

# Summary of the Americans All Program



Americans All

Sponsored by the (insert name)

PROGRAM OVERVIEW

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## Who We Are:

Our 38-year-old nonprofit foundation was previously a supplier of diversity-based social studies resources and teacher training, but the politicization of K-12 school classrooms today has made that goal almost impossible. Our education resources remain online.

## Issues We Have Identified:

The current political environment in our very diverse society is highly polarized and socially segregated; the economic forecast is uncertain, and consumer confidence is low.

- All community members want to find discounts when they shop.
- Schools and nonprofit organizations with an education or community outreach need an unrestricted annual revenue stream requiring minimal admin staff.
- The needs of the middle class still need to be met.
- Students of all ages need an easily accessible “virtual yearbook” to share and as a keepsake for their school years.
- National and local businesses and professional service providers must expand traffic and look for affordable, effective, and appropriate ways.
- The nation needs a non-political way to help its citizens appreciate the commonalities that unite, rather than divide, the American people.

## Our Solution—What We Do:

Americans All is a community outreach, hybrid charity enabling nonprofits to raise money using our revenue-generating, multipurpose storytelling tool, and nationwide discount program. Among other benefits, it is designed to help our nation's middle-class and underserved populations. Most charities request donations but do very little for their sponsors/ members. We are different because we provide an optional storytelling tool, have only one level of giving and two separate components, and do not produce, sell, or send out merchandise. Instead, we offer our members multiple opportunities to benefit themselves and their families when they make their charitable gifts.

National businesses and professional service providers participate for free, ensuring our members access discounts in multiple geographic areas, thus turning part of their marketing outreach strategy into a charitable gift. We also enable community members to use our storytelling tool to create free membership organizations and easily accessible annual virtual yearbooks for each group, team, or club they participate in or support.

Local businesses and professional service providers pay a \$49 membership fee every six months to create landing pages with information on their goods and services to help expand traffic. Their clients and customers can post their HHR stories on this page for greater exposure and to help create or expand their loyalty groups. Their points of contact can later register the businesses as members of Americans All so they can create and update the type of discount (or benefit) they offer daily at their discretion. They can change their sponsored nonprofit each time they pay their fee.

## Our Rationale:

The ancestors of all Americans came here from diverse locations, so we all have immigrant roots. These experiences can be shared through stories acknowledging that heritage and culture are rich aspects of personal and group identity. Importantly, our polarized nation needs a vehicle to help reinforce and appreciate the commonalities that unite, rather than divide, the American people. This is crucial in promoting understanding, tolerance, and acceptance.

## Sample of an individual legacy story

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

## Business offer discounts to program members

## What We Want:

We want to secure a partner to help implement the Americans All program nationwide. An ideal solution is to partner with a national, non-political service organization. All program elements have been successfully used independently but have never been combined for maximum effectiveness. We bring experience, expertise, and credibility: our partner will have size, exposure, outreach, marketing experience, and name recognition. In today's sound-bite environment, what is said is less important than who says it. After specific financial benchmarks are reached, our partner will own the program outright.

## Benefits to Our Partner:

We can deliver substantial revenue, with minimal administration, to provide our partner with the ability to expand its community outreach activities.

- This program can help the partner gain an advantage over its competitors.
- The additional revenue and increased exposure the partnership provides should make the addition of this program very attractive to its stockholders and shareholders.
- Our multi-lingual storytelling tool helps your team members build stronger client relationships. This tool can help their local offices increase their client base.
- By helping your current and future clients register for Americans All, you provide them an opportunity to earn discounts from local and national businesses and professional service providers.
- Using the awareness created by implementing the program, nonprofits can take advantage of Americans All to generate much-needed annual revenue from local businesses and professional service providers to support their communities, especially in areas that are often underserved. You will also benefit when this happens.

## Our Business Model Follows and Expands the Nationwide Subscription Model CVS Created:

**CVS is a pharmacy.** However, by paying \$4 per month (paid annually) to join its "CarePass" program, its members get discounts off eligible CVS brand products and a \$10 credit to pay for in-store and online products that month only. Its members can access discounts online or in more than 9,000 stores nationwide.

**We are a hybrid charity.** As explained earlier, our model is based on CVS's "CarePass" program. We use the same \$4/month fee (paid annually), but to improve its model, we offer a trial period and a much larger base of local and national businesses and professional service providers to get unlimited discounts for one year. Social Legacy Network (SLN) members do not need to create a story to gain discounts.

