

Purses For A Purpose, Inc. Hosting Packet

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Welcome to Purses For A Purpose, Inc.!

Hello,

I want to welcome you to a team of fascinating and inspiring young people who have united to do our part to end, or at least ease, the nationwide homeless crisis. This organization was started in 2019 with the mission and goal of reminding homeless women of all backgrounds and identities that they are valued in society.

Purses For A Purpose, Inc. collects travel-sized toiletries and mid-conditioned/mid-sized purses to distribute alongside homeless outreach organizations nationwide with whom we had partnered. Your commitment to opening this branch will benefit women who can utilize these hygiene products and at the same time own fashionable accessories.

We would like to thank our sponsors and volunteers from all over the country who helped us get to this point.

I never thought that I would be a CEO in my lifetime, but ever since my Purses For A Purpose TikTok blew up in 2020, here we are.

Thank you again for everything you do.

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

*Sincerely,
Shayna Rutman
CEO/Founder*

Role Descriptions

The Board of Directors of Purses For A Purpose, Inc. is made up of a CEO, CFO, and Secretary in addition to serving as officers alongside the COO, Grants Director, and Social Media/Graphics Directors. We have We also have a Legal Compliance Officer (Keith Rutman):

Shayna Rutman, CEO: The CEO is responsible for managing the organization and chairing biyearly and special meetings of the board of directors. The CEO must exemplify leadership skills, be organized, and be detail-oriented.

Sircia Levitt, CFO: The CFO is responsible for all financial aspects of the organization, including organizing and working closely with donors and volunteers to support our goals. The CFO will implement integrated marketing campaigns to support the organization. The CFO must be detail-oriented, organized, and communicative with donor needs.

Grace Richardson, Secretary: The Secretary is responsible for keeping minutes and maintaining the books and records of the company. The Secretary must be organized, detail-oriented, and responsive.

Natasha Hernandez, Social Media/Graphics Director: The Social Media/Graphics Director is responsible for creating Purses For A Purpose, Inc content! The Social Media/Graphics Director must be organized, have experience, responsive, and creative.

Your Role

Hosting a collection drive and/or packing party requires a lot of time, organization, and communication. Nevertheless, we are so grateful for your wanting to take up the initiative of hosting your own collection drive.

Collection Drive: collecting the supplies needed (purses and travel-sized toiletries) from the community

Packing Party: filling the purses with the travel-sized toiletries collected from the community

Collection Drive Logistics

In this section, you will find information on how to start and maintain your city's collection drive. 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 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 (if you are inclined to host one as well)!
- b. Promote the drive on social media (Facebook, Instagram)!
 - i. You are welcome to contact us to use our graphic templates!
- c. Reach out to neighbors, family, and friends to receive donations of purses and travel-sized toiletries.
 - i. We can sign off on service hours if needed.
 1. The parent or guardian needs to create a tracking document to track hours.
- d. Reach out to religious centers, government officials, schools, and small businesses to set up donation boxes in your area.
- e. Once the drive wraps up, collect all the items and contact your local branch for a hand-off
 - i. Before your handoff, PLEASE do inventory on how many purses and each type of toiletry you have received to help corporate out!

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, etc).
- b. Promote the drive on social media (Facebook, Instagram)!
 - i. You are welcome to contact us to use our graphic templates!
- c. Reach out to neighbors, family, and friends to help put together the items.
 - i. We can sign off on service hours if needed.
 1. The parent or guardian needs to create an online tracking document to track hours.
- d. Reach out to religious centers, government officials, schools, and small businesses to help pack.
- e. Once the packing party wraps up, collect all the purses and contact your local branch for a hand-off.

- i. Before your handoff, PLEASE do inventory on how many purses and each type of toiletry you have received to help corporate out!

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. Checkout our [Amazon wish list](#) for examples of what to look for, such as:

- 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 products
- gift cards

Resources Available to You

Organizational Resources

Shayna Rutman, CEO/Founder, pursesforapurposedc@gmail.com

Sircia Levitt, CFO, pursesforapurposect@gmail.com

Grace Richardson, Secretary, pursesforapurposect@gmail.com

Natasha Hernandez, Social Media/Graphics Director, pursesforapurposesd@gmail.com

Keith Rutman, Legal Compliance Officer

Corporate: pursesforapurposeinc@gmail.com