

Executive Summary

[Americans All](#) is a nonprofit community outreach program that specifically benefits schools and small businesses. The program uses a unique storytelling tool—the [Heritage Honor Roll](#)—to facilitate legacy preservation and enable people to enhance their communication skills.

Schools, students and their families, faculty and alumni participate **for free**. Schools can use our tool to educate students about the contributions of different ethnic and cultural groups and take advantage of supplemental social studies resources we have developed. Families can use our tool to pass on knowledge and experiences to current and future generations. Without this information, children will neither understand their roots nor develop their ethnic and cultural identity. In addition, storytelling brings communities together by sharing people's common histories, rather than their differences.

Local businesses and service providers participate in our program as Business Legacy Partners, for a nominal fee. They can leverage stories about their business or practice to build closer relationships with current and future customers and clients. They can also use our program to share discounts on their goods and services with Americans All Social Legacy Network members.

This approach enables schools to receive ongoing revenue from the fees paid by Business Legacy Partners and later by Americans All members who upgrade to join our Social Legacy Network for only \$4 per month after a free, 3-month trial. Members never lose their Americans All program benefits if they choose not to subscribe to the network. Individuals not affiliated with a school can participate as lifetime members in Americans All for a one-time membership cost of only \$24.50.

The program is owned by the 33-year-old People of America Foundation.

Revenue Models: Schools, Businesses and Individuals

- **Schools** join Americans All for free. They give their Americans All ID number to students and students' families and friends to create and publish life stories on our website, at no cost. Program members will find it easy to start creating their life stories, because our template initially requires them to fill in only their name, date of birth and a summary not to exceed 60 words. Additional [story text](#), hyperlinks and photographs can be added over time. Stories can be published in multiple languages, if desired, at no cost.
- **Business Legacy Partners** pay a \$49 membership fee which is renewable every 6 months. They:
 - Receive free home pages on our website—in multiple languages, if desired—to share information about their business or practice and advertise discounts for current and future Americans All Social Legacy Network members;
 - Get 2 free membership codes (worth \$49) to publish stories about their business or practice on our Heritage Honor Roll and 2 additional free coupons with each renewal;
 - Are listed on our [Legacy Partner Alliance](#) landing page and our [Discounts](#) landing page and can be searched by name, language, category and location;
 - Host, on their home page(s), stories that customers and clients have published on our Heritage Honor Roll to provide further exposure for these stories; and
 - Can begin creating or expanding a loyalty club for their business or practice and developing co-marketing strategies with other Americans All Business Legacy Partners.
- **Individuals** not affiliated with a school can join Americans All for a one-time, tax-deductible \$24.50 fee, using a Legacy Partner ID number. These would include the members of our other target markets.

Americans All Program (Free for Schools) and Social Legacy Network Membership Benefits*

Americans All

Alan S. Kellie

A Champion for Social History

Alan S. Kellie

KP

Facebook, Twitter, LinkedIn, Pinterest

\$4 monthly fee*

Americans All Membership: Kellie

www.americansall.org/node/553341

Valid through October 2019

In addition, all members of Americans All gain access to our [social studies resources](#)—a \$500+ value—that are being used in more than 2,000 schools and libraries nationwide.

Resource Affiliates

- Ancient Order of Hibernians ([AOH](#)), the nation's oldest Irish Catholic fraternal organization, the [Texas State Historical Society](#), the [Howard County](#) (MD) Historical Society, the [Jewish Partisan Educational Foundation](#) and [LegacyStories](#) are partnering with our program.
- We also have obtained stories for our Heritage Honor Roll from *The Washington Post*, *National Public Radio*, Rice University Library, many presidential libraries, the University of Illinois at Chicago and other scholars and organizations.

Target Markets

- In addition to the 133,000 public and private schools and more than 30 million small businesses, Americans All can reach several other large markets that increase each year, such as the 800,000 homeschool families, 1.3 million military personnel, 40 million individuals above age 65, local and national political leaders and our nation's many ethnic and cultural groups.
- We will use social media and our partners to maximize our marketing efforts.
- Major search engines are now sharing our program's stories and information.
- We are using an independent app (www.keepandshare.com) to measure visits to our website—by individuals or search engines—while we are operating in a soft launch mode.

Visitor Page Views (as of 10-31-19)

62,851	Lifetime Total
1,665	October 2019
3,206	September 2019
2,818	August 2019
4,129	July 2019
10,994	June 2019
2,415	May 2019
4,745	April 2019
4,558	March 2019
4,135	February 2019
8,013	January 2019
7,612	December 2018

Education and Social Benefits

- All education organizations and their members participate in Americans All for free.
- Students can help others less tech-savvy create their story, thus demonstrating the value of community service.
- The communication skills and proficiency in research and writing that students develop through our program will help them succeed in college and the workforce.
- Storytelling can be a wonderful intergenerational and/or multicultural bonding experience that builds empathy, compassion and understanding.

Operations and Strengths

- Americans All is virtual and has no overhead, inventory or major fixed costs.
- Our extensive Web site, www.americansall.org, is complete and is accepting registrations.
- We offer a secure internal e-mail event [announcement and memorial tool](#).
- We appeal to both commercial and nonprofit markets.
- Watch our informative, 3-minute video: <https://youtu.be/l0pVbOcspcw>
- Listen to our podcast: <https://legacycafe.org/kids/>
- Learn about our marketing model with AOH: www.americansall.org/aohmember
- See our [PowerPoint pitch deck](#)

