

## Participation in Americans All

Storytelling is a wonderful tool, not only to help students communicate better but also to help families pass on knowledge and experiences to current and future generations. In addition, it can help bring communities together by sharing their common histories, rather than their differences. After schools become members of Americans All for free, they can give their Americans All ID number to students and their families and friends so they can create and publish life stories on our website, at no cost. Americans All members will find it easy to start creating their life stories. Our template only requires individuals to fill in their name, date of birth and a summary not to exceed 60 words. Additional story text, hyperlinks and photographs can be added over time.

Our grassroots program aims to provide schools with short- and long-term sources of supplemental income. Schools frequently ask businesses for financial support, but rarely do they provide anything of value in return. Under our approach, schools earn ongoing revenue by helping local businesses increase their exposure when they enroll in Americans All; the program will support schools' outreach to businesses. After a free 3-month trial, Americans All members can subscribe to our Social Legacy Network to continue receiving discounts on goods and services from our business partners and get more benefits from Americans All. The total revenue a school receives from our program depends on the number of businesses that are enrolled in the program and the number of Americans All members who subscribe to the Social Legacy Network.

### Revenue Opportunities for a School

Year	New Business Legacy Partners Enrolled	Total Business Legacy Partners Enrolled	Revenue from Business Legacy Partners @ 15/year	New Americans All Members Who Join for Free	New Social Legacy Network Members @ 25% of Americans All Members	Total Social Legacy Network Members	Revenue from Social Legacy Network Members @ \$12/year	Total Annual Revenue for a School
1	20	20	\$ 300	400	100	100	\$ 1,200	\$ 1,500
2	20	40	\$ 600	500	125	225	\$ 2,700	\$ 3,300
3	20	60	\$ 900	600	150	375	\$ 4,500	\$ 5,400
1	50	50	\$ 750	500	125	125	\$ 1,500	\$ 2,250
2	50	100	\$ 1,500	600	150	275	\$ 3,300	\$ 4,800
3	50	150	\$ 2,250	700	275	550	\$ 6,600	\$ 8,850



**Americans All uses a unique storytelling tool to facilitate legacy preservation, enable students to communicate better and help small businesses succeed. Schools receive ongoing revenue from Business Legacy Partner and Social Legacy Network membership fees.**

