

Summary of the Americans All Program for Professional Basketball



Americans All

Sponsored by (insert name)

PROGRAM OVERVIEW

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Who We Are:

Our 38-year-old nonprofit foundation was previously a supplier of diversity-based social studies resources and teacher training, but the politicization of K-12 school classrooms today has made that goal almost impossible to achieve. Our education resources remain online.

What We Do:

Americans All is a community outreach, hybrid charity that enables nonprofits to raise money by using our revenue-generating, multipurpose storytelling tool and discount program. Most charities request donations but do very little for their sponsors/members. We are different because we provide an optional storytelling tool, have only one level of giving and two separate components, and do not produce, sell, or send out merchandise. Rather, we offer our members multiple opportunities to benefit themselves and their families when they make their charitable gifts.

National businesses and professional service providers participate for free, ensuring our members access to discounts in multiple geographic areas. Local merchants pay a fee to a nonprofit of their choice to support their communities. This turns a part of their marketing outreach strategy into a charitable gift. We also enable community members to use our storytelling tool to create free membership organizations and easily accessible annual virtual yearbooks for each group, team, or club they participate in or support.

What We Want:

We want to create a partnership with the NBA, WNBA, and G League to implement the Americans All program nationwide. All elements of this program have been successfully used on their own but they have never been combined for maximum effectiveness. We bring experience, expertise, and credibility. You bring exposure and name recognition, and in today's environment, what is said is less important than who says it. After specific financial benchmarks have been reached, the teams will own the program outright.

Our Rationale:

Ancestors of all Americans came here from diverse locations, so we all have immigrant roots. These experiences can be shared through stories acknowledging that heritage and culture are rich aspects of personal and group identity. Importantly, our polarized nation needs a vehicle to help reinforce and appreciate the commonalities that unite, rather than divide, the American people, thus promoting understanding, tolerance, and acceptance.

Benefits to the NBA, G League, and WNBA Teams and Their Members:

- We are aligned with the missions and goals as described on your three websites.
- We provide significant annual revenue with minimal administration, which can enable programs such as “NBA Cares” and the various WNBA teams’ grassroots initiatives to become permanently self-supporting.
- Our multi-lingual storytelling tool helps members build stronger relationships with their public. This can help the leagues increase their fan bases, thus boosting viewership and ratings. This is also especially valuable for members who are less prominent and can help them create new business opportunities and sponsorships.
- By helping your current and future clients register for Americans All, you provide them an opportunity to earn discounts from local and national businesses and professional service providers.

Sample of an individual legacy story

To view this story, visit americansall.org/node/566231

A nonprofit Legacy Partner landing page can host stories from our Heritage Honor Roll

To view this page, visit americansall.org/node/566566

Business offer discounts to program members



- Using the awareness created by implementing the program in your cities and metropolitan areas, nonprofits can take advantage of Americans All to generate much-needed annual revenue from local businesses and professional service providers to support their communities, especially in areas that are often underserved. You will also benefit financially when this happens.

Our Business Model Follows the Nationwide Subscription Model CVS Created:

CVS is a pharmacy. However, by paying \$4 per month (paid annually) to join its “CarePass” program, its members get discounts off eligible CVS brand products and a \$10 credit to pay for in-store and online products that month only. Its members can access the discounts in more than 9,000 stores nationwide.

We are a hybrid charity. Our model is based on CVS’s “CarePass” program. We use the same \$4/month fee (paid annually), but to improve its model, we offer a trial period and a much larger base of local and national businesses and professional service providers to get unlimited discounts for one year. We will initially introduce the program in each of the 30 metropolitan areas and once established, help communities raise funds from local businesses and professional service providers. Members do not need to create a story to gain discounts.

Each national or local business will determine its benefit structure using our program’s membership card as an additional discount card. This is similar to hotels that give room discounts or other benefits depending on the guest’s loyalty card (AAA, AARP, Military, Senior, etc.). Or for restaurants or stores that offer deals similar deals via “happy hour” pricing, or “buy one, get another at half price.”

For this program, having national businesses be free is more important than the additional revenue they could generate for the NBA/WNBA because this will enable us to provide our members with immediate benefits in multiple geographic areas and we will not have to reach out to the businesses individually. The exposure we create will help local nonprofits reach the businesses and professional service providers in their communities. There is no relationship of any type between CVS and Americans All.

Distribution of projected annual revenue from Social Legacy Network (SLN) subscription fees from members in NBA/WNBA metropolitan areas. This does not include revenue generated or distributed in G League cities.

