

Summary of the Americans All Program



Americans All

Sponsored by the (insert name)

PROGRAM OVERVIEW

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Who We Are:

Our 38-year-old nonprofit foundation was previously a supplier of diversity-based supplemental 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.

Issues We Have Identified:

The current political environment in our very diverse society is highly polarized and socially segregated; the economic forecast is uncertain, and consumer confidence is low.

- All community members want to find discounts when they shop.
- All nonprofit organizations need an unrestricted annual revenue stream requiring minimal administration by their staff.
- Many needs of the middle class and underserved populations are not being met.
- Community members of all ages can create easily accessible “virtual yearbooks” to record and share their experiences with all groups in which they participate.
- National and local businesses and professional service providers must continue to expand traffic and look for affordable, effective, and creative ways.
- The nation needs a non-political way to help its citizens appreciate the commonalities that unite, rather than divide, the American people.

Our Solution—What We Do:

Americans All is a community outreach, non-traditional hybrid charity enabling all nonprofits to raise money using our revenue-generating, multipurpose storytelling tool (free), and nationwide subscription discount program. Among other benefits, our program can help our nation’s middle-class and underserved populations. 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, two significant components, and do not sell or send out merchandise. Instead, we offer our members multiple opportunities to benefit themselves and their families when they make their charitable gifts. Members do not need to create or complete a story to obtain discounts.

National businesses and professional service providers play a crucial role in our program. They participate for free, ensuring our members’ immediate access to discounts in multiple geographic areas, thus turning part of their marketing strategy into a charitable gift. Businesses and service providers contribute to a good cause by participating and gaining exposure and potential customers through our member network. Local businesses and professional service providers pay a \$49 membership fee every six months to create landing pages which they can update daily with information on their goods and services to help expand traffic. Their clients and customers can post their Heritage Honor Roll (HHR) stories on these landing pages for greater exposure and to let their friends and acquaintances know that these businesses and service providers offer quality products or services. The businesses and service providers can later register as free members of Americans All to create stories on themselves. They can change their sponsored nonprofit each time they pay their fee.

Our Rationale:

The ancestors of all Americans came here from diverse locations, so we all have immigrant roots. These experiences shared through heritage stories, are a powerful tool in 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. By promoting the sharing of these stories, we can foster a culture of understanding, tolerance, and acceptance.

Sample of an individual legacy story

To view this story, visit
[americansall.org /node/566231](http://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](http://americansall.org/node/566566)

Businesses offer discounts to program members



Our Business/Marketing Philosophy:

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 fit one's needs.

What We Want:

We want to begin implementing Americans All nationwide by creating partnerships with regional and national organizations that specialize in helping nonprofits in their industries raise funds. Moreover, our partners will automatically own the program once it reaches specific preset financial benchmarks, ensuring a long-term gain.

Our program is **unique in that it combines successful program elements that have been used independently**. We bring experience, expertise, and credibility, **while** our partners will 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.

Benefits to Our Partners and Their Clients and Their Members:

- Our partners will receive 10 percent of all gross revenues generated from individual member subscriptions and business membership fees in their industry. After the developer's ownership has been retired using program revenue, the partner's share will increase to 20 percent, which includes control of the foundation.
- Once the revised website is online (the current site is usable for the free trial period), all funding for the program will come from member subscriptions and business and service provider membership fees.
- This program can help each partner gain an advantage over its competitors. Even if competitors use the program, our partner will still receive 10 (or 20) percent of the generated revenue. Our partners' clients and their members will benefit from the businesses recruited by the competitor, thereby increasing the number of firms offering discounts to all members.
- Our members can use our storytelling tool to create free membership organizations (landing pages) and easily accessible annual virtual yearbooks for each group, team, or club they participate in or support.
- Clients of partners join for free and receive 75 percent of all subscription and membership fees. They only have to create a landing page on our website to receive funds.
- The members of partner's organizations can take advantage of the discount program and its free 3-month trial.
- Since partner's clients have fund-raising experience, they should have developed good relationships with local businesses and professional service providers, thus making it easier for them to enroll these vendors in the program. It is also in the best interest of member's clients to introduce the program to their vendors. Moreover, our multi-lingual storytelling tool will help clients and their members build stronger community relationships.
- While storytelling and discount coupons are available in the marketplace, Americans All is the only program that combines these features. The general public can also view and download our stories from our website without having a membership. Stories can only be edited by the creator of the story.
- The market for our program is vast and diverse. It includes ethnic and cultural groups, hospitals, medical centers, professional and membership societies, active seniors, military personnel, homeschool families, and civic and social groups. There are almost 30,000,000 small businesses in our nation.
- Although the optional storytelling requires computer knowledge, the registration process is straightforward. The sign-up pages for Americans All and the SLN only need a name, email address, and Zip Code. We have detailed tutorials for all functions and will supplement them with YouTube instructional videos.

Partner Requirements:

Other than the willingness to own part of the program, only two criteria are required to become a partner: multiple national locations and a large group of volunteers and employees. Since our program is designed to be implemented locally, we are contacting each organization's headquarters for recognition and support. We want a letter like the one below so that your centers know we have contacted you and that they can participate if they so choose.

From: Howard County Office of Purchasing May 31, 2023

americansall.org/node/566841

Dear Vendor:

Thank you for your interest in providing your fundraising services to our schools. I am happy to inform you that your company has been approved to participate in fundraising activities with the Howard County Public School System, as specified in the Fund-Raising Policy 4200, a copy of which is attached.

