

ALLSTATE FOUNDATION'S PURPLE PURSE CHALLENGE INFORMATION FOR YWCA – 2016



Online fundraising begins Wednesday, September 28, 2016 at 12:00 noon ET and ends on Tuesday, October 25, 2016 at 1:59:59 p.m. ET.

This event is run through CrowdRise.com and all donations must be made online in order to count toward the Challenge. Minimum donation is \$10.

1. YWCA's fundraising page: www.crowdrise.com/YWCApalmbeachcounty-purplepurse2016 - You can donate to the YWCA here **OR**
2. Create a fundraising page: Go to www.crowdrise.com/YWCApalmbeachcounty-purplepurse2016
3. Click on Fundraise for this Community Partner or Join the Team and create an account. You will need your e-mail address and a password that you select (if you have a Facebook account, you can create your page through that link). Once your account is set up, you can edit it to make it more personal, set a goal, add photos, etc. Share your page via Facebook, Twitter, Instagram, e-mail and any other social media you use so that friends, relatives and business contacts anywhere can donate to the YWCA through your page.
4. Contests:
 - a. **September 28** – Every charity that raises at least \$100 online will get a \$100 match.
 - b. **September 28-October 4** – Bonus Challenge #1: The 5 charities that raise the most online this week will each win \$10,000.
 - c. **October 4-11** – Bonus Challenge #2: Every charity that raises at least \$500 online this week will be entered for a chance to win \$2,000. And, for every additional \$500 you raise, you get an additional entry to win. (10 winners)
 - d. **October 11-18** – Bonus Challenge #3: Coming soon. 2 winners.
 - e. **October 18-25** – Bonus Challenge #4: The first 200 online donations of at least \$25 will get a \$25 match.

For additional information, please contact: Allyson Samiljan – ajsamiljan@aol.com or 561-640-0050, Ext. 115; or Suzanne Turner – sturner@ywcapbc.org or 561-640-0050, Ext. 137