Purses For A Purpose, Inc.
Welcome Packet



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Welcome to Purses For A Purpose, Inc.!

Hello,

We want to welcome you to our passionate team of volunteers 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 opening your city's 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 **chapter coordinator**. 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.

Daisy Bateman, 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.

___, 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.

Karla Patricia Zalapa, 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 Uzoejinwa, 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 voluntary chapter coordinator, you will be responsible for hosting a collection drive, packing party, and coordinating a distribution with your branch's partner organization. Additionally, chapter coordinators must engage with our social media, find resources pertaining to homelessness in their city, and attend our monthly meetings to share status updates. Again, this is a voluntary position that requires approximately 10 hours/month and skills in organization and communication. Nevertheless, we are so grateful for your wanting to take up the initiative of becoming a chapter coordinator.

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.

Distribution Day: Distribute the packed purses to your partner organization

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 a Gmail account for your city's branch using the following template: pursesforapurpose[city abbreviation]@gmail.com
b. 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 (pronouns)
ROLE (Leadership &/or Lead Chapter Coordinator of branch)
Purses For A Purpose, Inc. - Branch/City
Email: correct for your branch! (pursesforapurpose[city abbreviation]@gmail.com)
Corporate: pursesforapurposeinc@gmail.com
Cell Phone: not mandatory
Volunteer with this branch here! (link survey monkey)
Everything Purses For A Purpose Inc
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
Candid Profile

WCDS India Amazon Wish List: https://www.amazon.in/hz/wishlist/ls/224NDFQ7077F1?ref_=list_d_wl_ys_list_1
Support and Shop: https://supportandshop.org/pursesforapurpose
Gofundme: https://gofund.me/b7fa7161d
Give Butter: https://givebutter.com/purses-for-a-purpose-7onjvd
Venmo: https://venmo.com/u/pursesforapurposeinc
Paypal: https://www.paypal.com/donate/?hosted_button_id=6QQ3E9H4N27BA
Amazon Wish List: https://www.amazon.com/hz/wishlist/ls/21O6QHA4SSZ97/ref=hz_ls_biz_ex
To support charity, always shop at smile.amazon.com

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c. We will send you a link to our Google Drive folders you will need.
d. Contact Karla with information requested for our website/newsletter/socials
    i. Personal bio
    ii. City resources
    iii. Find homeless advocacy groups or women's shelters to whom you will distribute purses .
e. Reach out to religious centers, government officials, schools, and small businesses to set up donation boxes.
f. Optional: invest in a PO box to have donations sent directly to you.

Events

Types of Events

Purses For A Purpose, Inc. relies on monetary and physical 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, they may have rules to adhere to in terms of ability to be physically present. However, you will want to spread the word as much as you can on social media about your distribution event. Depending on the organization, you will be interacting with several community members, so please represent the organization with pride and respect when engaging with the people we serve.

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 Karla 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 Karla 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 partner organization 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.

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 you raise must be donated to the national organization. We will provide you with more information.
- Utilize our google drive resources! We have templates for donation receipts, fundraising letters, donation requests, 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 the 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 include Instagram, Facebook, and Linkedin pages. Media outreach and digital marketing are important to get our message across to raise awareness about the evergrowing homeless crisis and its disproportionate impact on women. 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.

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! Shayna Rutman 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.

Budgeting

Budgeting

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

Donations/Fundraising

GoFundMe https://gofund.me/b7fa7161d

Give Butter: https://givebutter.com/purses-for-a-purpose-7onjvd

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

Venmo http://venmo.com/u/pursesforapurposeinc

Amazon Wish List
https://www.amazon.com/hz/wishlist/ls/21O6QHA4SSZ97?ref_=wl_fv_le&viewType=list

WCDS Amazon IN Wish List:
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, SD lead chapter coordinator: pursesforapurposedc@gmail.com

__, CFO/Treasurer: https://www.surveymonkey.com/r/CY9CWXV

Daisy Bateman, COO, DC lead chapter coordinator: pursesforapurposedc@gmail.com

__, Secretary, surveymonkey here

Karla Patricia Zalapa, Social Media/Graphics Coordinator: kpzalapa@gmail.com

Chidera Uzoejinwa, Grants Coordinator: uzoejinwachidera086@gmail.com

Niveditha Palani, WCDS/India Chapter Liaison: wcdsngo.org@gmail.com

Keith Rutman, Legal Compliance Officer: pursesforapurposeinc@gmail.com

Corporate: pursesforapurposeinc@gmail.com

Camille Nurse, NYC Lead chapter coordinator: pursesforapurposenyc@gmail.com