To arrange for fundraising events in the schools, you must contact the school directly.

Robert Bruce, Director of Procurement and Materials Management.

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. CVS members can access discounts online or in more than 9,000 stores nationwide.

We are a nontraditional hybrid charity. As explained earlier, we based our model on CVS’s “CarePass” program. We use the same \$4/month fee (paid annually). Still, 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. Our members do not need to create a story to gain discounts.

Our program offers a unique flexibility for businesses. Each national or local business can determine its own benefit structure and use our program’s membership card as an additional discount card. This is akin to hotels that offer room discounts or other benefits based on the guest’s loyalty card or restaurants and stores that provide deals like “happy hour” pricing or “buy one, get another at half price.”

Our program also offers a potential secondary revenue source. Community members who may not typically support a charity’s cause could join our program to take advantage of our business partners’ discounts on goods and services. This additional revenue stream could significantly increase the financial value of our program.

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 on our HHR in English (half of each story can be password-protected) and as many stories as they desire in a foreign language. 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 published on 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 if needed.

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 free member of Americans All so they can create and publish stories about themselves 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 any team they have played on or supported and on any landing page that honors annual accomplishments if they are included.

Implementation Strategy (see top of next page):

Once we have our partner group, we will conduct a national press conference to jump-start the project just as we did when the original program went public and support it with an aggressive media campaign. (See graphic on next page). That original meeting also increased our partners’ exposure to new audiences. We will also reach out to trade associations that (where applicable) represent each of our partners, placing ads in their publications and attending conferences as a vendor.

We will ensure all partners, clients, and members are well-informed about the program while we develop a generic outreach strategy. We will use written tutorials, YouTube videos, webinars, and Zoom meetings. Individual entities can also modify the provided plan for their specific audiences, with our full support and guidance. Our partners’ marketing departments will determine the most efficient and effective way to handle the roll-out in their industry. A comprehensive social media campaign will support the program’s release, and the existing website is functional and can handle early registrations. The existing website is functional and can handle early registrations. Continued on the top of the next page.

The image shows a sample of a group legacy story on the website americansall.org. The story is titled "Sample of a group legacy story" and is for the "54th Massachusetts Vol. Infantry". It includes a photo of a soldier and a map. A callout box says "To view this story, visit americansall.org/node/566244".

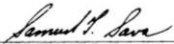
Implementation Strategy (continued):

Immigrants All . . . Americans All National Meeting americansall.org/node/566840

Because of your commitment to our nation's children, schools and families, we are pleased to invite you to a special breakfast meeting on May 3, 1989.

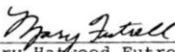
Sincerely,

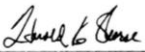

Eleanor Sreb, Acting Chairman
The Coordinating Committee for Ellis Island


Dr. Samuel G. Sava, Executive Director
National Association of Elementary School Principals


Albert Shanker, President
American Federation of Teachers


Dr. Scott Thomson, Executive Director
National Association of Secondary School Principals


Mary Harwood Futrell, President
National Education Association


Dr. Harold Morse, Chairman of the Board
The Learning Channel

Benefits of Storytelling:

Research confirms that life stories are central to people's sense of self and the 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. Stories are not just narratives; they provide comfort and reassurance and help build empathy and compassion. Creating a story about themselves helps individuals enhance their research, critical thinking, communication, and writing skills. Written stories also ensure that our nation's history is not lost.

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.

Full Disclosure:

We chose the "CarePass" model because it was successful nationwide. There is no relationship of any type between CVS and Americans All.

[Click here](#) to view or download an electronic version of this document or visit <https://americansall.org/node/566834>

[Click here](#) to view or download examples of military stories on our site, or visit <https://americansall.org/node/564512>

The following page shows the projected annual revenue from Social Legacy Network (SLN) subscription fees generated by our partner's employees, volunteers, clients and members. This chart does not include income from local businesses and professional service providers.

Projected annual revenue from Social Legacy Network (SLN) subscription fees generated by our partner's employees, clients and members.*

This does not include income from local businesses and professional service providers.

New individual subscriptions, after a free three-month trial, for year 1 (12 months), based on the promotional activities of our 10 corporate partners and their local employees, volunteers, clients, and members. Each partner will receive 10 percent of the line items below.	350,000		
350,000 new subscriptions x \$48 per year	\$16,800,000		
Distribution to local partner entities, 75 percent	\$12,600,000		
Balance of distributions, 25 percent	\$4,200,000		
Credit card fees, 3 percent		0.03	\$504,000
Overhead to the program developers, 2 percent		0.02	\$336,000
Overhead to partners, 2 percent		0.02	\$336,000
Investor (paid by the Foundation)			
National Office, 2 percent		0.02	\$336,000
Regional Offices, 3 percent		0.03	\$504,000
Partner share of ownership, 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	995,000		
995,000 SLN subscriptions x \$48 per year	\$47,760,000		
Distribution to local entities, 75 percent	\$35,820,000		
Distribution to national partners, 10 percent	\$5,253,600		
Total SLN subscriptions for year 3	1,952,500		
1,952,500 SLN subscriptions x \$48 per year	\$93,720,000		
Distribution to local entities, 75 percent	\$70,290,000		
Distribution to national partners, 10 percent	\$10,309,200		

* Income distribution to the partner organizations.

