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 alumni 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	
			5	300	400	100	100	5	1,200	\$	1,500
2	20	40	5	600	500	125	225	S	2,700	5	3,300
3	20	60	\$	900	600	150	375	\$	4,500	\$	5,400
1	50	50	S	750	500	125	125	S	1,500	S	2,250
2	50	100	\$	1,500	600	150	275	5	3,300	\$	4,800
3	50	150	\$	2,250	700	275	550	\$	6,600	\$	8,850

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

SCHOOLS

gain benefits, ongoing revenue and support from program staff, at no cost.

Schools and their students, families and alumni can publish stories on our Heritage Honor Roll for free. After registration, the story can be completed over time.

Schools can access existing and future social studies information from the program.

PTSA and school clubs work with Americans All to contact small businesses and enroll them as Business Legacy Partners for an annual fee of \$98. School receives \$15 per year from each new or renewed membership.

Schools tell students and their families and alumni about the <u>free</u> offer to publish legacy stories and the option to enroll in the Social Legacy Network for discounts on goods and services from business partners for only \$4 per month after a free 3-month trial.

Schools can also create unlimited home pages (in multiple languages, if desired) to host stories about their club and team members. They also receive \$12 per year from each new or renewed Social Legacy Network membership.

SMALL BUSINESSES

support their communities and gain increased exposure.

Benefits for Business Legacy Partners

Free Legacy Partner home pages (in multiple languages, if desired) to advertise the business and its owner(s) and employees. The home pages also host the stories of customers affiliated with the Business Legacy Partner.

Four free Heritage Honor Roll story coupons (valued at \$24.50 each) when registering or renewing an annual membership in the Business Legacy Partner Network. Free listing to post available discounts that can be easily updated and are searchable by type, language and Zip Code. Use of the Americans All program to comarket with other Business Legacy Partners.

STUDENTS

improve their skills in research, writing and communications.

Students and their families record and archive stories to recognize the contributions all groups have made to our nation's growth and help current and future generations appreciate their ethnic and cultural identity.

Students helping others write stories can demonstrate to prospective employers and postsecondary institutions their commitment to community service.