

Summary of the Americans All Program



Americans All

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PROGRAM OVERVIEW

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Who We Are:

Our 38-year-old nonprofit foundation was previously a supplier of diversity-based supplemental 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.
- All nonprofit organizations need an unrestricted annual revenue stream requiring minimal administration by their staff.
- Many needs of the middle class and underserved populations are not being met.
- Community members of all ages can create easily accessible “virtual yearbooks” to record and share their experiences with all groups in which they participate.
- National and local businesses and professional service providers must continue to 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 now a community outreach, non-traditional hybrid charity enabling all nonprofits to raise money using our free revenue-generating, multipurpose storytelling tool and nationwide subscription discount program, through our Social Legacy Network (SLN). Most charities request donations but must do more for their sponsors/members. We are different because we provide a free multi-lingual storytelling tool, have only one giving level, and do not sell or send out merchandise. Instead, we offer our members multiple opportunities to benefit themselves and their families when they make their charitable gifts. Members do not need to create or complete a story to obtain discounts.

The decision to participate in Americans All as a statewide partner or large nonprofit is a risk-free opportunity for each organization and its members. There is no cost for a state or major nonprofit to join to help it reach its goals; it only requires a willingness to see how well it serves its demographic. The three-month free trial makes it risk-free for its members and the “lb&psp.” However, we do not expect everyone to participate.

National businesses and professional service providers (nb&psp) play a crucial role in our program. By participating for free, they ensure our members’ immediate access to discounts in multiple geographic areas. Local businesses and professional service providers (lb&psp) turn a part of their marketing strategy into a charitable gift by paying a \$49 membership fee every six months to create landing pages that can be updated daily with information on their goods and services to help expand traffic. Their clients and customers can post their Heritage Honor Roll (HHR) stories on these landing pages for greater exposure and to let their friends and acquaintances know that these “lb&psp” offer quality products or services. These “lb&psp” can later register as free members of Americans All to create stories about themselves. They can change their sponsored nonprofit each time they pay their fee.

Our Business/Marketing Philosophy:

Reinventing the wheel is a waste of time. A more efficient strategy is to select the best spokes from existing models and repurpose them to create a wheel that fits one’s needs. Our program is unique because it only combines successful program elements currently used independently.

Sample of an individual 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

Our Rationale:

All Americans' ancestors came here from diverse locations, so we all have immigrant roots. These experiences shared through heritage stories, are a powerful tool in 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. By promoting sharing these stories, we can foster a culture of understanding, tolerance, and acceptance.

Our Business Goal:

Ultimately, the nonprofit sector will own the program. We will gift the program, if they want to accept it, to the first ten state organizations and large multi-state nonprofits helping local nonprofits raise funds create a partnership group. Their presence will help us launch the program nationwide. The group will automatically own it once Americans All reaches specific preset financial benchmarks. This group will receive 3 percent of the program's gross revenues to support their efforts. We bring experience, expertise, and credibility; our partners will have size, exposure, outreach, marketing experience, and name recognition.

Benefits to Our Partners and Their Clients and Members:

- Once we create the partner group, we will continue reaching out to the rest of the nation. These states will also be considered partners but not part of the initial partner group. We assume all partners will have a headquarters or national office supported by regional offices, 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 state or national office, 3 percent to the regional offices, and 2 percent to cover implementation expenses. This distribution is the same for members of our partner group. Except for the local entity, percentages for all partners will increase when the partnership group takes full ownership.
- Once the revised website is online (the current site is usable for the free trial period), all funding for the program will come from individual member subscriptions and "lb&psp" fees.
- Our members can 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.
- All local nonprofits join for free and only have to create a landing page on our website to receive funds. They can later register for a free American All membership to create stories about themselves.
- Since partner's clients have fund-raising experience, they should have already developed good relationships with "lb&psp," thus making it easier for them to enroll these entities in the program. Moreover, our multi-lingual storytelling tool will help 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 from our website without having a membership. The creator is the only one who can edit a story.
- The market for our program is vast and diverse. It includes ethnic and cultural groups, hospitals, medical centers, professional and membership societies, active seniors, military personnel, homeschool families, and civic and social groups. There are almost 30,000,000 small businesses in our nation.
- Although using the storytelling requires some computer knowledge, the registration process is straightforward. The sign-up pages for Americans All and the SLN only need a name, email address, and Zip Code. We have detailed tutorials for all functions and will supplement them with YouTube instructional videos.

