



**Allstate**

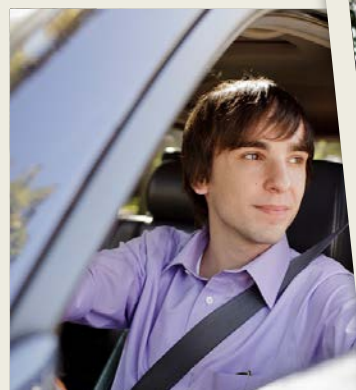
Foundation

Serving Communities  
for 60 Years

Make the Leap to Storytelling with your PR

**Jennifer McGrath**

Corporate Relations Manager  
Jennifer.McGrath@Allstate.com  
#ClickToEmpower



# Allstate Corporate Responsibility Story

## Good Hands® People Building A Better Future

- We care for, invest in and protect the communities where we live and work.
- Employees and agency owners support and volunteer with thousands of nonprofits in local communities.
- The Allstate Foundation has two signature causes: teen safe driving and the economic empowerment of domestic violence survivors.
- We've embarked upon a passionate, ambitious and coordinated effort to make our organization and the communities we serve stronger and to bring out the good in people's lives.



# The Heart of a Story is People

- Make it easy for employees and customers to share their personal stories
  - External and internal social media platforms
  - Incentives/recognition
- Tap front-line employees
  - Everyday heroes who interact with the customer
- Be authentic and sincere
  - Observe and listen
- Drop the corporate speak





## Why We Need a Purse

Posted by [John Rugel](#) in [Allstate Financial Service Center](#) on Sep 23, 2013 1:41:29 PM



The photos you see in this blog are those of an average American family with hopes, dreams and aspirations. You can't see their scars, because the ones on the outside have healed.

It's easy to breeze by statistics about domestic violence, but when you see a human face on that statistic, it becomes real. It is estimated that about 3.3 million children each year witness the domestic abuse of their mothers and ***1 was one of those children***. Children of victims have two to four times higher rates of trouble-making friends, temper tantrums and failing grades in school. Also, male children who witness the abuse of mothers by fathers are more likely to become adult men who batter, than male children from homes free of violence.

I had the potential to be a part of that statistic, too, except for the fact that my mother found a way out and didn't let that happen.

My mother was an educated woman and a nurse for 53 years. She was great at helping other people heal, but couldn't heal herself, or her children, until she could break free of the violent alcoholic who was my father. It took 12 years of marriage and a lot of emotional and physical scars before she stood up to him and said "enough."

I remember one trip to the emergency room, where the attending physician finished treating my mother's most recent wounds and suggested that she try not to make my father angry again. Sadly, the doctor didn't call the police and he didn't offer to help find a safe haven or a support network. Fortunately, this would never happen in an emergency room today. The offers of help would be made; however, statistically, victims avoid help, stay with their abusers and continue to endure what amounts to torture.



My mother said, "There are two types of torture. One is more powerful than the other. The physical torture of abuse heals





[HOME](#) | 
 [COMMUNITY INVOLVEMENT](#) | 
 [VOLUNTEERISM](#) | 
 [TEEN SAFE DRIVING](#) | 
 [DOMESTIC VIOLENCE](#) | 
 [DISASTER RELIEF](#) | 
 [BUSINESS PRACTICES](#)

[Home](#) | 
 [Allstate Stories](#) | 
 [Making a Difference for Critically Ill Children](#)

### Making a Difference for Critically Ill Children

**Eva Sauer, an employee from Malvern, PA, works closely with the Andrew McDonough B+ Foundation because they make a real and tangible difference in the lives of families facing the devastating diagnosis of pediatric cancer. The organization supports families — financially and emotionally — as they care for their critically ill children.**

Specifically, Eva sets up Bone Marrow Donor registration drives at all the Foundation's events and has registered more than 1,000 new donors. She knows lives are saved as a result, because her son survived leukemia after receiving a bone marrow donation from a stranger on the registry.

