



# Purple Purse Challenge Tool Kit

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Fresh Start welcomes you to the 2018 Purple Purse Challenge! This Tool Kit will help you navigate and complete a successful campaign!



## BACKGROUND INFORMATION

### ***About The Allstate Foundation:***

Established in 1952, The Allstate Foundation is an independent charitable organization made possible by subsidiaries of The Allstate Corporation (NYSE: ALL). Through partnerships with nonprofit organizations across the country, The Allstate Foundation brings the relationships, reputation and resources of Allstate to support innovative and lasting solutions that enhance people's well-being and prosperity. With a focus on building financial independence for domestic violence survivors, empowering youth and celebrating the charitable community involvement of Allstate agency owners and employees, The Allstate Foundation works to bring out the good in people's lives. For more information, visit

[www.AllstateFoundation.org](http://www.AllstateFoundation.org)

Since 2005, The Allstate Foundation has partnered with the National Network to End Domestic Violence and other leading national and local nonprofits to create innovative programs designed to reach survivors with financial empowerment services. Survivors of domestic violence need specialized tools and strategies to address financial challenges and plan for safe, secure futures. However, few resources exist to assist survivors with the economic challenges they face. That's why The Allstate Foundation is taking action. As the corporate foundation of a financial services company, the Foundation uses the same skills and resources its agents use every day to help survivors better understand their personal finances and build assets.

### ***About Allstate Foundation Purple Purse:***

Allstate Foundation Purple Purse is a public education and fundraising program aimed at raising awareness of the prevalence of domestic violence and financial abuse and the need for resources to help survivors. In 99% of domestic violence cases, victims experience financial abuse, which means their abusers deny them access to money and financial resources they need to break free. Financial abuse is one of the leading reasons women stay in or return to abusive relationships. The program name illustrates purple as the national color of domestic violence and a purse which is a symbol of a woman's financial domain.

Since 2005, Allstate Foundation Purple Purse has propelled more than 3 million survivors on the path to safety and security, and invested more than \$60 million to empower women to break free from abuse through life-changing financial education, job training and readiness, and small-business programs for survivors. For more information, visit [PurplePurse.com](http://PurplePurse.com). If you or someone you know is in a domestic violence situation, call the National Domestic Violence Hotline at 1-800-799-SAFE (7233) or TTY 1-800-787-3224.

### ***About CrowdRise:***

CrowdRise is the world's largest crowdfunding platform dedicated exclusively to charitable fundraising. Used by millions of individuals, tens of thousands of charities, hundreds of companies and many of the most famous artists and athletes in the world, CrowdRise enables people to creatively leverage their resources and networks to unlock the power of the crowd to support positive social missions and create massive impact.

Founded by actor Edward Norton, film producer Shauna Robertson and Robert and Jeffrey Wolfe, CrowdRise has conceived, implemented and powered campaigns that have raised hundreds of millions of dollars to date. For more information visit [www.CrowdRise.com](http://www.CrowdRise.com). In January 2017, CrowdRise merged with GoFundMe to offer both people and organizations the best fundraising tools for any cause they care passionately about.



## Campaign Timeline:

### **September 2018 - Pre Campaign Launch**

- ☐ Upload your logo onto your CrowdRise page and add company information
- ☐ Add the purple purse campaign to your website (*optional*)
- ☐ Schedule social media posts out to promote your Purple Purse fundraiser
- ☐ Email staff to let them know about the campaign and remind them to get involved
- ☐ Customize and distribute a press release announcing your company's participation in the Purple Purse Challenge (*optional*)

### **October 2, 2018 – Campaign Launch**

- ☐ Kick Off at Fresh Start or host your own mini meeting or conference call to get teams/staff excited
- ☐ Social launch: (*optional*)
  - Announce your company involvement with the campaign on professional social media platforms
- ☐ Personal note from the CEO/President to their partners, employees and connections with links to CrowdRise page and invitation to share with networks
- ☐ Send CrowdRise page to employees and ask them to share and promote within their own networks

### **October 2 -9, 2018 – Campaign Promotion and Bonus Contest**

- ☐ **Keep an eye out for Weekly Bonus Contest details from Allstate**
  - Share weekly Bonus Contest information with staff and team members to encourage participation
- ☐ Promote bonus contest on social media (*optional*)

### **October 9-31, 2018 – Campaign Promotion and Bonus Contest**

- ☐ **Internal Promotion – campaign update**
- ☐ Email employees with fundraising updates; photos of top fundraisers or any fun details (*campaign update can also be shared on social media*)
- ☐ Remind employees to share with their networks
- ☐ Opportunity to incentivize employees with options like ½ day off work if they reach a certain fundraising goal
- ☐ **Keep an eye out for Bonus Contest details from Allstate**
  - ☐ Share Bonus Contest information with staff and team members to encourage participation
  - ☐ Promote bonus contest on social media