



Purple Purse
Allstate Foundation

PURPLE PURSE 2018 TOOLKIT

A fundraising campaign benefiting domestic violence survivors and educating the community about financial abuse.

BECOME A FUNDRAISING AMBASSADOR FOR BETWEEN FRIENDS IN 4 EASY STEPS

1

CREATE CROWDRISE PAGE

- Follow the link: <http://bit.ly/BFPP18>
- Login/Sign Up for CrowdRise
- Click 'Join the Team'
- Customize your team page
- On October 2, make a donation to your page

2

IDENTIFY PROSPECTIVE DONORS

Create lists of people to ask for support:

- Friends & Family
- Professional Colleagues
- Hobby Communities
- Social Networks
- Vendors

3

HELP US PROMOTE

- Share provided social media content
- Include your donation page in all posts
- Use provided email templates

4

PARTICIPATE IN CHALLENGES

- Email weekly challenges to your networks
- Post weekly challenges on social media
- Donate to weekly challenges

TOOLS



SOCIAL MEDIA

Between Friends will be posting regular updates on Facebook and Twitter. Please share with your networks!



EMAIL

Email templates will be emailed to each ambassador at the beginning of each challenge. If you need customized language please reach out to: joem@betweenfriendschicago.org