

# Partnership Proposal Email for New York 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.

We are contacting you because we have a positive history in New York. Beginning in 2002, we ran a successful school program in Nassau BOCES (<https://americansall.org/page/nassau-boces>), and we would like to use that to ask you to become a partner in this updated version of our program.

Importantly, we will gift our entire risk-free program to the nonprofit sector after reaching specific financial benchmarks. We are establishing a partnership group comprising the first ten nonprofit state groups within different population sectors that accept our offer to participate. Their presence will help us launch the program nationwide. We offer them 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.

The program cannot officially launch for 5-6 months because we need to rebuild our website, prepare instructional videos, and complete the funding to cover the launch and the expenses for our first year of implementation. Therefore, if you support our mission, would you accept a right of first refusal to join this group and gain additional revenue when we launch? We will include your support if you approve our finalized implementation strategy before we set up our media outreach and first national press conference. However, you are more than welcome to drop out at any time before that if you later find an issue with our plan.

Because of the size of your population and to make our proposal more attractive, we offer you the opportunity to participate as if you were two states—one north and one south. In doing so, you will double your admin revenue. (See projected revenue chart.)

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 only from 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 members' immediate access to discounts in multiple geographic areas. Local merchants pay a \$98/year fee in two installments, enabling them to change their beneficiary every six months.

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.

## Sample of an individual legacy story

The screenshot shows a sample of an individual legacy story on the Americans All website. The story is titled "Allan S. Kullen: Entrepreneur and Social Entrepreneur" and features a photo of Allan S. Kullen. A text box overlaid on the screenshot reads: "To view this story, visit [americansall.org/node/566231](https://americansall.org/node/566231)".

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

The screenshot shows a nonprofit Legacy Partner landing page on the Americans All website. The page is titled "Howard County Historical Society" and features a logo of the society. A text box overlaid on the screenshot reads: "To view this page, visit [americansall.org/node/566566](https://americansall.org/node/566566)".

## Businesses offer discounts to program members



Regarding distribution, 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. Members of our partner group will receive an additional 3 percent. 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. There are no out-of-pocket costs for you or any participating nonprofits (including schools); 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.

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 affiliates 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](https://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.

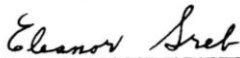
Once we have our partner group, we will conduct a national press conference to jump-start the project just as we did when the original program went public (see below) and support it with an aggressive media campaign. That meeting also increased our partners' exposure to new audiences.

### Immigrants All . . . Americans All National Meeting


[americansall.org/node/566840](https://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



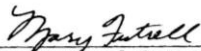
Dr. Samuel G. Sava, Executive Director  
National Association of Elementary School Principals



Albert Shanker, President  
American Federation of Teachers



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



Mary Hatwood Futrell, President  
National Education Association



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

We want to reactivate our relationship and have you as one of our partners. 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. Once we assemble our partnership group, the program is ready to begin its pre-implementation phase. These two links will provide you with 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 an electronic version of this document (with graphics), or visit <https://americansall.org/node/566850>

I am grateful for your time and willingness to consider our offer, and I look forward to hearing back from you as soon as possible.

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		
<b>Distribution to local partner entities, 75 percent</b>	<b>\$12,600,000</b>		
Balance of distributions, 25 percent	\$4,200,000		
Credit card fees, 3 percent		0.03	\$504,000
<b>Overhead, partners, 4 percent</b>		0.04	<b>\$672,000</b>
Overhead, program developers, 2 percent		0.02	\$336,000
<b>Investor (paid by the Foundation)</b>			\$0
<b>Nonprofit corporate manager, 3 percent</b>		0.03	<b>\$504,000</b>
<b>Nonprofit share of ownership</b>		0.03	<b>\$504,000</b>
People of America Foundation, 3 percent		0.03	\$504,000
Program developers, 7 percent		0.07	\$1,176,000
<b>Totals</b>		0.25	\$4,200,000
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		
<b>Distribution to local entities, 75 percent</b>	<b>\$24,570,000</b>		
<b>Distribution to national partners, 10 percent</b>	<b>\$3,276,000</b>		
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		
<b>Distribution to local entities, 75 percent</b>	<b>\$38,461,536</b>		
<b>Distribution to national partners, 10 percent</b>	<b>\$5,128,205</b>		