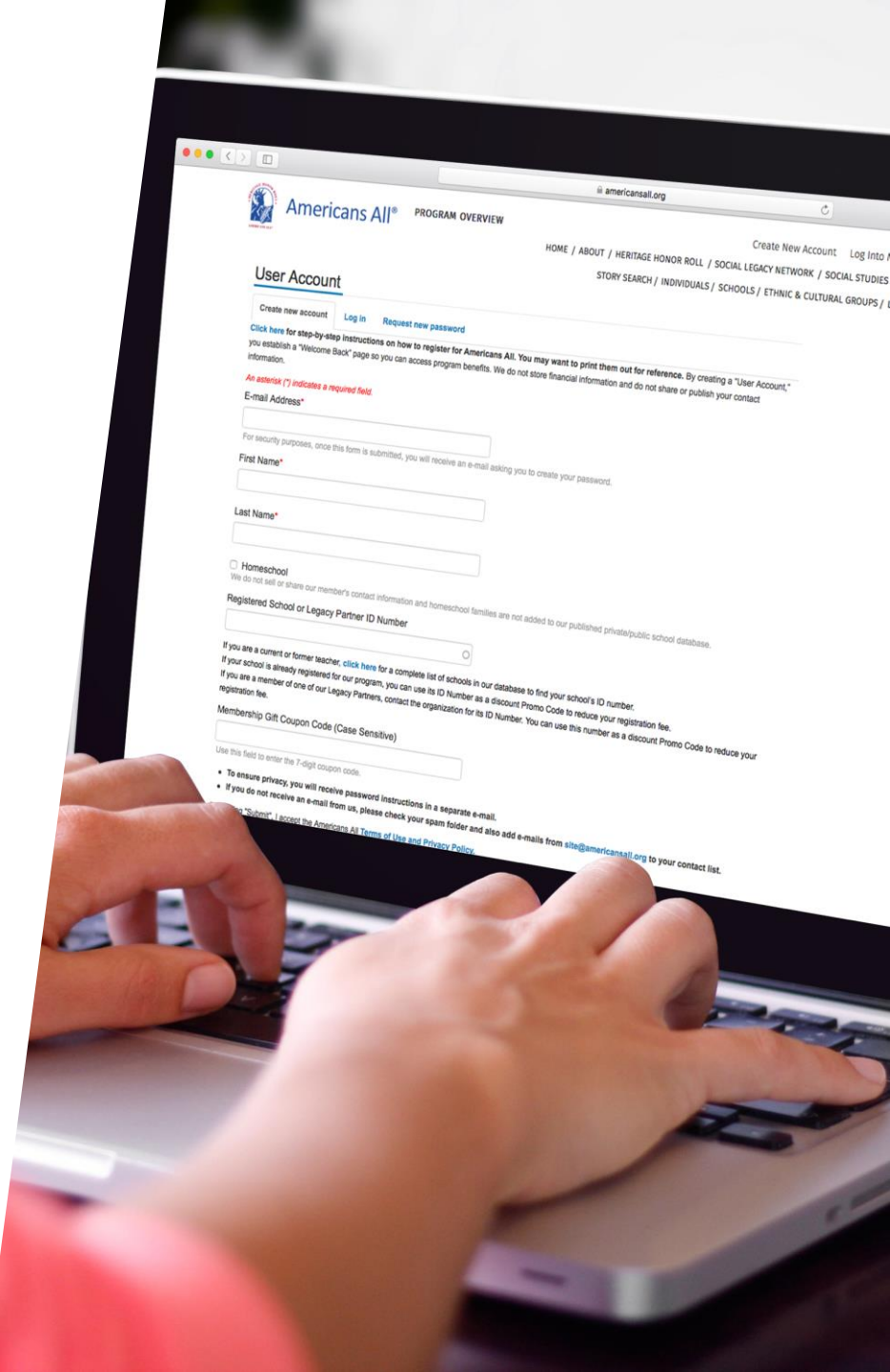


PRESERVING YOUR LEGACY THROUGH STORYTELLING

WE ARE THE CHANGE AGENT

We are solving these problems by:

- Providing an inexpensive and easy-to-use legacy preservation tool to everybody.
- Generating program revenue to support our education mission through our legacy preservation tool.
- Using that revenue to aggregate and distribute high-quality social studies resources that reflect multiple perspectives and meet state content standards.
- Sharing the contributions of diverse population groups.



By creating and publishing a legacy story for themselves or others, students will develop skills in:



Critical thinking



Communicating



Researching



Writing

These skills are all critical in preparing students for success in college, in the workforce and in life. Students helping seniors create their legacy story receive a free legacy story for themselves, and schools, libraries and historical societies participate for free.

And when it comes down to it, you should ask yourself an important question:

Would you invest \$25 to record, share and archive your legacy story—one of your most valuable assets?

The answer is most certainly yes!

Our **TRACK RECORD**



We started in the 1990s as a publisher of supplemental K–12 social studies resources that highlight the contributions that immigrants have made—and continue to make—to our nation.



More than 2,000 schools and libraries have purchased our materials through Houghton Mifflin and other distributors.

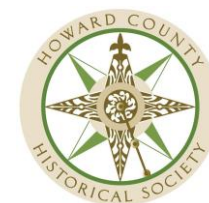


Visit us on the Legacy Café podcast for more in-depth info on the Americans All project to date (<https://legacycafe.org/kids>).

