

Partnership Proposal Email from Americans All



Americans All

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PROGRAM OVERVIEW

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[HOME / ABOUT / HERITAGE HONOR ROLL / SOCIAL LEGACY NETWORK / RESOURCES / NEWS & EVENTS / DISCOUNTS / AFFILIATES](#)

[STORY SEARCH / INDIVIDUALS / SCHOOLS / ETHNIC & CULTURAL GROUPS / LEGACY PARTNERS & ISSUES/TOPICS INDEX](#)

I am following up on our offer to have you become a partner in Americans All. There are no risks or out-of-pocket admin costs for you or your members to participate. Our 38-year-old nonprofit foundation, managed by a benefit corporation, was previously a supplier of diversity-based supplemental social studies resources and teacher training, but politicization of K-12 school classrooms today has made that goal almost impossible.

We had developed several valuable components, so we wanted to find another way to use them to benefit citizens in our highly polarized and socially segregated nation. We created a revised program because the economic forecast is uncertain and consumer confidence is low. Americans All is now a community outreach and non-traditional hybrid charity enabling all nonprofits to raise money using our free revenue-generating, multipurpose, multilingual storytelling tool, and optional nationwide subscription discount program. It can be helpful in these areas.

- 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.
- 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 (or tool) to help its citizens appreciate the commonalities that unite, rather than divide, the American people.

Notably, after reaching specific financial benchmarks, we will form a partnership group comprised of the first ten nonprofit partners within different population groups that accepted our offer to participate because it helps them achieve their goals. They will ultimately own the program (at no cost), and their presence will help us launch Americans All nationwide. Our implementation is straightforward, and we will support it with tutorials, YouTube videos, webinars, and Zoom meetings.

Our program cannot officially launch for at least 5-6 months. Once we assemble a small group of partners who believe in our mission and its ability to help them reach their individual goals, we can finalize our funding to support rebuilding our website and cover the program's cost for one year of pre-implementation. We used this same successful strategy when we launched our earlier education initiative (americansall.org/page/pilots). Since predicting the future is difficult, we must ensure that we do not put our partners in an awkward position or at risk in any way if their environment changes. If they have any issues with our implementation strategy, we allow them to drop out, and we will replace them with other state organizations.

Individuals and nonprofits receive a free lifetime membership in Americans All, which gives them access to our storytelling tool. Not only do stories preserve our nation's history, but 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; when shared, they provide comfort and reassurance and help build empathy and compassion.

We enable community members to 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. Our members also receive a free, three-month trial subscription to our Social Legacy Network, the optional revenue-generating part of our program. We expanded the successful "Carepass" subscription model developed by CVS. In our model, members also pay a \$4/month fee but can access unlimited discounts from businesses and professional service providers for one year rather than \$10/month from only CVS. Members do not have to create a story to take advantage of our discount program.

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

Businesses offer discounts to program members



National businesses and professional service providers participate for free, ensuring our member's immediate access to discounts in multiple geographic areas. Local merchants pay a \$98/year fee, and the distribution to our partners is identical to that for member subscriptions. Businesses benefit from our program because stories profoundly impact emotions, and emotions, more 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.

We assume all partners will have a headquarters or national office supported by regional offices or local departments. We will distribute revenue as follows: 75 percent of our gross income goes to the local entity generating the individual subscription or business fee, 2 percent to the state or national office, 3 percent to the regional offices, and 2 percent to cover implementation expenses. This distribution is the same for members of our partner group. We will distribute all funds electronically. Except for the local entity, percentages for all partners will increase when the partnership group takes full ownership. The projected annual revenue chart for Americans All is on the following page.

Although we designed our program for local implementation, we are contacting each organization's headquarters for recognition and support. We want the local affiliates and members know we have contacted you and that they can participate if they choose. See the sample email below.

From: Howard County Office of Purchasing May 31,C 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.

Once we have our partner group, we will conduct a national press conference to jump-start the project, as we did when the original program went public in May 1989. It was sponsored by the following organizations: the American Federation of Teachers, the National Education Association, the National Association of Elementary School Principals, the National Association of Secondary School Principals, The Learning Channel, and our predecessor, The Coordinating Committee for Ellis Island, and supported with an aggressive media campaign. That meeting also helped increase our sponsors' exposure to new audiences and enabled us to conduct programs in five cities, three counties, and one state.

In summary, CVS proved the concept's viability, we added additional benefits, and the state letters will show who our partners are. We can then successfully move forward to scale. These three links will provide more specifics on the program.

[Click here](#) to view or download a program summary, or visit <https://americansall.org/node/566834>

[Click here](#) to view or download a copy of this introductory email (with graphics), or visit <https://americansall.org/node/566835>

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

I appreciate and respect that you need time to review our request, but I hope you can add it to your active to-do list.

Best regards and stay safe,

Allan



We have projected annual revenue from individual Social Legacy Network (SLN) subscription fees and business and professional service provider membership fees generated by our 10 partner's local nonprofits. We project the number of new members and businesses to increase by 25 percent each year and to get 70 percent yearly renewals in both categories. For data for an individual partner, delete the last digit in each line.

New SLN subscriptions for year 1 (12 months), after a free three-month trial, based on the promotional activities of our partnership group and their local affiliates, employees, volunteers and members.	300,000		
300,000 new SLN subscriptions x \$48 per year	\$14,400,000		
25,000 businesses x \$96 per year	\$2,400,000		
Total revenue	\$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, state partners, 2 percent		0.02	\$336,000
Overhead, program developers, 2 percent		0.02	\$336,000
Partnership state office, 2 percent		0.02	\$288,000
Partnership state affiliate, 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	\$4,152,000
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Total SLN subscriptions for year 2	585,000		
585,000 SLN subscriptions x \$48 per year	\$28,080,000		
Total businesses for year 2	48,750		
48,750 businesses x \$96 per year	\$4,680,000		
Distribution to local entities, 75 percent	\$24,570,000		
Distribution to state partners, 10 percent	\$3,276,000		
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Total SLN subscriptions for year 3	878,250		
878,250 SLN subscriptions x \$48 per year	\$42,156,000		
Total businesses for year 3	95,063		
95,063 businesses x \$96 per year	\$9,126,048		
Distribution to local entities, 75 percent	\$38,461,536		
Distribution to state partners, 10 percent	\$5,128,205		

Note: We selected data from the State of Maryland to create this graphic. In the 2020 Census, Maryland's population (ranked 18th in the nation) was 6,177,000 (rounded off for convenience). Our target population, ages 20 to 74, is 4,238,000. Using a seven percent participation rate, we have 297,000 individuals living in 24 counties. In the Maryland high schools, 88,000 students could be using this program at no cost for one or two years. Maryland has 618,000 small businesses, and a 4 percent participation rate gives us 25,000 members. The state is also home to 31,000 nonprofit organizations that employ nearly 280,000 people.