Each national or local business will determine its benefit structure using our program's membership card as an additional discount card. This is similar to hotels that give room discounts or other benefits depending on the guest's loyalty card (AAA, AARP, Military, Senior, etc.). Or for restaurants or stores that offer deals similar deals via "happy hour" pricing or "buy one, get another at half price."

For this program, the value of having national businesses join for free is more than just the additional revenue they could generate for the Foundation. It's about providing our members immediate benefits in multiple geographic areas and eliminating the need to reach out to businesses individually. The exposure we create will help local nonprofits connect with the businesses and professional service providers in their communities.

## Request for funding:

We seek a \$250,000 investment to support the nonprofit's fully developed countywide pilot program for one year. The funds will cover this program's overhead and marketing costs, including rebuilding the existing website. It will also provide the model to begin a national rollout.

The market for our program is vast and diverse, and it includes ethnic and cultural groups, active seniors, homeschools, military personnel, franchise companies, 131,000 K-12 schools, 6,200 colleges and universities with 16 million students, 3,143 counties and county equivalents, almost 500 urban areas, and 33,000,000 small businesses. There is no other program that offers the same benefits as Americans All.

The due diligence for this program will be simplified because only credit cards are accepted (we destroy information after payment has cleared), and all funds will be deposited into a secure bank chosen by the investor and distributed by predetermined percentages, eliminating any possible financial mismanagement. The investor can select the national accounting firm that will represent the program.

[Click here](#) to view or download our Pitch Deck or go to [www.americansall.org/node/566833](http://www.americansall.org/node/566833)

## How Our Program Works:

Our first component, a free lifetime membership in Americans All, enables all community members to publish two 2,000-word stories in English (half the story can be password-protected) and as many as they desire in a foreign language on our (HHR). Members can enhance stories with images, logos, photos, hyperlinks, and audio-visual media. Stories can be autobiographical or created to honor an admired individual or group, and they can be updated for free anytime; older versions are archived.

To enable an unfinished story to be added to our website, members only need to fill in an honoree\* or group name\*, date of birth\* or formation\* (and passing\* or disbandment,\* if appropriate) and a summary\* not to exceed 60 words in our “summary template.” The story can be published by typing the phrase “To come” in the “story field.” All stories pass through third-party profanity filter before being added to our HHR. We can override it.

Americans All membership also includes our second component—a free, three-month trial subscription to our SLN. This enables members to access discounts on goods and services from our business partners and professional service providers. Students keep their free SLN subscription until their K-12 class graduates.

Nonprofits get a free, lifetime landing page on our site to briefly describe their entity and to host, if they so choose, stories that appear on our HHR. Our registration template contains a simple way for a nonprofit to remove a story that they feel is inappropriate and does not belong on their landing page. The nonprofit’s point of contact can later register them as a member of Americans All so they can create and publish stories on the HHR.

Individuals can post their stories on as many business and nonprofit landing pages as they desire. For example, sports team members can post their stories on the landing page of any team they have played on or supported and on any landing page that honors annual accomplishments if they are included.

## Implementation Strategy:

Our first task will be to ensure all employees and clients know about the program and develop a generic outreach strategy. We will use written tutorials, YouTube videos, webinars, and Zoom meetings. Individual entities can also modify the provided plan for their specific audiences. We will also work with their marketing department to determine the most efficient and effective way to handle the roll-out to the public. A comprehensive social media campaign will support the program’s release, and the existing website will be functional and able to handle early registrations.

Although the optional storytelling requires computer knowledge, the registration process is straightforward. The sign-up page for Americans All and the SLN only requires a name, email address, and a Zip Code. We have detailed tutorials for all functions and will supplement them with YouTube instructional videos.

## Benefits of Storytelling:

Research confirms that life stories are central to people’s sense of self and the social world. It also asserts that intergenerational 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; they provide comfort and reassurance and help build empathy and compassion.

Businesses can benefit because stories directly impact emotions, and emotions rather 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. Most businesses spend about 5 percent of their sales on marketing programs, and our program offers them a way to get a higher return on investment on a fraction of that expenditure.

