

How Americans All (AA) works for **Individuals¹**, **Schools, Businesses and Other Types of Nonprofit Organizations²**.

An individual can have several roles in our program—**either a personal role or as an agent, or a point of contact (poc), for multiple entities.**



If an account is for a personal story¹, or for a story about a group that is important to the individual, use the individual's email address to register.



An individual creates a free "New User Account" at www.americansall.org and gets a personalized "Welcome Back" page containing links to all program benefits.



If a free account is for a school or other type of nonprofit, or an account for a business (which pays a membership fee)², the individual (acting as a poc) use links on the Welcome Back page and the entity's email address to set up the accounts. This enrolls the entity as a member of our Social Legacy Network. The poc can now create and publish the entity's Legacy Partner (LP) landing page(s) on our website.

AA members get a one-year, free trial in our Social Legacy Network (SLN). Students maintain this membership until their class graduates. This upgrade provides access to discounts on goods and services from our program's business partners. No credit card information is required for the trial period and this feature is only available for individuals.

During the pilot phase, individuals uses the Welcome Back page link to create a free story, either on themselves or one that honors an individual or a group important to them on the Heritage Honor Roll (HHR).

The poc can then use the link on the entity's Welcome Back page to register the entity for AA and create and publish a free story for the entity on the HHR.

After the trial, an individual can continue receiving discounts on goods and services from business partners and other benefits from AA with a \$4/month subscription to the SLN, 87 percent of which is donated to a school of their choice. We do not store credit card information and members can cancel their subscription at any time.



Option: To reach a larger audience, create the HHR stories and LP landing page(s) in multiple languages.

Life stories are central to one's sense of self and the social world they inhabit. They are also associated with positive mental health, wholeness, well-being and a sense of belonging. When people belong, they feel emotionally connected and welcomed.