

Partnership Proposal Email 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, a nontraditional hybrid charity that empowers nonprofits to raise funds through our unique revenue-generating, multipurpose, multilingual storytelling tool, and national discount program.

In addition, local businesses and professional service providers benefit because stories profoundly impact emotions, which can change behavior and determine buying decisions. We help influence behavior and drive business success, which can help reduce inflation.

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, giving you time to add it as a future initiative. We need to rebuild our website, prepare instructional and marketing videos, and complete the funding to cover the launch and the expenses for one year of pre-implementation work. Since predicting the future is difficult, we must ensure that we do not put our partners in an awkward position or at risk in any way before we launch.

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 after you approve our finalized implementation strategy, which we will share before we set up our media outreach and first national press conference. However, you are more than welcome to drop out at any time if your circumstances change or if you later find an issue with our plan. You can be part of that conference if it can help you with your mission.

Individuals and nonprofits receive a free lifetime membership in Americans All, which gives them access to our storytelling tool. 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.

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.

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 risks or out-of-pocket costs for you or any participating nonprofits; 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. We will also pay for local staff to help set up the program.

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

Since we designed our program for local implementation, we are contacting each organization's headquarters for recognition and support. We would like an email like the one below so that your affiliates know we have contacted you and that they can participate in Americans All if they so choose. .

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.

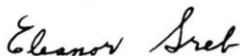
Once we have our partner group, we will conduct a national press conference to jump-start the project just as we did when the original program went public (see below) and support it with an aggressive media campaign. That meeting also increased our partners' exposure to new audiences.

Immigrants All . . . Americans All National Meeting

americansall.org/node/566840

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,



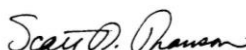
Eleanor Sreb, Acting Chairman
The Coordinating Committee for Ellis Island



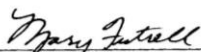
Dr. Samuel G. Sava, Executive Director
National Association of Elementary School Principals



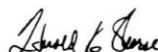
Albert Shanker, President
American Federation of Teachers



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

In summary, CVS proved the concept's viability; we added additional benefits, and the state letters we receive show we have a good chance of moving it to scale. That makes us a good bet to secure our funding. If there is any risk, it is only for the investor, but that is part of their universe. However, they mitigate their risk because they would wind up with a hard asset: a powerful storytelling and subscription-based website.

I appreciate and respect that you need time to review our request, but I hope you can add our request 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/566855>

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 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.

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
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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		
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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		

For additional information, contact: Allan Kullen, President ■ Americans All
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