



**Purple
Purse.**

Allstate Foundation

CAUSE BECAUSE

NNEDV Economic Justice Summit – 3/8/18



Selling your cause



Cause boosts reputation



Direct experience	
Products	Investments
Client service	Employment

Company initiatives	
Branding	Marketing
Public relations	Corporate responsibility

Third-party perspective	
Media (traditional, digital, social networks)	Opinion leaders
	Family & friends



Cause is good for business



Having a defined and active CSR initiative can increase marketplace respect for a company, potentially resulting in:

- ✓ Enhanced ability to attract qualified personnel
- ✓ Greater employee engagement
- ✓ Increased sales and profitability



Cause is working



In the past three years:

58%

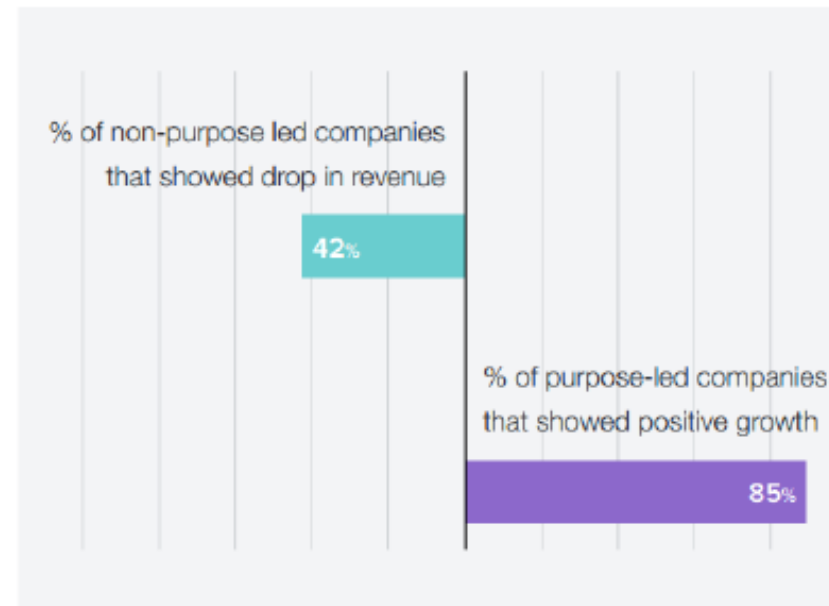
of companies with a clearly articulated and understood purpose experienced growth of +10%

vs.

42%

of companies not prioritizing purpose³

Perhaps even more strikingly:



Connecting business to social cause



BUSINESS	CAUSE
Food and beverage	Feeding America
Clothing and shoes	Salvation Army
Home building	Habitat for Humanity
Insurance, Accounting	Domestic violence

THE ALLSTATE CONNECTION

- Almost all of domestic violence victims, stay or return to an abusive relationship because of financial abuse.
- Allstate is a financial services company.
- We can help!



PURPLE PURSE PROGRAM

- 2011: Launched Purple Purse public awareness and fundraising program
- Purple = color of domestic violence awareness; purse = symbol of woman's financial domain
- 2014: Purple Purse Challenge
- By 2017: 1.3 million survivors, \$6+ million



More than money



FOCUS	ALLSTATE
Skills-based volunteering	Nonprofit boards Agents & employees
Resources	Charms & Socks Posters, brochures
Grants	Moving Ahead* Purple Purse Challenge

***State
Coalitions
ONLY
*By invitation
ONLY**



Fundraising through Purple Purse



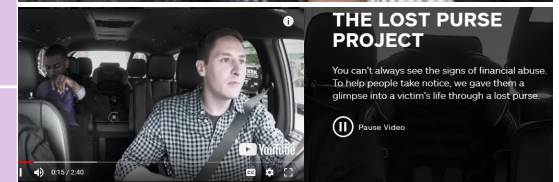
STRATEGY	PURPLE PURSE
Events	Sprint & Stride
Competition	Purple Purse Challenge
Retail	Charms & Socks
Auctions	Celebrity purses
For profit partnerships	Kendra Scott
Nonprofit partnerships	Alpha Chi Omega



Marketing through Purple Purse



STRATEGY	COST
Social media	Free
Emails	Free
Press releases	Free
Radio	Free
Telephone	Free
Direct mail	Postage
Word of mouth	Free
Outdoor signage	Free
Videos	Varies
Flyers and posters	Varies
Celebrities	Varies



