



## Mujeres' Purple Purse Challenge Media Toolkit

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

Bonus Challenges are weekly contests during The Allstate Foundation Purple Purse Challenge that provide opportunities for each charity to win more money!

### **Day One Match: September 28<sup>th</sup>**

Every charity that raises at least \$100 online will each get a \$100 match.

Start time: 12:00pm ET

End time: 11:59:59pm ET

### **Bonus Challenge #1: September 28 – October 4**

The 5 charities that raise the most online this week will each win \$100,000

Start time: 12:00pm ET

End time: 1:59:59pm ET

### **Bonus Challenge #2: October 4 – October 11**

Every charity that raises at least \$500 online this week will be entered to win \$2,000. For every, additional \$500 you raise you get an additional entry. And, there will be 10 winners per division.

Start time: 2:00pm ET

End time: 1:59:59pm ET

### **Bonus Challenge #3: October 11 – October 18**

There are two Bonus Challenges this week. Here are the details for each one.

Part I

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The two charities that raise the most online this week will play Rock, Paper, Scissors. The charity that wins Rock, Paper, Scissors gets \$6,000 and the charity that does not win gets \$4,000.

Start time: 2:00pm ET  
End time: 1:59:59pm ET

### Part II

The first 200 online donations of at least \$25 will get \$25 match.

Start time: 2:00pm ET  
End time: 1:59:59pm ET

### **Bonus Challenge #4: October 18 – October 25**

There are two Bonus Challenges this week. Here are the details for each one.

#### Part I

Every charity that raises at least \$250 online this week will get entered for a chance to win \$750. And there will be 10 winners.

Start time: 2:00pm ET  
End time: 1:59:59pm ET

#### Part II

The first 200 online donations of at least \$25 will get a \$25 match. And there will be 10 winners.

Start time: 2:00pm ET  
End time: 1:59:59pm ET



## **Spread the Word!**

You can help us win the Bonus Challenges by spreading the word and inspiring others to donate!

Here 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/MujeresEndDV> and donate to help provide life-changing services to survivors. #PurplePurse Challenge

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

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

### **Twitter**

Join me and @MujeresLatinas #endDV! Donate at <http://bit.ly/MujeresEndDV> to help provide life-changing services to survivors. #PurplePurse

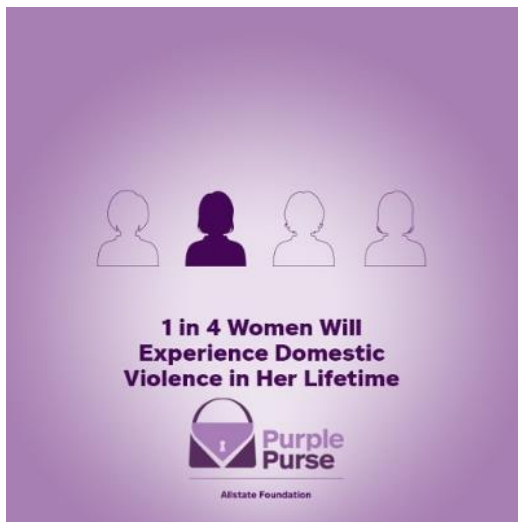
October is Domestic Violence Awareness Month! Donate at <http://bit.ly/MujeresEndDV> to help @MujeresLatinas end domestic abuse. #PurplePurse



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

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

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



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Help them break free



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#PurplePurse  
Challenge

Starts 9/28



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