New SLN subscriptions for year 1 (12 months) are based on an average of 10,000 from each of the 30 metropolitan areas for both leagues.	300,000		
300,000 new subscriptions x \$48 per year	\$14,400,000		
Distribution of revenue to NBA/WNBA, 77 percent	\$11,088,000		
Distribution of non-NBA/WNBA revenue, 23 percent	\$3,312,000		
Credit card fees, 3 percent		0.03	\$432,000
Overhead and outreach to NBA/WNBA, 3 percent		0.03	\$432,000
Overhead to Americans All, 2 percent		0.02	\$288,000
Investor, 2 percent (can be MLBPA)		0.02	\$288,000
Nonprofit entity, 3 percent (can be NBA/WNBA)		0.03	\$432,000
People of America Foundation, 3 percent		0.03	\$432,000
Program developers/managers, 7 percent		0.07	\$1,008,000
Totals		0.23	\$3,312,000
Year 2 Projections			
Total SLN subscriptions for year 2	660,000		
660,000 SLN Subscriptions x \$48 per year	\$31,680,000		
Distribution of revenue to NBA/WNBA, 77 percent	\$24,393,600		
Year 3 Projections			
Total SLN subscriptions for year 3	915,000		
915,000 SLN subscriptions x \$48 per year	\$43,920,000		
Distribution of revenue to NBA/WNBA, 77 percent	\$33,818,400		

How Our Program Works:

Our first component, a free lifetime membership in Americans All, enables all community members to publish two 2,000-word stories in English (half the story can be password-protected) and as many as they desire in a foreign language on our Heritage Honor Roll (HHR). Members can enhance stories with images, logos, photos, hyperlinks, and

audio-visual media. Stories can be autobiographical or created to honor an admired individual or group, and they can be updated for free anytime; older versions are archived.

To enable an unfinished story to be added to our website, members only need to fill in an honoree* or group name*, date of birth* or formation* (and passing* or disbandment,* if appropriate) and a summary* not to exceed 60 words in our “summary template.” The story can be published by typing “To come” in the “story field.” All stories pass through a third-party profanity filter before being added to our HHR. We can override it.

Americans All membership also includes our second component—a free, three-month trial subscription to our Social Legacy Network (SLN). This enables members to access discounts on goods and services from our business partners and professional service providers. These organizations determine the type of benefit they offer. Students keep their free SLN subscription until their K-12 class graduates.

Nonprofits get a free, lifetime landing page on our site to briefly describe their entity and to host, if they so choose, stories that appear on our HHR. Our registration template contains a simple way for a nonprofit to remove a story that they feel is inappropriate and does not belong on their landing page. The nonprofit’s point of contact can later register them as a member of Americans All so they can create and publish stories on the HHR.

Individuals can post their stories on as many business and nonprofit landing pages as they desire. For example, sports team members can post their stories on the landing page of any team they have played on or supported and on any landing page that honors annual accomplishments if they are included.

Local businesses and professional service providers pay a \$49 membership fee every six months to create a landing page with information on their goods and services to help expand traffic. This page can be updated daily, and the type of discount (or benefit) they offer is solely at their discretion. They can change their sponsored nonprofit each time they pay their fee and encourage their employees, clients, and customers to post their HHR stories on this page to help create or expand their loyalty groups. Their point of contact can later register them as a member of Americans All so they can create and publish stories on the HHR.

Implementation Strategy:

Our first task is to make sure all teams know of the program and to develop a generic strategy for them to use. They can modify it as needed for their specific audiences. The program’s release will be supported by a comprehensive social media campaign. We will implement in NBA/WNBA metropolitan areas first, and follow with G League cities and then schools and other nonprofits. Since the NBA/WNBA will be the program’s successor, continuity is guaranteed.

Benefits of Storytelling:

Extensive research confirms that life stories are central to people’s sense of self and social world. 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.

Businesses can benefit because stories directly impact emotions, and emotions rather than data change behavior and frequently determine buying decisions. Good storytelling builds trust and connections. It influences people to believe in the products they depend upon daily and encourages them to become customers and clients. Most businesses spend about 5 percent of their sales on marketing programs, and our program offers them a way to get a higher return on investment on a fraction of that expenditure.

Additional Supporting Documents:

[Click here](#) to view our Business and Implementation Plan or visit <https://americansall.org/node/566818>

[Click here](#) to view Our Pitch Deck or visit <https://americansall.org/node/566820>

Sample of a group legacy story

54th Massachusetts Vol. Infantry
Civil War: Fifty-Fourth Massachusetts Volunteer Infantry Regiment, 54th Colored
Story, Heroism, Medal of Honor, Military, Slave, Fort Wagner

**To view this story, visit
americansall.org
/node/566244**



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

