

# Purses For A Purpose, Inc. Hosting Packet



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## Hosting for Purses For A Purpose, Inc.!

*Hello,*

*We want to thank you for volunteering with our passionate team who are dedicated to spreading awareness of and combating the nationwide homelessness crisis. Purses For A Purpose was officially incorporated with the IRS in 2021 with the mission of providing essential resources to and empowering homeless and housing insecure women and girls.*

*Purses For A Purpose, Inc. collects toiletries and mid-conditioned, mid-sized purses. We partner with local non profits, homeless shelters, domestic violence shelters, and refugee centers to distribute these donations to homeless and housing insecure women and girls nationally and internationally. Your commitment to volunteering within your local city or on behalf of your closest branch will benefit women to access necessary hygiene products while owning fashionable accessories, reminding donors of the daily luxuries.*

*This packet details the expectations of serving as a **volunteer**. Your commitment will benefit the women and girls who receive these essential donations and get to choose unique purses that remind them of their value in society.*

*"Never worry about numbers. Help one person at a time and always start with the person nearest you." - Mother Teresa*

*Sincerely,  
Shayna Rutman  
Founder/CEO*

## Role Descriptions

**TIME COMMITMENT: 10 hours or less a month!**

**The Board of Directors of Purses For A Purpose, Inc. (who also serve as the officers) is made up of a voluntary CEO, CFO, COO, and Secretary. There are also voluntary officer positions such as Social Media/Graphics Coordinator, Grants Coordinator, in addition to a Legal Compliance Officer.**

**Shayna Rutman, Founder/CEO:** The CEO is responsible for curating Purses For A Purpose, Inc. best practices for long-term strategy and vision that adheres to organization's mission and goal and sets overall goals for daily operations, financial decisions, marketing and partnerships, etc.

\_\_\_, **CFO:** The CFO is responsible for overseeing and maintaining financial records, including budgeting, forecasting, and tracking donations and expenditures across all chapters to ensure all financial reporting is accurate and up to date.

\_\_\_, **COO:** The COO is responsible for day to day operations with the CEO: recruit new chapter coordinators and deputy chapter coordinators and officers, lead mid-month check-ins, facilitate integration of new chapter coordinators, offer constant feedback & guidance on how we can improve organizational procedures, social media posts, and overall communication, etc.

**Dejah (Puddin') Travis, Secretary:** The Secretary is responsible for preparing the monthly agenda and corresponding meeting notes (minutes), maintaining accurate records, and supporting efficient communication across the board and organization.

\_\_\_, **Social Media/Graphics Director:** The Social Media & Graphics Director is responsible for managing and developing the organization's visual and digital presence across all social media platforms, ensuring that all content aligns with the nonprofit's mission, values, and branding. This includes creating compelling graphics, maintaining content calendars, and increasing community engagement.

**Chidera Uzojinwa, Grants Director:** The Grants Director is responsible for securing funding that supports programs, operations, and strategic growth of the organization, with a focus on advancing housing stability and wraparound services for women and girls experiencing homelessness or housing insecurity. The Grants Director

**Keith Rutman, Legal Compliance Officer:** The Legal Compliance Officer oversees the compliance with laws and regulations for the organization to ensure transparency and accountability. The Legal Compliance Officer must be organized, communicative, and structured.

## **Your Role**

**As a volunteer or partner organization, you will be responsible for hosting a collection drive and/or packing party on behalf of our organization. We are so grateful for your wanting to take up the initiative of volunteering with us.**

Collection Drive: Collect purses, travel-sized toiletries, and other essentials from the community.

Packing Party: With help from volunteers in the community, clean out and fill the donated purses with travel-sized toiletries and other essentials.

## **Collection Drive Logistics**

**In this section, you will find information on how to host a collection drive. The board of directors and officers will assist you in promoting the organization's mission. Use this section as your blueprint, but feel free to tailor your drive to meet the needs of your community.**

- a. Find a date to collect all the items around your community (a few weeks to a month should be enough time).
  - i. Optional: you can also use this date as your packing party event!
- b. Promote the drive on social media (Facebook, Instagram, LinkedIn!)
  - i. Contact Shayna Rutman for graphics!
- c. Reach out to neighbors, family, friends for donations of purses and travel-sized toiletries.
  - i. We can sign off on service hours if needed.
- d. Reach out to religious centers, government officials, schools, and small businesses to set up donation boxes in your area.