Some of our outreach and marketing partners:



Ancient Order of Hibernians



PRESERVING YOUR LEGACY THROUGH STORYTELLING

KEY FEATURES

Easy-to-use templates allow our members to create legacy stories. They can enhance their stories with photographs, audio-visual elements and links to other websites.

We permanently store these stories on our Heritage Honor Roll.

We also allow our members to update legacy stories—and publish them in multiple languages—at no additional cost.

Looking for more exposure? Americans All takes this one step further by encouraging its Legacy Partners to host members' stories on their Americans All home pages.





Even better, members also gain free electronic access to our existing education resources—a **\$500+ value**.

We also provide our members with additional benefits, including a secure internal e-mail tool; membership cards for discounts from Business Legacy Partners; and an opportunity, after a free 3-month trial, to subscribe to our Social Legacy Network.

We put an extra focus on getting students involved in the legacy recording process—seeing it as a key component of an effective social studies education—and another way for students to learn writing skills and earn service learning credits.

Helping others create and enhance a legacy story is an intergenerational bonding experience; it also demonstrates to prospective employers and postsecondary institutions the strength of a student's character and his or her appreciation for how volunteerism benefits a community.

Membership Opportunities

A one-time, tax-deductible
Americans All membership fee of

~~\$49~~



(\$24.50 with a school, library or historical
society legacy partner discount code):

- Enables a member to record, share and archive his or her legacy story and provides a free opportunity for another individual to create his or her legacy story.
- Provides free electronic access to our existing education resources.

Social Legacy Network
subscription (optional),

\$4 per month

after a free, 3-month trial:

- Provides electronic access to several additional education benefits.
- Activates membership cards to receive discounts on products and services from Business Legacy Partners.
- Includes a subscription to CollegeSave to earn college tuition discount credits.

Membership Opportunities, Continued

Owners and operators of small businesses or practices can join Americans All for a 6-month renewable membership fee of just

\$49

For this fee, they:

- Receive free home pages on our Web site—one for each location and in multiple languages, if desired—to share information about their business or practice and advertise discounts for current and future Americans All members.
- Can develop co-marketing strategies with other Americans All Business Legacy Partners.
- Get 2 free 7-digit Gift Codes (worth \$49) to publish stories on our Heritage Honor Roll. Every renewal includes two 7-digit Codes to gift to staff or family members.
- Host, on their home page(s), legacy stories that customers, clients and staff have published on our Heritage Honor Roll to provide further exposure for these stories. By doing so, a loyalty club is created or expanded for the business or practice to better connect with current and prospective customers and clients.
- Are listed on both our Discounts and Legacy Partner landing pages, so Americans All members can identify Business Legacy Partners offering discounts on products and services.

Americans All Program and Social Legacy Network Membership Benefits

Read More . . .
Type password here

Password protected text

www.americansall.org/node/553341

Your 2,000-word story, published online can, for privacy, have up to 1,000 words that are password protected.

Print version

Americans All®
A Social Legacy Network
Allan Kullen
www.americansall.org
800.645.8903
Lifetime Member



- Our market is significantly broader than most startups because we appeal to both people and groups wanting to record, share and archive their experiences and lessons learned.
- Students researching and writing legacy stories about themselves—or doing so for others who are less technology-savvy—learn more about the ethnic and cultural groups that make up their community. Students can then volunteer to earn service learning credits.
- Students helping seniors create their legacy story receive a free legacy story for themselves, and schools, libraries and historical societies participate for free.
- Our secure internal e-mail tool is another important benefit.
- Americans All appeals to both for-profit and nonprofit organizations.
- A subscription to our Social Legacy Network, which provides even more benefits, is available only to members of Americans All.

MEET THE TEAM



Allan Kullen | Founder and President

- Owned and operated a large printing firm for nearly 40 years. At its peak, the firm employed 127 individuals and had \$16 million in sales.
- Has directed the Americans All program and its Social Legacy Network since their inception.
- Created two of the major instructional resources: the timeline publication and the photograph collection.
- Restructured the program when the emphasis in education shifted to STEM to gain the revenue needed to make the Americans All classroom and other instructional resources available to the nation's 135,000 public and private K–12 schools and 800,000 homeschool families.
- Formed a marketing and operations entity, the Americans All Benefit Corporation, and leveraged the public's interest in legacy preservation to achieve the program's education mission and enable businesses to offer discounts to our members.



Steve Miller | Marketing Director

- Served with the U.S. Army in France from 1964 to 1966.
- Entered the insurance business in 1967 with Connecticut General Life Insurance Company and Lincoln National for a career spanning almost 50 years.
- Also ran Creative Business Solutions, an independent consulting practice specializing in employee benefits.
- Served on the boards of the United Jewish Appeal Federation, The Hebrew Home of Greater Washington and Easter Seals of Greater Washington, primarily involved with fundraising activities.



Karen Glass | Editorial Supervisor

- Lends editorial expertise to the program and its Web site.
- Received her bachelor's degree in political science from the University of Connecticut.
- Earned her master's degree in public policy from The George Washington University
- Taught writing/editing to the staff of the National Governors Association, where her 19 years of employment also included lobbying, communications and policy analysis positions.
- As a freelancer she has worked in several areas for more than 19 years, including:
 - Writing
 - Editing
 - Marketing
 - Writing training
 - Web and print publications development
 - Production and dissemination

PRESERVING YOUR LEGACY THROUGH **STORYTELLING**

Storytelling Brings Generations Together



Create a Legacy Story, Support Social Studies

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