

Benefits for state PTAs to partner with the Americans All 2.0 Program



Americans All

Sponsored by a state PTA

PROGRAM OVERVIEW

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Our political environment is polarized and socially segregated, the economic forecast is uncertain, and consumer confidence is at an all-time low. Although this will negatively impact cities, their leadership cannot control federal policies regarding deportations (due process), trade wars, supply chain disruptions, or reductions in the “safety net.” However, state PTAs can help schools, students, and parents (especially those in working- and middle-class families), as well as small businesses, by implementing a non-partisan national program that provides financial benefits, promotes well-being, and fosters unity, understanding, tolerance, and acceptance.

Benefits for a state:

- The risk-free program requires minimal administration (Allan will run the program) and distributes income electronically based on fixed percentages of gross revenue.
- The state PTA can view our [tutorials](#) to see how the program works, but we cannot officially launch it nationwide for approximately four months, as we need to add the financial component modules.
- After we launch, each state and division will determine its implementation timeframe. Because the program is voluntary, we do not require written agreements. Participants can opt out without penalty at any time.
- All schools and divisions join for free and only need to create a landing page on our website to receive funds. They can later register for a free American All 2.0 membership and create their own stories.
- The divisions and schools' only obligation is to notify their members of the opportunity to participate, and we will provide that information in the required formats.
- Although the results may be slow, it is an easy-to-implement strategy that responds positively to school and community needs. Once implemented, this program may prove helpful as a recruiting tool.
- After a free trial, schools receive 75 percent of gross revenues from individual and business membership fees, and PTAs receive 12 percent. At the discretion of our partner, if local schools are not participating, local nonprofits may use the program. In this case, the PTA will still receive 12 percent of its revenue and gain additional exposure as the program's owner.
- Following our national press conference, which we anticipate will be in six months, we will engage regional staff to guide implementation in several areas.
- Our website is not open-source and does not contain paid advertisements. We will not store, share, or sell our members' contact information. We identify members by their email address and Zip Code. Businesses can view the number of anonymous members we have in each Zip Code, but they will not have access to emails.
- We will retain the website's existing content and add new content to provide background for additional stories. thereby continuing our policy of honoring the
- Since the PTA organization in each school may operate differently, we will provide a comprehensive menu of implementation options, strategies, and resources to ensure continuity.

Benefits for adults and students (continued on the next page):

- Individuals receive a free lifetime membership in Americans All 2.0, which grants them free access to our storytelling component and web content.
- Members can create two [stories](#) in English and as many as they desire in foreign languages. Stories can be about individuals or groups and can even honor their family's pets.
- To gain additional exposure for their stories, members can post them on the landing pages of our Legacy Partners that agree to accept them.

Sample of an individual legacy story

If a school permits, its Legacy Partner landing page can host student stories from our Heritage Honor Roll

Businesses offer discounts to program members



Benefits for adults and students (continued from previous page):

- Research confirms that life stories are central to people's sense of self and the social world. Stories are not just narratives; they provide comfort, reassurance, well-being, and help build empathy and compassion.
- Members can use our storytelling tool to create free membership organization landing pages and easily accessible annual virtual yearbooks for each group, team, or club they participate in or support.
- All students and community members want to find discounts when they shop. Members can obtain this benefit by joining our optional subscription discount program, which is based on an improved model developed by CVS. For \$4 per month, after a free trial, users can receive benefits and discounts on goods and services from local and national businesses, as well as professional service providers, for a period of one year. They do not need to create a story to get benefits and discounts. With parental/guardian permission (we will supply the form), students under 18 can use the discount program at no charge until their class graduates.

Benefits for schools:

- All schools need an unrestricted annual revenue stream that requires minimal administrative staff.
- Schools participate free because they reinforce our goals of creating and sharing legacy stories and supporting students' participation in non-curriculum school activities. These activities provide a channel for reinforcing the lessons learned in the classroom, offering students the opportunity to apply academic skills in a real-world context and thus helping contribute to a well-rounded education.
- Schools can host on their landing pages (at their discretion) [stories](#), in multiple languages, that their members have published on our Heritage Honor Roll to provide further exposure for them. Even if schools choose not to host stories from the Heritage Honor Roll, they can share information about themselves in multiple languages to help them better connect with their diverse community populations.
- Enable student teams and clubs to create Legacy Partner landing pages to host the stories of their members, thus creating virtual yearbooks. The school sponsor of a team or club can easily remove a story if they feel it does not belong on that page.
- Receive information on how to expand fundraising activities. The program will also serve as a clearinghouse for best practices.
- If a school does not have a [storytelling component](#) for its students at various grade levels, it can adopt and then customize elements of this program to fill that need.
- As students mature, creating and publishing a story about themselves helps develop skills in critical thinking, communicating, researching, and, especially, writing skills needed to help ensure their success in postsecondary institutions and/or the workforce.
- Schools can provide students with service-learning credits if they use the program to help seniors, who may not be proficient with today's technology, share their stories. Written stories are far more permanent than oral histories and are one way to help ensure that our history is not lost.
- Using multiple free email accounts, teachers can annually record their class's achievements, including a group photograph without names, to meet privacy requirements.
- If a school utilizes inter-disciplinary activities to enhance learning, a story can serve as both a writing exercise and as a research project.
- To help individuals and groups that share a common interest but are not represented by a national organization, and to support stories on historically relevant topics, we have added landing pages for these [issues/topics](#). If a school, individual, or group creates a story about an issue or topic we have not identified, they can contact us, and we will prepare a landing page for that issue or topic.