What We Need From Our Partners:

We want a letter like the one below so that your affiliates know we have contacted you and that they can participate if they so choose. It is an opportunity for them, not an obligation.

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.

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. CVS members can access discounts online or in more than 9,000 stores nationwide.

We are a nontraditional hybrid charity. As explained earlier, we based our model 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 a much larger base of local and national businesses and professional service providers to get unlimited discounts for one year.

Our program provides a unique flexibility for businesses. Each national or local business can determine its benefit structure and use our program’s membership as an additional discount card. For example, this is akin to hotels that offer room discounts or other benefits based on the guest’s loyalty card or restaurants and stores that provide deals like “happy hour” pricing or “buy one, get another at half price.”

Our program also offers a potential secondary revenue source. Community members who may not typically support a charity’s cause could join our program to take advantage of our business partners’ discounts on goods and services. This additional revenue stream could significantly increase the financial value of our program.

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 on our HHR in English (half of each story can be password-protected) and as many stories as they desire in a foreign language. 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 automatically archived.

To publish an unfinished story on 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 if needed.

Americans All membership 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.

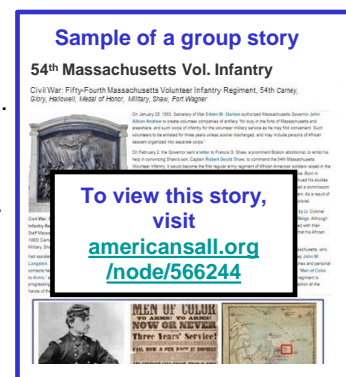
Nonprofits get a free, lifetime landing page on our site to briefly describe their entity and to host, if they so choose, stories that appear on our HHR. Our registration template contains a simple way for a nonprofit to remove a story that they feel is inappropriate and does not belong on their landing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

Implementation Strategy:

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 and support it with an aggressive media campaign. The graphic on the top of the next page shows the signatures of the sponsors of that meeting. That original meeting also increased our partners’ exposure to new audiences. We will also contact trade associations that (where applicable) represent each of our partners, placing ads in their publications and attending conferences as vendors.

We will ensure that all partners, clients, and members are well-informed about the program while we develop a generic outreach strategy. We will use written tutorials, YouTube videos, webinars, and Zoom meetings. With our full support and guidance, individual entities can also modify the provided plan for their specific audiences. Our partners’ marketing departments will determine the most efficient and effective way to handle the roll-out in their industry. A comprehensive social media campaign will support the program’s release, and the existing website will be functional and able to handle early registrations. See the next page for information on our first national press conference.



Sample of a group story

54th Massachusetts Vol. Infantry

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

On January 25, 1863, Sergeant of the 54th Massachusetts Volunteer Infantry (54th Colored Infantry) was killed in action at Fort Wagner, South Carolina. He was the first African American to be awarded the Medal of Honor for his bravery in the assault on the fort. The 54th Massachusetts was the first African American regiment to be recognized as a full-fledged fighting unit by the Union Army.

To view this story, visit

americansall.org/node/566244

MEN OF COLOR
NOW ON AMERICAN
Three Years' Service

The graphic shows a sample of a group story on the Americans All website. It features a title, a subtitle, a main heading, and a paragraph of text. Below the text is a call to action to visit the website and view the story. The graphic also includes a small image of a soldier and a map.


Implementation Strategy (continued):

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 Harwood Futrell, President
National Education Association


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

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. Written stories also ensure that our nation's history is not lost.

