



Mujeres' Purple Purse Challenge Media Toolkit

The Allstate Foundation Purple Purse Challenge is an annual fundraising and awareness campaign where nonprofit organizations serving domestic violence survivors compete to raise the most money with the top team winning a grand prize of \$100,000.

This Toolkit is intended to provide the guidance and information necessary to ensure a successful campaign and hopefully, make fundraising easier and fun. Our goal is, that armed with this Toolkit, we raise money exceeding our expectations.

Over the course of the month-long campaign, there will be several Bonus Challenges. These are weekly contests that provide greater opportunities to raise even more money and win extra cash for our cause.

Gear Up Promotion: August 31 – October 2

Every organization that has at least 3 team members join their Purple Purse Challenge fundraiser before the Challenge begins on October 2 at 12 p.m. ET will be entered for a chance to win \$500. There will be 19 winners.

Gear Up Promotion starts August 31 at 12 p.m. ET & ends October 2 at 11:59:59 a.m. ET.

Bonus Challenge Week #1: October 2 – October 10

There will be 5 promotions running this week. Below are the details for each promotion and each one is an individual promotion that your team can enter and win.

Part I: Every organization that raises at least \$500 online this week will get entered to win \$500. There will be 10 winners.

Part II: Every organization that raises at least \$1,000 online this week will get entered to win \$1,000. There will be 5 winners.

Part III: Every organization that raises at least \$2,500 online this week will get entered to win \$2,500. There will be 2 winners.

Part IV: Every organization that raises at least \$5,000 online this week will get entered to win \$5,000. There will be 1 winner.



Part V: The two organizations to raise the most online this week will each get \$5,000.

Bonus Challenge #1 starts October 2 at 12 p.m. ET & ends October 10 at 1:59:59 p.m. ET.

Bonus Challenge Week #2: October 10 – October 17

There will be 2 promotions running this week. Below are the details for each promotion and each one is an individual promotion that your team can enter and win.

Part I: The top 3 organizations to raise the most online this week will each win \$10,000.

Part II: The first 100 online donations of at least \$50 will get a \$50 match.

Bonus Challenge #2 starts October 10 at 2 p.m. ET & ends October 17 at 1:59:59 p.m. ET.

Bonus Challenge Week #3: October 17 – October 24

There will be 2 promotions running this week. Below are the details for each promotion and each one is an individual promotion that your team can enter and win.

Part I: The two charities that raise the most online this week will play Rock, Paper, Scissors. The charity that wins Rock, Paper, Scissors gets \$8,000 and the charity that does not win gets \$4,000.

Part II: Every organization that raises at least \$1,000 online will be entered to win \$3,000. There will be 2 winners.

Bonus Challenge #3 starts October 17 at 2 p.m. ET & ends October 24 at 1:59:59 p.m. ET.

Bonus Challenge Week #4: October 24 – October 31

There will be 2 promotions running this week. Below are the details for each promotion and each one is an individual promotion that your team can enter and win.

Part I: The five organizations that raise the most online this week will each get \$3,000.

Part II: The first 100 online donations of at least \$75 will get a \$75 match.

Bonus Challenge #4 starts October 24 at 2 p.m. ET & ends October 31 at 1:59:59 p.m. ET.



Spread the Word!

Whether you decided to join our fundraising campaign by creating your own team, or gave a one-time donation, we are very grateful for your contribution. You can go even one step further, by spreading the word and inspiring others to donate. By giving us a shout out on social media, you can help us win the weekly Bonus Challenges and maybe even the grand prize!

Below are some examples of how to spread the word on social media:

Facebook

Join me and @MujeresLatinas in the fight to end domestic and financial abuse by going over to <http://bit.ly/2xgdm3Y> and donate to help provide life-changing services to survivors. #PurplePurseChallenge

October is Domestic Violence Awareness Month! Help @MujeresLatinas in the #PurplePurseChallenge. 100% of the proceeds will go to providing domestic violence survivors with life-changing services. Donate today at <http://bit.ly/2xgdm3Y> for a chance to win an exclusive “Purple Purse” designer handbag.

1 in 4 women experience domestic violence in her lifetime. Help @MujeresLatinas end domestic and financial abuse by donating at <http://bit.ly/2xgdm3Y>. When you donate you will be entered in a raffle for the chance to win an exclusive “Purple Purse” designer handbag. #PurplePurseChallenge

Help end the cycle of domestic violence. 99% of cases involving domestic violence include financial abuse. Donate at <http://bit.ly/2xgdm3Y> to support life changing financial empowerment services to help domestic violence survivors build safer lives for themselves and their families. #PurplePurseChallenge

Twitter

Join me and @MujeresLatinas #EndDV! Donate at <http://bit.ly/2xgdm3Y> to help provide life-changing services to survivors. #PurplePurseChallenge

October is Domestic Violence Awareness Month! Donate at <http://bit.ly/2xgdm3Y> to help @MujeresLatinas end domestic abuse. #PurplePurseChallenge



1 in 4 women will experience domestic abuse. Help @MujeresLatinas end the abuse and donate at <http://bit.ly/2xgdm3Y>. #PurplePurseChallenge

99% of cases involving domestic violence include financial abuse. Donate at <http://bit.ly/2xgdm3Y> to support life changing financial empowerment services and #EndDV

***Be sure to tag @MujeresLatinas in your posts, use the #PurplePurseChallenge, and include the link to our Crowdrise page: <http://bit.ly/2xgdm3Y>**

Email Draft for Team Members to Elicit Donations from Your Networks

[Name],

I am very excited to share that I have joined forces with Mujeres Latinas en Accion as part of the Purple Purse Challenge! This month-long fundraising competition seeks to raise awareness about domestic violence and raise money to support financial and empowerment services. The organization that raises the most money will win a grand prize of \$100,000, along with top teams having the opportunity to win other sizable cash prizes.

Money raised through the Purple Purse Challenge will directly benefit the Mujeres' Empresarias del Futuro (Entrepreneurs of the Future) program. This educational program provides women with the training and tools to start or expand a small business in the Chicago area, with the goal of achieving financial independence.

As a way to show my support for this cause, I have joined the Mujeres' team as a fundraiser. Please consider donating to my fundraising page [link] to help make a difference in the lives of domestic violence survivors. Those who donate are also eligible to win a designer purple purse. We are very passionate about winning this Challenge and excited about the great possibilities with the money raised and won! Any size donation is meaningful. Thank you in advance for your support.

[Complimentary close]



Below are some images that can be used with your posts.





Help them break free



Purple Purse

An Allstate Foundation Project

pass it on

NEARLY 8 IN 10
AMERICANS

78%

HAVE NOT HEARD
FINANCIAL ABUSE IS
A TYPE OF
DOMESTIC VIOLENCE