## Additional Supporting Documents:

[Click here](#) to view Our Pitch Deck or visit <https://americansall.org/node/566833>

[Click here](#) to view our Americana All Partnership Proposal and Business Plan or visit <https://americansall.org/node/566832>

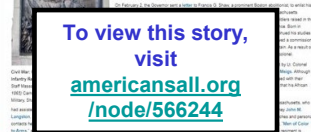
[Click here](#) to view or download an electronic version of this document or visit <https://americansall.org/node/566834>

### Sample of a group legacy story

#### 54th Massachusetts Vol. Infantry

Civil War: Fifty-Fourth Massachusetts Volunteer Infantry Regiment, 54th Colored, Glory, Hallowell, Medal of Honor, Military, State, Fort Wagner

On January 23, 1863, members of the 54th M. I. Regiment, authorized Massachusetts Volunteer Infantry, were ordered to march to the front of the fort to the aid of the 1st South Carolina and 2nd South Carolina regiments, and to take the fort by storm. The 54th M. I. Regiment was the first to enter the fort and to take the fort by storm. The 54th M. I. Regiment was the first to enter the fort and to take the fort by storm. The 54th M. I. Regiment was the first to enter the fort and to take the fort by storm.



To view this story, visit [americansall.org/node/566244](https://americansall.org/node/566244)



Members can create stories honoring a family pet or sharing how it has impacted their lives



# Sample story from our Heritage Honor Roll

Allan S. Kullen *Author, Business Printer, Social Entrepreneur, Traveler*



Allan S. Kullen / February 20, 1942 - 71 Author

"Her name is Ester Baumgartner. Do you know her?" Allan Kullen had posed the question in a broken mixture of Hebrew and English to whoever would listen and could understand him. Allan had met Ester while on an archaeological dig at [Masada](#) in Negev, Israel. All he knew by the time they parted ways was her name and the fact that she was staying in Tel Aviv. So, after finishing his work, he decided he would try to find her. He hitchhiked his way to Tel Aviv and, despite all odds, found her. It was to play an important role in his life.

Allan was born in Washington, DC, on February 20, 1942, to Eunice (Statland) and Sol [Kullen](#), both originally from Baltimore, MD. His sister, Marian, was born two years later. He grew up in the DC metropolitan area. His father had built a successful career in the printing industry so, in 1959 after a very uneventful four years culminating in his high school graduation, Allan chose to attend the School of Printing Management at [Carnegie Institute of Technology](#) (CIT) in Pittsburgh, PA.

Americans All features photographs and texts on the contributions that immigrants made to the nation's development when they come through Ellis Island. At the same time, he was printing for the [Coordinating Committee for Ellis Island](#), a nonprofit group focused on the same topic. This action rekindled the passion generated by his travels abroad, and he founded and became president of the People of America Foundation and became co-

## Read More . . .

photographs, simulations and teacher's guides, all developed by a team of scholars led by Americans All co-developer [Dr. Gail C. Christopher](#). Although Americans All was well received by the education community, its appeal was limited to classrooms devoted to teaching social studies. With the national emphasis shifting to support STEM programs, his foundation [Note: This story was excerpted and edited from an interview by Gordon Bernhardt, author of [Profiles in Success](#) (Volume 6): Inspiration from Executive Leaders in the Washington D.C. Area.]

To view the legacy story about Albert "Chew" Kullen, [click here](#).  
To view the stories in the Kullen (Kulchinsky) Family Circle, [click here](#).

**Make a Difference,  
Get Involved TODAY!**

Register for  
Americans All to create  
and permanently  
share a legacy story—  
[CLICK HERE](#)

Upgrade your Americans All program membership, after a free, 3-month trial, by subscribing to our Social Legacy Network so you and your family can maintain its benefits—membership cards for discounts on goods and services from our program partners and access to new K-12 social studies resources—  
[CLICK HERE](#)

Become a point of contact so your business can become a Legacy Partner—  
[CLICK HERE](#)

Become a point of contact so your group or nonprofit organization can become a Legacy Partner for free—  
[CLICK HERE](#)

Become a point of contact so your school, library or historical society can become a Legacy Partner for free—  
[CLICK HERE](#)

To learn more about Americans All—  
[CLICK HERE](#)



- **Stories can be:**
  - about individuals, groups or issues/topics
  - up to 2,000 words (1,000 can be password protected for privacy)
  - augmented with images, logos, hyperlinks, photographs, and audio-video media.
  - published in [multiple languages](#), including a second story in English.
  - updated easily and have all prior versions archived
  - started by filling in only a few required fields and then be completed over time
  - also created in a shorter version (up to 500 words) and printed in an 8½" x 11" format

- Americans All provides step-by-step tutorials and easy-to-use templates to simplify the creative process.
- Legacy stories reflect members' views and are not vetted for accuracy. However, all text is filtered through a third party, secure Profanity App to ensure that they do not contain inappropriate language. If requested, our editorial staff can override the App if they feel the identified word or phrase is acceptable by today's standards.
- We comply with the "Children's Online Privacy Protection Act" of 1998 and therefore disallow children under 13 from putting personal information on our site.
- All content and images published on our site are considered to be in the public domain, unless it is clearly noted that they are protected by copyright laws. We cannot provide permission for commercial use. However, content can be reproduced from our site for educational or personal use as long as a citation is provided.