Benefits for local businesses and professional service providers (continued on the next page):

- Local businesses and professional service providers pay \$96 per year (in two installments, allowing them to change beneficiaries) to showcase themselves and identify the goods, services, and other benefits available to our members.
- They can update their benefits and the available goods and services they offer daily at no charge.
- They benefit because stories directly impact emotions rather than data, which changes behavior and frequently determines buying decisions. Compelling storytelling fosters trust, enabling individuals to become loyal customers and clients.

Benefits for local businesses and professional service providers (continued from prior page):

- National businesses and professional service providers play a crucial role in our program. Participating for free ensures our members' immediate access to benefits and discounts in multiple geographic areas. Our program is an additional benefit for your current and future partners.
- Their fee to join transfers marketing funds from commercial ads to their community, thus providing them with a more focused market and a better return on their investment.

The Americans All Heritage Honor Roll (HHR):

Stories for the Heritage Honor Roll (HHR) can be about an individual or group, biographical, autobiographical, or a topic of interest to the member. The story can contain up to 2,000 words, of which 1,000 can be password-protected for privacy, and can be augmented with images, logos, hyperlinks, photographs, and audio-video media. Members can publish two stories in English and as many as desired in multiple languages. They can also create a shorter version (up to 500 words) which can be printed in an 8.5" x 11" format. Members can start a story by filling in only a few required fields and then completing it over time. Stories can also be easily updated, and all prior versions are archived for future reference. Americans All 2.0 provides step-by-step tutorials and easy-to-use templates to simplify the creative process.

Due to the prevalence of scams and stolen-identity schemes, our policy requires students under 18 to obtain permission from their parent/guardian before adding a story to the HHR. We will provide a simple form for them to use. All content and images published on our website become part of the public domain, unless the author notes that copyright laws protect them. We cannot provide permission for the commercial use of stories. However, content can be reproduced for educational or personal use if written permission is granted and a citation is provided.

The HHR may contain more than one legacy story for an individual or a group—or the legacy story may appear in more than one language—because members have opted to recognize different contributions of the same individual or group, or because they wanted to share the story in their native language.

We do not vet legacy stories for accuracy or bias because the story reflects members' views, but the text must conform to the rules of common decency. Stories cannot contain words or phrases that are racist, discriminatory, or inflammatory. To ensure that the text is appropriate, we filter it through several third-party Apps, such as "Web Purity Profanity," "Harmful Text Detector," and at least one more. When the App flags an issue, it requests that the author use a different word or phrase. If they do not, the text will not be published. Although the Apps are through, individuals can get creative. If we receive numerous complaints, we will suspend the story and manually review the text in question. If the complaint is valid, we will remove the story and its author from the program.

Stories may focus on a specific issue or topic, and there should be a clear distinction between facts and opinions. For example, a building is destroyed, and individuals are taken into custody. The objective "fact" in this case is that the building is gone; however, the interpretation regarding the individuals is subjective. They may be innocent, just in the wrong place at the wrong time. Or, they were responsible, but depending on extreme political or religious perspectives, could be considered terrorists or freedom fighters. The author can present the case either way, but the language must be appropriate.

Why a partnership between Americans All 2.0 and the state PTAs makes sense:

Both organizations focus on empowering schools and families to improve the educational success and well-being of all children. Americans All 2.0 provides two primary tools, and the state PTA has a regional distribution network in place. That network offers the program with the same benefits that made us successful with Houghton Mifflin, but without the downsides that came with their partnership. Our recent one-year pilot program in Howard County allowed us to debug issues with the HHR and revealed other types of nonprofits that can benefit from our program.

