

Summary of the Americans All Program



Americans All

Sponsored by the (insert name)

PROGRAM OVERVIEW

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STORY SEARCH / INDIVIDUALS / SCHOOLS / ETHNIC & CULTURAL GROUPS / LEGACY PARTNERS & ISSUES/TOPICS INDEX

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.
- Many needs of the middle class and underserved populations still need to be met.
- Students and others of all ages can use an easily accessible “virtual yearbook” to record and share their experiences with all groups in which they participate.
- National and local businesses and professional service providers must expand traffic and look for affordable, effective, and creative 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, non-traditional hybrid charity enabling all 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 Heritage Honor Roll (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

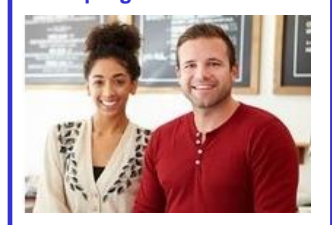
Alain S. Kullen: Entrepreneur and Social Entrepreneur

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

Business offer discounts to program members



What We Want:

We want a marketing partner who is experienced in helping nonprofits to help us implement the Americans All program nationwide. After specific financial benchmarks are reached, our partner will own the program outright. 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.

Benefits to Our Partner and its Clients and Their Members:

- Our partner will receive 11 percent of all gross revenues generated from member subscriptions and business and service provider fees. Once the developer's stock has been retired using program revenue, the partner's share will increase to 21 percent, which includes control of the foundation.
- Once the revised website is online (the current site is workable for the free trial period), all funding for the program will come from member subscriptions and business and service provider fees.
- Because the partner's name will be on the masthead, from a PR perspective, it would make sense to treat this as an acquisition, with minimal administration, to provide its ability to expand community outreach activities.
- This program can help the partner gain an advantage over its competitors. Even if competitors use the program, our partner will still receive 11 or 21 percent of the generated revenue. Partner clients and their members will benefit from the businesses recruited by the competitor, thereby increasing the number of firms offering discounts to all members.
- Partner clients, who receive 75 percent of all subscription and membership fees, participate for free and only have to create a landing page on our website to receive funds.
- The members of partner's client organizations can take advantage of the discount program and its free three-month trial. Members do not need to create a story to obtain discounts.
- Since partner's clients have benefitted from working with you, they should have developed good relationships with local businesses and professional service providers that will help them enroll in the program. Our multi-lingual storytelling tool will help your clients and their members build stronger community relationships.
- While storytelling and discount coupons are available in the marketplace, Americans All is the only program that combines these features. The general public can also view and download our stories without having a membership.
- The market for our program is vast and diverse. It includes ethnic and cultural groups, hospitals and medical centers, professional and membership societies, active seniors, military personnel, homeschool families, a and civic and social groups. There are almost 30,000,000 small businesses in our nation.

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 nontraditional hybrid charity. As explained earlier, our model is based on CVS's "CarePass" program. We use the same \$4/month fee (paid annually). Still to improve its model, we offer a trial period and the ability to create a large 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."

The value of having national businesses join for free is that they provide our members with immediate benefits in multiple geographic areas. Each client and its members can offer the program to local companies since 75 percent of that gross revenue goes to the client. The 11 or 21 percent goes to the partner.

A secondary revenue source may come from community members who would typically not support the charity's cause. These individuals may join the program to take advantage of the opportunity to receive discounts on goods and services from our program's business partners.

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 “To come” in the “story field.” All stories pass through a 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:

First, we will ensure all clients and their members 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. Our partner’s marketing department will determine the most efficient and effective way to handle the roll-out. 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. Creating a story about themselves helps individuals enhance their research, critical thinking, communication, and writing skills.

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.

Full Disclosure:

The “CarePass model was chosen because it was successful nationwide. There is no relationship of any type between CVS and Americans All.

Sample of a group legacy story

54th Massachusetts Vol. Infantry

Civil War: Fifty-Fourth Massachusetts Volunteer Infantry Regiment, 54th Colored

Story, Heroism, Medal of Honor, Military, Slave, Fort Wagner

On January 21, 1863, Secretary of the Estate of Boston Authorized Massachusetts Governor John Andrew to issue a letter of commendation of honor to the Fifty-Fourth Massachusetts Volunteer Infantry for their gallant and heroic service at Fort Wagner and the subsequent attack on the Confederate position at Fort Mifflin.

To view this story, visit
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 - ? 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



www.americansall.org/node/566231

■ 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.

Example of a Legacy Partner Landing Page

Military Personnel and Organizations

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. He was the son of Lucian Adams, Sr. and Rosa (Ramírez) Adams, was nine . . . [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](#)

Projected annual revenue from Social Legacy Network (SLN) subscription fees generated by the promotional activities of our partner and/or its employees, clients and members.**

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		
Distribution to nonprofits, 75 percent	\$12,600,000		
Distribution to the partnership, 25 percent	\$4,200,000		
Credit card fees, 3 percent		0.03	\$504,000
Overhead and outreach, partnership, 4 percent*		0.04	\$672,000
Overhead, program developers, 1 percent		0.01	\$168,000
Investor/Partner, 4 percent*		0.04	\$672,000
Nonprofit manager (Partner), 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 nonprofits, 75 percent	\$35,820,000		
* Distribution to investor/partner, 11 percent	\$5,253,600		
<hr/>			
Total SLN subscriptions for year 3	1,952,500		
1,952,500 SLN subscriptions x \$48 per year	\$93,720,000		
Distribution to nonprofits, 75 percent	\$70,290,000		
* Distribution to investor/partner, 11 percent	\$10,309,200		

*** Income distribution to the partner.**

** This chart does not include revenue generated by local businesses and professional service providers.