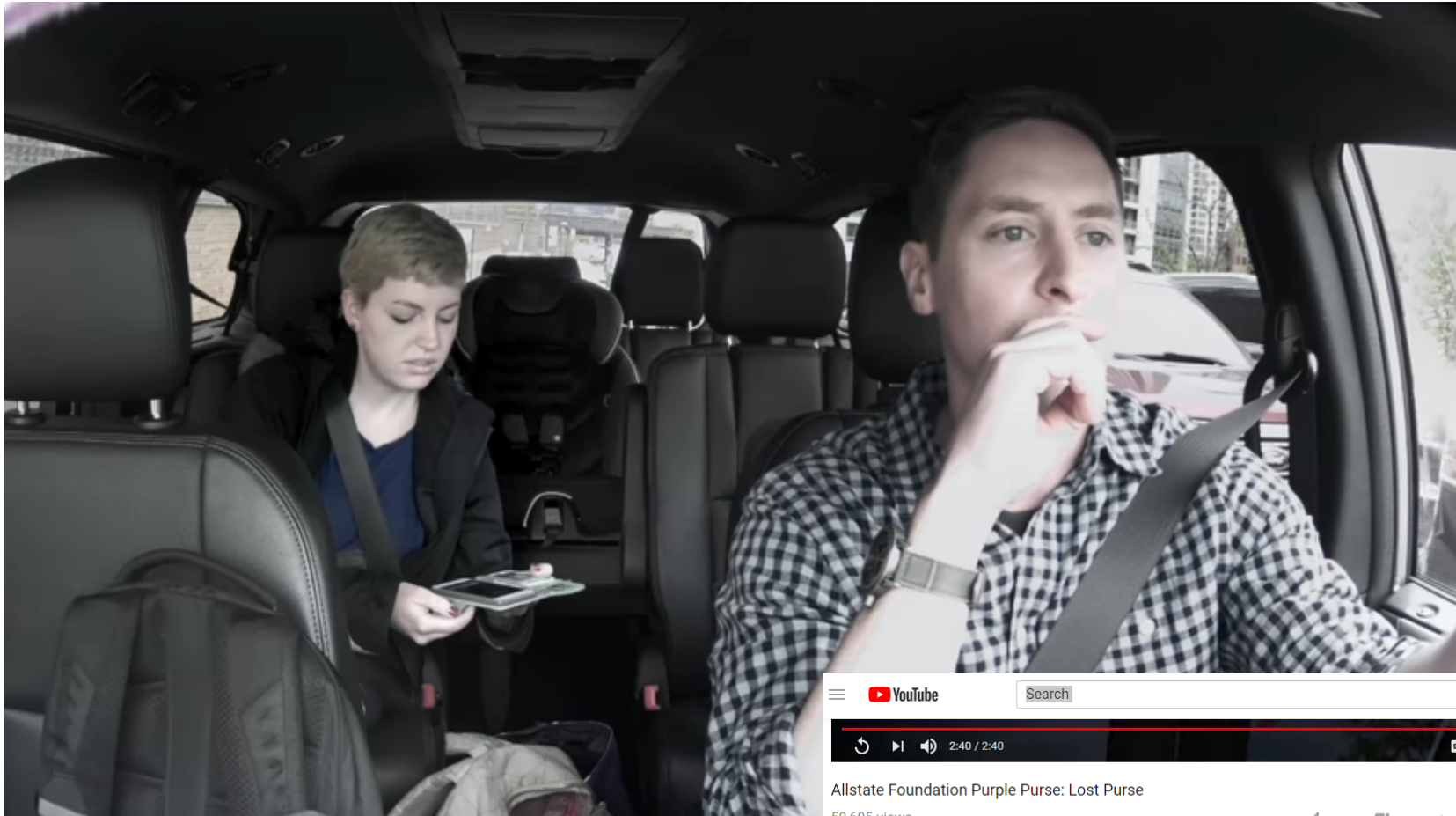
HOW DO YOU MEASURE SUCCESS???



PURPLE PURSE CHALLENGE

- Friendly fundraising competition for nonprofits
- October - Domestic Violence Awareness Month
- 2017: \$3,452,796 raised, 220+ nonprofits
- 2018: Applications in May on PurplePurse.com
- \$700,000+ in prizes plus purses, charms, posters
- Premier Partners: Raise \$500 in Challenge; exclusive opportunities






YouTube Search

2:40 / 2:40

Allstate Foundation Purple Purse: Lost Purse

59,605 views 458 likes 32 comments

 Allstate Insurance
Published on Jun 21, 2017

SUBSCRIBE 32K

You can't always see the signs of financial abuse. To help people take notice, we gave them a glimpse into a victim's life through a lost purse. Learn more at <http://a.ll.st/ggLUYS>

2018 Purple Purse Opportunities



Purple Purse®

Allstate Foundation

Thanks for your support!

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