Allstate has been instrumental to Eva's success. "They allowed us to set up a Donor Drive on site in our Regional Office, where we registered over 100 people, including our Field Senior Vice President," said Eva. "Following that event we had drives at our Claim Offices with the same outstanding results."

The Foundation was created to honor the founders' son, who lost his battle with leukemia when he was 14 years old. They are driven by a desire to help others on the same heartbreaking journey, and have awarded more than \$1 million in financial support, as well as pediatric cancer research.



Eva Sauer

#### Take Our Poll

If Allstate increased the match of your Giving Campaign contribution, how would it affect your giving?

- I would probably increase my donation.
- I would probably decrease my donation.
- It would not affect my donation amount.

[Submit your vote](#)


**GOOD WORK. GOOD LIFE. GOOD HANDS.**

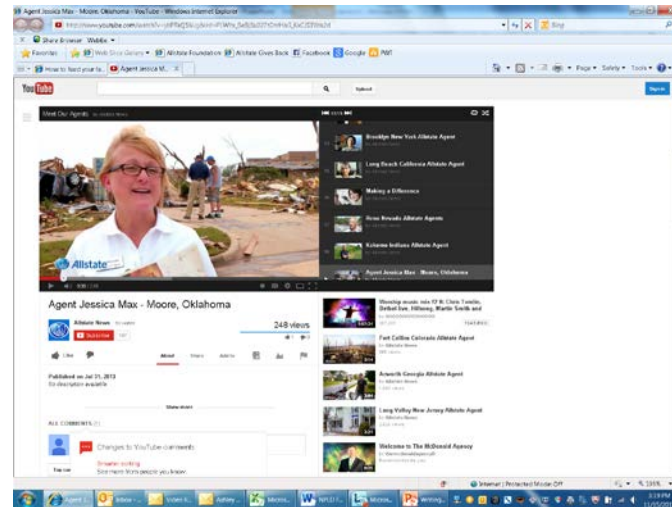
Some content on this site is accessible only when connected to the Allstate network.

© 2013 ALLSTATE INSURANCE COMPANY. ALL RIGHTS RESERVED.



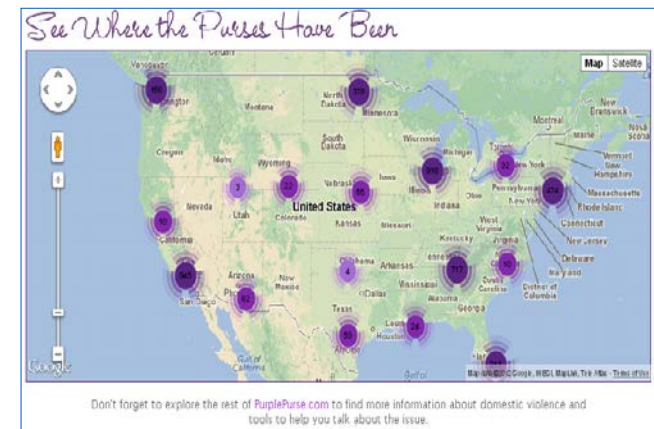
# A Picture (or Video) is Worth 1,000 Words

- Use multimedia to vividly share your story
  - 90% of shoppers find video useful when shopping
  - People who view an engaging web video are 54% more likely to buy or explore the brand
  - 59% of senior executives prefer to watch video rather than read text



# Purple Purse Consumer Awareness Campaign

- **Social media to communicate our story and establish relationships with broader audiences**
  - Application allows visitors to share purple purses online in English and Spanish.
  - Digital map shows where purses have traveled
- **Integrated program messages on all branded social media sites**
  - #PurplePurse and @ClickToEmpower were both “trending” on Twitter during Twitter Party
  - Hearsay templates for agency owners



# Balance storytelling with strong metrics

## ■ Purple Purse

- More than 72,000 actual and virtual passes
- Facebook and Twitter involvement
- \$350,000 donation to YWCA



# Key Takeaways

- Show, don't tell your story
- Provide easy-to-use tools to encourage employees and consumers to share their personal stories
- Use social media platforms to garner stories
- Be sincere





# QUESTIONS?