

Summary of the Americans All Proposal for H&R Block



Americans All

Sponsored by the H&R Block Foundation

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. Our education resources remain online.

What We Do:

Americans All is a community outreach, hybrid charity enabling nonprofits to raise money 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. Instead, 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. 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.

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.

What We Want:

We want to partner with the H&R Block Foundation to implement the Americans All program nationwide. All program elements have been successfully used independently but have never been combined for maximum effectiveness. We bring experience, expertise, and credibility: you have size, exposure, outreach, marketing experience, and name recognition. In today's sound-bite environment, what is said is less important than who says it. After specific financial benchmarks are reached, H&R Block 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 Foundation and its associates and tax professionals:

- We are deeply aligned with the mission and goals of your company and its Foundation, and we appreciate and respect the values that make you successful.
- We provide significant annual revenue with minimal administration, which can enable you to "improve the

Sample of an individual legacy story

Alan S. Kullen, *Businessman and Social Entrepreneur*

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



quality of life by responding to the changing needs of people and communities through thoughtful, innovative, and responsible philanthropy.”

- Our multi-lingual storytelling tool helps your team members build stronger client relationships. This can help their local offices increase their client base.
- 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.
- Using the awareness created by implementing the program, 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 when this happens.

Our Business Model Follows and Expands 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 discounts online or in more than 9,000 stores nationwide.

We are a hybrid charity. As explained earlier, 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. SLN 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, the value of having national businesses join for free is more than just the additional revenue they could generate for the Foundation. It’s about providing our members with immediate benefits in multiple geographic areas and eliminating the need to reach out to businesses individually. The exposure we create will help local nonprofits connect with the businesses and professional service providers in their communities.

Projected annual revenue from Social Legacy Network (SLN) subscription fees generated by the associates and tax professionals in the H&R Block retail tax offices.

New subscriptions for year 1 (12 months) are based on an average of 35 from each of the 10,000 retail tax offices, with nearly 60,000 associates and tax professionals.	350,000		
350,000 new subscriptions x \$48 per year	\$16,800,000		
Distribution to H&R Block, 75 percent	\$12,600,000		
Distribution to the partnership, 25 percent	\$4,200,000		
Credit card fees, 3 percent		0.03	\$504,000
Overhead and outreach, partnership, 4 percent		0.04	\$672,000
Overhead, program developers, 1 percent		0.01	\$168,000
Investor (H&R Block), 4 percent		0.04	\$672,000
Nonprofit manager (H&R Block), 3 percent		0.03	\$504,000
People of America Foundation, 3 percent		0.03	\$504,000
Program developers, 7 percent		0.07	\$1,176,000
Totals		0.25	\$4,200,000
Total SLN subscriptions for year 2			
Total SLN subscriptions for year 2	995,000		
995,000 SLN Subscriptions x \$48 per year	\$47,760,000		
Distribution to H&R Block, 75 percent	\$35,820,000		
Distribution to investor/partner, 7 percent	\$3,342,000		
Total SLN subscriptions for year 3			
Total SLN subscriptions for year 3	1,952,500		
1,952,500 SLN subscriptions x \$48 per year	\$93,720,000		
Distribution to H&R Block, 75 percent	\$70,290,000		
Distribution to investor/partner, 7 percent	\$6,560,400		

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. 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.

Implementation Strategy:

Our first task will be to ensure all members know about the program and develop a generic strategy for them. We will use written tutorials, YouTube videos, webinars, and Zoom meetings, and I will be available to meet with individual office managers as requested. Individual offices can also modify the provided plan for their specific audiences. We will also work with the Foundation to determine the most efficient and effective way to handle the roll-out to the public. A comprehensive social media campaign will support the program’s release, and the existing website is functional and can handle early registrations.

Although the optional storytelling requires some computer knowledge, the registration process is straightforward. The sign-up page for Americans All and the SLN only requires a name, email address and a Zip Code. We have detailed tutorials for all functions and will supplement them with YouTube instructional videos.

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/566823>

[Click here](#) to view Our Pitch Deck or visit <https://americansall.org/node/566824>

[Click here](#) to view an electronic version of this document.

For additional information, contact Allan Kullen, President, Americans All
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Sample of a group legacy story

54th Massachusetts Vol. Infantry

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



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



PITCH DECK

to support the Americans All
program for one year.



Reinventing the wheel is a waste of time.

A more efficient strategy is to select the best spokes from existing models and repurpose them to create a wheel that fits one's needs.

www.americansall.org/node/566824

The Problem
The Solution
The Business Plan
The Implementation Strategy
The Competition
The Team
The Financials and Market Size
The Ask
Additional information links

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33. Large cities by state
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38. Good standing status for the People of America Foundation
39. Good standing status for the Americans All Benefit Corporation

[Click here](#) to view an electronic version of this document.