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:

We chose the "CarePass" model because it was successful nationwide. There is no relationship of any type between CVS and Americans All.

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

[Click here](#) to view or download examples of military stories on our site, or visit <https://americansall.org/node/564512>

The last page shows the 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.

General program information and the Americans All Pilot Programs, 1987-95, which were conducted in more than 2000 schools and libraries nationwide.

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 at 8:00 a.m. at the Charles Sumner School Museum, 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.

The [Coordinating Committee](#) was the predecessor of the People of America Foundation, the nonprofit that now operates Americans All.

General Program Information:

[State and Federal Letters of Support, 1991-2014](#)

[Americans All Honor Roll Stories in Multiple Languages](#)

[Article about the Ellis Island Simulation from *The Lexington News*, Lexington, MO, 2009, 2010](#)

[Slide show](#) created by the 6th Grade Students for the Ellis Island Project

[National User Survey Report, 2006](#)

[Americans All Press Conference, Wichita, Kansas, November 6, 2003](#)

[Correlation of Americans All to the Seattle, WA, Social Studies Framework, 1997](#)

[Americans All Intensive Teacher Training Sessions, 1989-1996](#)

[Schools That Participated in the Largest Pilot Programs, 1989-95](#)

[National Intensive Teacher Training and Orientation Sessions, 1989-95](#)

[Houghton Mifflin catalog sheets, 1993-1995](#)

[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 June, 1992](#)

[Results of an Evaluation of Pilot Demonstrations in San Diego, CA and Chicago, IL., Mark Testa, Ph.D., 1991](#)

[Channel 8 News Segment, San Diego Pilot, mp4 \(Video\), January 16, 1990](#)

[Americans All Press Conference, Washington, DC, February 25, 1991](#)

The Americans All Pilot Programs:

[Maryland Counties, including Howard County](#) 1997-2014 and 2023-2024

[ABC United School District, Cerritos \(LA\), CA](#) 1990-1995

[Baltimore, MD, Pilot Program, 2012](#)

[Chicago, IL](#) 1990-1993

[Dade County, FL](#) 1990-1993

[District of Columbia Pilot Program and Evaluation, 1990-1995](#)

[Nassau-Boces \(Long island\), NY](#) 2002-2004

[Pittsburgh, PA](#) 1995-1997

[Pilot Program, San Diego CA, 1989-1995](#)

[Vermont \(Statewide\)](#) 2002-2005

[Washington, D.C.](#) 1990-1997

[Wichita, Kansas, Pilot Program and Evaluation, 1993-1996](#)



We have projected annual revenue from individual Social Legacy Network (SLN) subscription fees and business and professional service provider membership fees generated by our 10 partner's local nonprofits. 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. For data for an individual partner, delete the last digit in each line.

New SLN subscriptions for year 1 (12 months), after a free three-month trial, based on the promotional activities of our partnership group 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 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, state partners, 2 percent		0.02	\$336,000
Overhead, program developers, 2 percent		0.02	\$336,000
Partnership state office, 2 percent		0.02	\$288,000
Partnership state affiliate, 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	\$4,152,000
<hr/>			
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 entities, 75 percent	\$24,570,000		
Distribution to state partners, 10 percent	\$3,276,000		
<hr/>			
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 entities, 75 percent	\$38,461,536		
Distribution to state partners, 10 percent	\$5,128,205		

Note: We selected data from the State of Maryland to create this graphic. In the 2020 Census, Maryland's population (ranked 18th in the nation) was 6,177,000 (rounded off for convenience). Our target population, ages 20 to 74, is 4,238,000. Using a seven percent participation rate, we have 297,000 individuals living in 24 counties. In the Maryland high schools, 88,000 students could be using this program at no cost for one or two years. Maryland has 618,000 small businesses, and a 4 percent participation rate gives us 25,000 members. The state is also home to 31,000 nonprofit organizations that employ nearly 280,000 people.