

Partnership Proposal Email from Americans All



Americans All

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PROGRAM OVERVIEW

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Americans All, previously a supplier of diversity-based social studies resources and teacher training, has become more than a traditional project or program. As a 501(c)(3) foundation run by a Benefit Corporation, we are a community outreach, nontraditional hybrid charity that empowers nonprofits to raise funds through our unique revenue-generating, multipurpose and multi-lingual storytelling tool and nationwide discount program.

Importantly, after reaching specific financial benchmarks, we will gift our entire risk-free program, if they want to accept it, to the first ten nonprofit partners within different population groups that accept our offer to participate. Their presence will help us launch the program nationwide. This group will receive 3 percent of the program's gross revenues to support their efforts. We offer a unique opportunity to be part of a non-political group that promotes tolerance, understanding, and acceptance and can help our polarized nation reinforce and appreciate the commonalities that unite us rather than divide us.

We assume all partners will have a headquarters or national office supported by regional offices, local departments, centers, and posts. As shown in the projected revenue chart on the last page, 75 percent of our gross revenue 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. Except for the local entity, percentages for all partners will increase when the partnership group takes full ownership.

Americans All offers all our partners an opportunity to help achieve their goals. They have no out-of-pocket costs; implementation is straightforward, and we will support it with tutorials, YouTube videos, webinars, and Zoom meetings. The required administration is minimal, and funds are distributed electronically.

Individuals and nonprofits receive a free lifetime membership in Americans All, which gives them access to our storytelling tool. Knowing 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.

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.

We also 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.

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 (see the projected revenue chart on the last page).

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.

Sample of an individual legacy story

The story of Allan S. Kullen, an American and Social Entrepreneur, is a testament to his commitment to social justice and community development. He is a member of the American Legacy Network, a program that provides a platform for individuals to share their stories and connect with others who share similar values. Allan's story is a powerful example of how one person can make a difference in the world.

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

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

Howard County Historical Society is a nonprofit organization dedicated to preserving and promoting the history and heritage of Howard County, Maryland. The society is a member of the American Legacy Network, a program that provides a platform for individuals to share their stories and connect with others who share similar values. The society's landing page is a great example of how a nonprofit can host stories from our Heritage Honor Roll.

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

Businesses offer discounts to program members



Since our program is designed to be implemented locally, we are contacting each organization's headquarters for recognition and support. We want an email like the one below so that your centers, affiliates and posts know we have contacted you and that they can participate if they so choose. See the email below.

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.

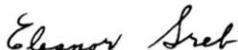
Once we have our partner group, we will conduct a national press conference to jump-start the project just as we did when the original program went public (see below) and support it with an aggressive media campaign. That meeting also increased our partners' exposure to new audiences.

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



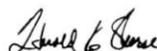
Albert Shanker, President
American Federation of Teachers



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



Mary Hawwood Futrell, President
National Education Association



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

The program is ready to move forward once our marketing partners are selected. 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, or [visit https://americansall.org/node/566835](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>

The projected annual revenue chart for Americans All is on the following page.

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 partner's affiliates, employees, clients, and members. 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.

New SLN subscriptions for year 1 (12 months), after a free three-month trial, based on the promotional activities of our ten corporate partners and their local employees, volunteers, clients, 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, partners, 4 percent		0.04	\$672,000
Overhead, program developers, 2 percent		0.02	\$336,000
Investor (paid by the Foundation)			\$0
Nonprofit corporate manager, 3 percent		0.03	\$504,000
Nonprofit share of ownership		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
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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 national 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 national partners, 10 percent	\$5,128,205		