

Partnership Proposal Email from Americans All to the USO



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, is more than just a traditional project or program. As a 501(c)(3) 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 storytelling tool and nationwide discount program.

Importantly, we have chosen to gift our two entities to up to 10 nonprofit partners sharing our mission and goals within different population groups. 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. After we reach specific financial benchmarks, the partner group will automatically own the program.

Individuals and nonprofits receive a free lifetime membership in Americans All, which gives them access to our multi-lingual 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.

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. Our program harnesses the power of storytelling to influence behavior and drive business success.

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.

Our partners 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 we will distribute all funds electronically.

We assume our partners will have a national office supported by regional offices and local departments, centers, and posts. As shown 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 national office, 3 percent to the regional offices, and 2 percent to cover implementation expenses. In addition, each partner will also receive an additional ownership of 3 percent. Except for the local entity, percentages will double when the partners take full ownership.

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. Your location map shows that you have more than 100 centers in the US and a large volunteer team. If ten volunteers from 100 centers each secure 35 new individual members, the data in the chart works since it is based on 35,000 subscriptions per partner.

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



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. 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.

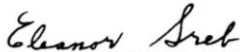
Once we have our partner group, we will conduct a national press conference to jump-start the project just as we did when the original program went public (see below) and support it with an aggressive media campaign. That meeting also increased our partners' exposure to new audiences.

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/566839](https://americansall.org/node/566839)

[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 the program is on the following page.

Best regards and stay safe,

[Allan](#)

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
<hr/>			
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		
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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.