

**Purses For A Purpose, Inc.
Welcome 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. (who also serve as the officers) is made up of a CEO, CFO, and Secretary. There are also officer positions in addition to a Legal Compliance Officer (my dad, Keith).

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.

Forming a branch

In this section, you will find information on how to start and maintain your city's branch. 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 branch to meet the needs of your community.

- a. Create social media accounts for your branch (ie: Facebook and Instagram)
- b. Create a Gmail account for your city's branch using the following template:
pursesforapurpose[city abbreviation]@gmail.com
- c. Create the following template to be used as your signature block:

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

NAME

ROLE

Purses For A Purpose, Inc.

Email: pursesforapurpose[city abbreviation]@gmail.com

Website: <https://www.pursesforapurposeinc.com/>

We are a nonprofit incorporated in the State of California, and are an IRS approved 501(c)(3) charitable organization.

EIN: 86-3914684

California Charity Registration No. CT0278427

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

Paypal Giving Fund: <https://www.paypal.com/us/fundraiser/charity/4491526>

Amazon Wish List: https://www.amazon.com/hz/wishlist/ls/21O6QHA4SSZ97/ref=hz_ls_biz_ex

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- d. Contact Shayna with information requested for our website
- e. We will send you a link to our Google Drive folders you will need.
- f. Find homeless advocacy groups or women's shelters to whom you will distribute purses .
- g. Reach out to religious centers, government officials, schools, and small businesses to set up donation boxes.
- h. Invest in a PO box to have donations sent directly to you.

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 items
- gift cards

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

What Is Required of You As a Branch

- Keep in close communication with the board/officers
- Build a network of volunteers who will want to help you (it makes the organizing and packing so much faster, trust me)
- Fundraising is important. Please be aware that 50% of the funds your raise must be donated to the national organization. We will provide you will more information.
- Our resources in google drive include templates for donation receipts, fundraising letters, donation requests and thank you letters, etc.
- Initiate contact with local media for publicity.
- Look for articles in your local media concerning the local homeless crisis to inform local community as well as building a list of resources for the homeless population to have access to.

Social Media

This section of the welcome packet discusses the details of managing your Purses For A Purpose, Inc. social media channels, which should include Instagram and Facebook pages. Media outreach and digital marketing are important to get our message across: ending the evergrowing homeless crisis. This section will outline step-by-step procedures on what types of content to focus on, how to grow engagement on social media platforms, and how to ensure Purses For A Purpose, Inc. maximizes its use of social media platforms.

General Rules & Regulations

Purses For A Purpose, Inc. encourages a variety of content creation but also follows a certain set of guidelines to make sure no harmful or hurtful content is produced. I want to emphasize the importance of respect to everyone, meaning we will not condone any sort of bullying or hate speech within its content, including racist, homophobic, sexist, or offensive remarks, along with any other posts or graphics that may encourage harassment.

Additionally, Purses For A Purpose, Inc. does not allow for copyright infringement or intellectual property violation: statistics, studies, or external media must be cited or referenced within a post, for instance. Additionally, members may not promote false, misleading, or fraudulent information on social media platforms.

Content Creation & Posting Recommendations

Other than the rules and regulations discussed above, Purses For A Purpose Inc. encourages branches to create any social media post related to women and homelessness on Instagram or Facebook.

1. Remember we are a non-partisan organization – all posts should reflect that.
2. Remember we are also a not-for-profit organization – all posts should reflect that as well, so we stay in compliance with IRS rules and regulations.
3. Posts created for Instagram should follow a general aesthetic theme that is similar to existing graphics. Include the use of colors in the shades of purple and pink.
4. Regarding content, members can choose from any topic as long as it is relevant to the mission and goals of Purses For A Purpose, Inc. All distribution events should be advertised with ample time on social media.

Content Creation Ideas

Purses For A Purpose, Inc. emphasizes freedom of respectful expression. However, please stay focused on the mission and goals we are trying to promote! Natasha and Tanya will be able to create content for your social media! Feel free to brainstorm themes and ideas that you would like to be posted about—this can include your own interests, relevant news, statistics that you learned in classes, or an ‘advertising’ post for Purses For A Purpose.

Event Ideas

Types of Events

Purses For A Purpose, Inc. relies solely on donations from the public. With those donations, we want to distribute them safely and organized which is why I recommend connecting with a local homeless outreach organization to assist with distribution events.

Collection Drive

Host a donation drive however you see fit, whether that be at home or at a local park or church. Spread the word on your socials and through friends/family/school that you are collecting travel-sized toiletries and purses to distribute to homeless women within your community! We have templates for flyers and business cards at your disposal.

Packing Party

A packing party is the packing of the donated travel-sized toiletries inside the donated purses. Make it fun by recruiting members from the community to help out!

Distribution Day

By far my favorite part of the organization is distributing the purses. Depending on what organization you are partnering with, you will want to spread the word as much as you can on social media about your distribution event. Additionally, you will be interacting with several community members, so please represent the organization with pride and respect when engaging with the people we serve.

Budgeting

Budgeting

The CFO, Sircia, will manage the finances. At the end of every month, she will email you requesting inventory, so please stay on top of tracking your branch's finances every month!

Resources Available to You

Organizational Resources

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

Sircia Levitt, CFO/Treasurer, 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