

Americans All Pilot Program Highlights for Nonprofits

Who we are: We are a 36-year-old nonprofit membership organization managed by a for-profit benefit corporation. Previously, we ran nine projects across the country and, with help from Houghton Mifflin, sold our supplemental social studies materials to more than 2,000 schools and libraries nationwide.

Program status: Our virtual program is ready to start a pilot project for one year in Howard County, MD high schools and later, in either Montgomery County, MD or the District of Columbia.

Issues we now address: The current political environment in our increasingly diverse society is highly polarized and socially segregated, the economic forecast is uncertain, and consumer confidence is low.

- Community members, including high school students, want to find discounts when they shop.
- Businesses and professional service providers need to expand traffic and look for affordable and effective ways to do this.
- Public and private schools need more noncurricular resources to help produce a well-rounded education for their students.
- Homeschool families need access to inexpensive, non-political resources and a revenue-generating tool.
- All schools need an unrestricted stream of annual revenue that requires minimal staff to administer.
- Fewer than half of high school students nationwide believe they are adequately prepared for college and careers.
- Mental health professionals say many students need help to develop a positive sense of self.
- The nation needs a vehicle to help appreciate and reinforce the commonalities that unite, rather than divide, the American people.

Our solution: Americans All is now a community outreach and empowerment program. Our revenue-generating, multipurpose storytelling tool helps leaders, at all levels, improve the mental, social and economic health of their constituents. All high school students and community members receive a free lifetime membership in Americans All, which enables them to publish stories on our Heritage Honor Roll. That

membership also includes a trial subscription in our Social Legacy Network (SLN), which enables its members to get discounts on goods and services from our program's business partners.

Students keep their subscription until their class graduates. Community members are free for three-months. After their free trials expire individuals can continue to receive discounts on goods and services from our business partners via a subscription fee of \$4 per month; 77 percent of the fee goes to a school of their choice. All funds are unrestricted. If a school is not registered, the funds are donated to the school's district.

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.

Create an online legacy story about an individual or a group, and a shorter one to print out

To view this story, visit americansall.org/node/566341

Members can create stories honoring a family pet or sharing how it has impacted their lives

A young man with dark hair, wearing a green t-shirt, is smiling and looking towards the camera. A golden retriever dog is sitting next to him, looking towards the camera with its tongue out.

How nonprofits participate: We appreciate your willingness to help us implement this pilot program, and although we have received guidance from numerous organizations in the county (see PDF), we are anxious to receive suggestions on how to improve on the plan we are proposing for nonprofits.

Storytelling is especially important to our nation's ethnic and cultural groups because ancestors of all Americans came here from diverse locations so we all have immigrant roots. These experiences can be shared through stories which acknowledge that heritage and culture are rich aspects of personal and group identity. The actions, accomplishments and contributions recorded in these stories afford future generations knowledge, insight and inspiration. Using storytelling to communicate about ethnicity and culture broadens understanding, increases tolerance and heightens acceptance.

Legacy stories also contribute to the telling of our nation's history. Our goal is to reinforce the notion that differences make us human, but respect for one another—a key to getting past stereotypes or politics—is the glue that makes communities work. Storytelling can help reinforce the commonalities that unite, rather than divide, the American people.

We recommend that the first step be the appointment a point of contact (poc) to register the nonprofit and create its free Legacy Partner landing page to describe the organization and give the nonprofit its 6-digit ID Number to members and friends so they can post their stories from our Heritage Honor Roll on their landing page.

Next, the poc should notify members of the nonprofit about the program so they can take advantage of its benefits. Nonprofits, through their poc, can also create stories on themselves for our Heritage Honor Roll.

The poc can create as many landing pages, in multiple languages, as they desire if there multiple subsets of members in their entity. Other nonprofit groups that can benefit by having their members post stories on our Heritage Honor Roll include, but are not limited to, active seniors; military and first responders' public, private and homeschools; and apartment buildings and residential communities.

How our program works for businesses: Businesses and professional service providers pay a membership fee of \$49 every six months to create a marketing-based landing page to offer discounts on goods and services to our members. Moreover, businesses benefit because stories directly impact emotions, and emotions rather than data change behavior and frequently determine decisions to buy.

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 various enhancements and translations. Stories can be autobiographical or written about individuals, groups, or issues/topics (or about their family pet), 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.

Nonprofit organizations can create multiple free legacy partner landing pages as they desire to host the stories of their members in different categories



Founded in 1938, the Howard County Historical Society is the primary private repository of historical records and artifacts related to Howard County's rich history. The Howard County Historical Society provides access to materials that aid in historical exploration, research, and discovery for all ages and cultural groups.

Throughout the year, the Howard County Historical Society presents a wide variety of engaging public programs, concerts, lectures, and other activities. The Society also welcomes group tours, family memberships, school groups, and the public to participate through field trips and outreach programs.

The Museum of Howard County (3028 Court Festival) is the former First Presbyterian Church which was generally donated to the Society in 1959 by Mrs. Anna Hopkins Clark in memory of her late husband, Justice James Clark, Sr. The Clark Family was instrumental in founding the Howard County Historical Society.

To view this page, visit
[americansall.org](http://americansall.org/node/566566)
[/node/566566](http://node/566566)

Legacy stories on the Heritage Honor Roll

We are pleased to host and share these legacy stories created by members, family, friends and associates. They are all applicable that heritage and culture are an integral part of our nation's social fabric and seek to help students participate effectively in our nation's economy, workforce and democracy.

Search by: and
Language: State:
and or

Howard County Historical Society, HCHS (March 9, 1922 - ?) Historical Society, American History
Founded in 1938, the Howard County Historical Society is the primary private repository of historical records and artifacts related to Howard County's rich history. The Howard County Historical Society provides access to materials that aid in historical exploration, research and discovery for all ages and cultural groups.
[Read more](#)

Allan S. Kullen (March 20, 1942 - ?) Author, Businessman, Oodler, Inventor, Jeweler, Marketing, Mergers-Acquisitions, Podcast, Printer, Social Entrepreneur, Teacher
"Her name is Ester Baumgartner. Do you know her? She's a pretty little girl who sings beautifully, and I think she lives near here." Alan had posed the question in a casual manner of how to begin to determine about their social connections. Her Alan had had Ester write on an anthropological dig at Mosses in the Pacific Islands. At the time they parted ways her name and that she was staying in "Oahu."
[Read more](#)

Business offer discounts to program members