## **Packing Party Logistics**

**In this section, you will find information on how to host your own packing party with the supplies you gathered. The board of directors will assist you in promoting the organization's mission. Use this section as your blueprint, but feel free to tailor your drive to meet the needs of your community.**

- a. Find a date to host a packing party (can be located at your home, a park, a community center, business).
- b. Promote the drive on social media (Facebook, Instagram, LinkedIn!)
  - i. Contact Shayna Rutman for graphics!
- c. Reach out to neighbors, family, and friends to help put together the items.
  - i. We can sign off on service hours if needed.

- d. Reach out to religious centers, government officials, schools, and small businesses to help pack.
- e. You are expected to clean out all the purses prior to packing them. It is recommended to start with inventory first so you can allocate toiletries as evenly as possible.
- f. Once the packing party wraps up, collect all the purses and contact your closest branch for distribution / hand-off.
  - i. Send Shayna Rutman your inventory: number of purses collected and each type of toiletry you received!

## **REMINDERS!**

**You are looking for purse donations that are mid-sized, arm-deep and well-conditioned. Your target donation audience is women between 30-50 who usually have a lot of extra purses, however, you should still reach out to younger people and network with your relatives for donations.**

You also need to collect travel-sized toiletries. Check out our [Amazon wish list](#) for examples of what to look for, such as:

- organic female hygiene products (pads, tampons)
- cleansing products (shampoos, conditioner, soap, body wash)
- grooming products, however, never add anything dangerous or sharp (like metal nail filers or razors)
- self-care items
- gift cards

If you are in school, reach out to greek life, community members, or school affiliated clubs for assistance with hosting donation drives and packing parties.

### **Donations/Fundraising**

GoFundMe: <https://www.gofundme.com/f/purses-for-a-purpose-inc>

PayPal: <https://www.paypal.com/paypalme/pursesforapurposeinc>

Venmo: <https://www.venmo.com/u/pursesforapurposeinc>

Amazon Wish List:

[https://www.amazon.com/hz/wishlist/ls/21O6QHA4SSZ97?ref\\_=wl\\_fw\\_le&viewType=list](https://www.amazon.com/hz/wishlist/ls/21O6QHA4SSZ97?ref_=wl_fw_le&viewType=list)

WCDS Amazon IN Wish List:

[https://www.amazon.in/hz/wishlist/ls/224NDFQ7077F1?ref\\_=list\\_d\\_wl\\_ys\\_list\\_1](https://www.amazon.in/hz/wishlist/ls/224NDFQ7077F1?ref_=list_d_wl_ys_list_1)

## Resources Available to You

### **Organizational Resources**

<http://pursesforapurposeinc.com/>

Shayna Rutman, CEO/Founder, DC co-chapter coordinator: [pursesforapurposedc@gmail.com](mailto:pursesforapurposedc@gmail.com)

\_\_\_, CFO/Treasurer:

\_\_\_, COO:

Dejah (Puddin') Travis, Secretary, DC co-chapter coordinator: [pursesforapurposedc@gmail.com](mailto:pursesforapurposedc@gmail.com)

\_\_\_, Social Media/Graphics Coordinator:

Chidera Uzoejinwa, Grants Coordinator: [uzoejinwachidera086@gmail.com](mailto:uzoejinwachidera086@gmail.com)

Niveditha Palani, WCDS/India Chapter Liaison: [wcdsngo.org@gmail.com](mailto:wcdsngo.org@gmail.com)

Keith Rutman, Legal Compliance Officer: [pursesforapurposeinc@gmail.com](mailto:pursesforapurposeinc@gmail.com)

Corporate: [pursesforapurposeinc@gmail.com](mailto:pursesforapurposeinc@gmail.com)