



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