Once the Americans All 2.0 website has been revised and expanded, and we have created the implementation and marketing tools, the program, being virtual, will be financially self-sufficient. The structure is also in place for the state PTAs to assume ownership of the program once specific financial benchmarks have been met.

The program is voluntary at the local level. PTA member schools have the right of first opportunity to use the program in their jurisdiction. However, there will be schools in geographic areas that may not be members of the National PTA or that choose not to participate in the program. In that case, the state PTA can authorize other nonprofits, such as religious or civic organizations, television stations, and so on, to use the program on an annual basis. The state PTA will receive 12 percent of the revenue it generates. This permission can encourage schools in those areas to become members of the state PTA, allowing them to utilize this benefit.

Income distribution:

We have projected annual revenue from individual Social Legacy Network (SLN) subscriptions and business/professional service provider membership fees generated by our partner and their members. We project that the number of new members and businesses will increase by 25 percent each year, and that we will achieve 70 percent yearly renewals in both categories.

New SLN subscriptions for year 1 (12 months), after a free trial, based on the promotional activities of our partner and its state and division organizations 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 nonprofits, 75 percent	\$12,600,000		
Balance of distributions, 25 percent, see note below:	\$4,200,000		
PTA national, 5 percent		0.05	\$840,000
PTA state, 3 percent		0.03	\$504,000
PTA division, 2 percent		0.02	\$336,000
PTA overhead, 2 percent		0.02	\$336,000
Credit card fees, 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	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 nonprofits, 75 percent	\$24,570,000		
Distribution to PTA, 12 percent	\$3,931,000		
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 nonprofits, 75 percent	\$38,461,536		
Distribution to PTA, 12 percent	\$6,153,845		

A proposal of this type will require multiple levels of review, and an initial call at your convenience can help facilitate this process. I appreciate your willingness to consider our request, and we look forward to joining the national PTA family. I have also mailed you a hard copy of this email and the attachments.

Best regards and stay safe,

Allan

For additional information, contact: Allan Kullen, President ■ Americans All
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See highlights of the Americans All 1.0 Pilot Program on the following page.

Americans All 1.0 Pilot Program

Invitation Letter to the First National Meeting

In recognition of your commitment to our nation's children, schools, and families, we invite you to a special breakfast meeting on May 3, 1989, at 8:00 a.m. at the historic Charles Sumner School Museum in Washington, D.C.

The meeting, sponsored by the American Federation of Teachers, the National Education Association, The Learning Channel, the National Association of Elementary School Principals, the National Association of Secondary School Principals, and the Coordinating Committee for Ellis Island*, is to brief representatives in the field of education, funding, and public policy and the media about an exciting national education project--Americans All.

This project is a comprehensive public-private partnership/educational support program that addresses critical issues of our time. It provides a vehicle for enhancing skills among students, teachers, and parents and a tool for delivering resources and needed curriculum materials to our nation's 70,000 public schools. Components of the Americans All program have already been successfully implemented in several school districts nationwide. A comprehensive pilot will be initiated in the San Diego and Chicago public schools in the fall of 1989. . . .

**The Coordinating Committee was the predecessor of the People of America Foundation.*

General Information on the Americans All Pilot Programs, 1987-95, which were used in more than 2000 schools and libraries nationwide.

- [National User Survey Report, 2006](#)
- [Correlation of Americans All to the Seattle, WA, Social Studies Framework, 1997](#)
- [Schools That Participated in the Largest Pilot Programs, 1989-95](#)
- [National Intensive Teacher Training and Orientation Sessions, 1989-95](#)
- [Hitachi Foundation Grant and Evaluation, 1989, 1995](#)
- [Results of an Evaluation of Program Effects for the Washington, DC Pilot, Mark Testa, Ph.D., February 1992](#)
- [A thematic correlation of Americans All, created by Houghton Mifflin for middle grades, December 1992.](#)
- [Instructional video created by Dr. Gail C. Christopher and the Houghton Mifflin Company](#)
- [Results of an Evaluation of Pilot Demonstrations in San Diego, CA, and Chicago, IL, Mark Testa, Ph.D., February 1991](#)
- [Channel 8 News Segment, San Diego Pilot, mp4 \(Video\), January 16, 1990](#)

The Americans All Pilot Program Sites:

- [ABC United School District, Cerritos \(LA\), CA](#)
- [Chicago, IL](#)
- [Dade County, FL](#)
- [Nassau-Boces \(Long Island\), NY](#)
- [Pittsburgh, PA](#)
- [San Diego, CA](#)
- [Vermont \(Statewide, but not funded\)](#)
- [Washington, D.C.](#)
- [Wichita, KS](#)