[www.americansall.org/node/566231](http://www.americansall.org/node/566231)

# Example of a Legacy Partner Landing Page

## Military Personnel and Organizations

[www.americansall.org/node/566348](http://www.americansall.org/node/566348)



The Army, Marine Corps, Navy, Air Force, Space Force and Coast Guard are the armed forces of the United States. The Army National Guard and the Air National Guard are reserve components of their services and operate in part under state authority. From its inception during the American Revolutionary War, the U.S. Armed Forces has played a decisive role in the history of the United States. It helped forge a sense of national unity and identity through its victories in the First Barbary War and the Second Barbary War. It played a critical role in the American Civil War, keeping the Confederacy from seceding from the republic. The National Security Act of 1947, adopted following World War II, created the modern U.S. military framework.

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## Legacy Stories from the Americans All Heritage Honor Roll

We are pleased to host and share these legacy stories created by honorees' family, friends and associates. They, like us, appreciate that heritage and culture are an integral part of our nation's social fabric and want to help students participate effectively in our nation's economy, workforce and democracy.

Search by:  and   
Language State

and  or   
Last Name of Individual First Name of Individual Group name

**Civil War: Fifty-Fourth Massachusetts Volunteer Infantry Regiment, 54th Massachusetts** (*March 13, 1863 - August 4, 1865*) Carney, Glory, Hallowell, Medal of Honor, Military, Shaw, Fort Wagner  
On January 26, 1863, Secretary of War Edwin M. Stanton authorized Massachusetts Governor John Albion Andrew to create volunteer companies of artillery "for duty in the forts of Massachusetts . . . [Read more](#)

**Lucian Adams** Texas (*October 7, 1909 - April 30, 1977*) Veteran, Hispanic  
Lucian Adams, Medal of Honor recipient, World War II, born in Port Arthur, Texas, on October 7, 1909. His father, Lucian Adams, was a descendant of the Adams family. His mother, Luciana (Ramírez) Adams, was born in . . . [Read more](#)

**Stories can be published in any character set**

**Maxime "Max" Chalmin** [Chalmin Family] (*October 7, 1909 - April 30, 1977*) Chef de Cuisine /node/434148  
Mon père Maxime Chalmin, est né à Coulandon, un petit village au Centre de la France, en Octobre, 1909. Après sa scolarité et plusieurs filaments comme apprenti (comme cela se faisait à l'époque) il se dirige vers le métier de la restauration et il arrive aux Etats Unis en 1939 comme cuisinier au pavillon Belge de l'Exposition Internationale. [Read more](#)

## PITCH DECK

to support the Americans All program for one year.



**Reinventing the wheel is a waste of time.**

**A more effective strategy is to select the best spokes from existing models and repurpose them to create a wheel that fits one's needs.**

**[www.americansall.org/node/566833](http://www.americansall.org/node/566833)**

New subscriptions for year 1 (12 months) are based on the promotional activities of our partner and/or its employees, clients and members.	350,000		
350,000 new subscriptions x \$48 per year	\$16,800,000		
<b>Distribution to Partner (nonprofit), 75 percent</b>	<b>\$12,600,000</b>		
Distribution to the partnership, 25 percent	\$4,200,000		
Credit card fees, 3 percent		0.03	\$504,000
<b>Overhead and outreach, partnership, 4 percent</b>		0.04	<b>\$672,000</b>
Overhead, program developers, 1 percent		0.01	\$168,000
<b>Investor/Partner, 4 percent</b>		0.04	<b>\$672,000</b>
<b>Nonprofit manager (Partner), 3 percent</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>		<b>0.25</b>	<b>\$4,200,000</b>
<b>Total SLN subscriptions for year 2</b>			
Total SLN subscriptions for year 2	995,000		
995,000 SLN Subscriptions x \$48 per year	\$47,760,000		
<b>Distribution to Partner (nonprofit), 75 percent</b>	<b>\$35,820,000</b>		
<b>Distribution to investor/partner, 7 percent</b>	<b>\$3,342,000</b>		
<b>Total SLN subscriptions for year 3</b>			
Total SLN subscriptions for year 3	1,952,500		
1,952,500 SLN subscriptions x \$48 per year	\$93,720,000		
<b>Distribution to Partner (nonprofit), 75 percent</b>	<b>\$70,290,000</b>		
<b>Distribution to investor/partner, 7 percent</b>	<b>\$6,560,400</b>		

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