

Benefits to Partner with Americans All's Impact Philanthropy Program



Americans All

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PROGRAM OVERVIEW

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The 38-year-old nonprofit People of America Foundation would like your state to partner with us when we release the updated version of the Americans All program. There are no risks or out-of-pocket costs for the state or the organization(s) that supports its local nonprofits. We were previously a supplier of supplemental social studies resources and teacher training, but the politicization of K-12 school classrooms today has made that goal almost impossible.

We had developed several valuable components and wanted to find another way to use them to benefit citizens in our socially divided nation. We are now a community outreach and nontraditional hybrid charity that enables nonprofits to raise funds through our free revenue-generating, multilingual storytelling tool, and optional nationwide discount program. Our program uses the concept of "impact philanthropy," enabling gifts that create positive social value also generate personal financial gain.

Notably, after reaching specific financial benchmarks, we will form a partnership group of up to the first ten nonprofit partners within different population groups that accepted our offer to participate because it helps them achieve their goals. They will ultimately own the program (at no cost), and their presence will help us launch Americans All nationwide. Our implementation is straightforward, and we will support it with tutorials, YouTube videos, webinars, and Zoom meetings.

Benefits to the nonprofit organization that supports its local nonprofits:

- The risk-free program requires minimal administration and distributes income electronically based on fixed percentages of gross revenue.
- 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.
- There are no formal agreements or a fixed time at which the program will begin in each state, which allows each state time to add the program as a future initiative.
- The nonprofit organization's only obligation is to notify its local members of the opportunity to participate, and we will supply that information in the desired formats. After our national press conference, which will be in at least six months, we will pay regional staff to guide each state's implementation.

Income is distributed based on fixed percentages of gross revenue:

- 75 percent of our gross income goes to the local nonprofit entity generating the individual member subscription or business fee,
- 2 percent goes to the state,
- 3 percent goes to the state organization supporting nonprofits,
- 2 percent is available to each state to help expand the program and
- 3 percent goes to the partnership group created before the national press conference launching the program nationwide.

Benefits to individuals:

- Individuals get a free lifetime membership in Americans All, which gives them free access to our storytelling component and existing and future web content.
- 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, and well-being and help build empathy and compassion.
- 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.
- Members can also join our optional subscription discount program based on an improved model created by CVS. For \$4/month after a free, three-month trial, they can get benefits and discounts from local and national businesses and professional service providers for one year. They do not need to create a story to get benefits.

Sample of an individual legacy story

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

Businesses offer discounts to program members



Benefits for businesses and professional service providers:

- Local businesses and professional service providers pay \$96/year (in two payments) 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 profit because stories directly impact emotions rather than data change behavior and frequently determine buying decisions. Good storytelling builds trust, leading individuals to become customers and clients.
- National businesses and professional service providers are essential to our program. Participating for free ensures our members' immediate access to benefits and discounts in multiple geographic areas.

What does the program need from the organization that supports its state's nonprofits?

We have, through trial and error, developed a strategy that will make a nationwide nonprofit program like Americans All succeed. First, implementation on a state level is effective. Although our year-long effort to create support in [Howard County, MD](#), was successful, we learned that developing countywide structures was too time-consuming for an efficient nationwide rollout. Second, the degree of success in implementing our earlier pilot programs was a function of the time we had a vested local coordinator on site. Despite the pilots' successes, however, there was no way we could ensure that the individuals would be permanent (grants funded them), and we discovered that once they left, there was no easy way to replace them. Third, although our free storytelling tool helps individuals gain a sense of self, wholeness, and well-being, local businesses better connect with their clients and customers and help ensure that our nation's history is not lost, there needs to be a financial component that benefits all stakeholders as part of the program.

In this new nationwide initiative, we will focus on all nonprofits, not just schools, and partner with an existing statewide organization that supports our mission and the benefits we bring to its citizens. Since each statewide organization operates differently, we will provide a full menu of implementation options, strategies, and resources, thus ensuring continuity. By adding the optional discount option, we take advantage of the strengths of impact philanthropy for the state, the nonprofit organization, and all its citizens.

To make local nonprofits comfortable with the program, we need written confirmation from the state organization (which will ultimately own the program in its state) acknowledging their support. The letter should also make clear to local nonprofits that they are free to choose whether or not to participate and that this program is an opportunity, not a mandate. A sample format for the letter/email is below.

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.

Summary:

If you support our mission and desire to receive the benefits we can bring to the citizens of your state, would you accept a right of first refusal to join us now and gain additional revenue when we launch? Your decision is not final until you approve our complete 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 find an issue with our plan later. 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. That meeting also helped increase our partners' exposure to new audiences and enabled us to conduct programs in five cities, three counties, and one state. (See americansall.org/page/pilots.) You can be part of that press conference if you feel it can help you with your state's mission.

For additional information, please visit these links:

[Click here](#) to view or download our program summary, or visit <https://americansall.org/node/566834>

[Click here](#) to view or download a copy of this introductory email (with graphics), or visit

<https://americansall.org/node/566863>.

I appreciate and respect that you and your team need time to review our request, but I hope you can add it to your active to-do list so we can move forward.

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 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
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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		

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.