

***Quality Counts!* A Case Study on Purple Purse Campaign Metrics**

An Allstate-YWCA USA Partnership

PR News Conference: “Measure, Refine,
Repeat” November 30, 2012



for every woman

“Affecting social change is, of course, the ultimate goal for nonprofit organizations.

But you can't get to the destination **without a road map and some sign posts along the way.**”

“Measurement is your map, and metrics are your signposts. Connecting with people, deepening engagement, and inspiring donations are important building blocks for change, and they are relatively easy to measure.”

–Beth Kanter

*Measuring the Networked Nonprofit:
Using Data to Change the World (2012)*

Metrics Goals



- **The Money Goal:**

The Allstate Foundation donation goal:

- **\$175,000** to give to the YWCA for their domestic violence and financial empowerment programs.

- **The Media Goal:**

- To obtain national media coverage and to garner press coverage in the 14 YWCA media markets.
- Impressions goal: At least 117M positive media impressions.

- **The Engagement Goal:**

- Generate two-way conversations.
- Measure engagement through blogs, social media and partners.
- Use engagement to encourage purse passing (donations).

Purple Purse: Pass It On

What is Purple Purse?

The Purple Purse is The Allstate Foundation's national symbol for domestic violence.

- **Purple** is the color used to raise awareness for domestic violence.
- The Purse represents the center of a woman's financial domain. Survivors are often trapped in abusive situations because of financial dependence.

The Allstate Foundation and YWCA USA partnered to raise awareness and support for domestic violence survivors across the nation.



Purple Purse

An Allstate Foundation Project

pass it on

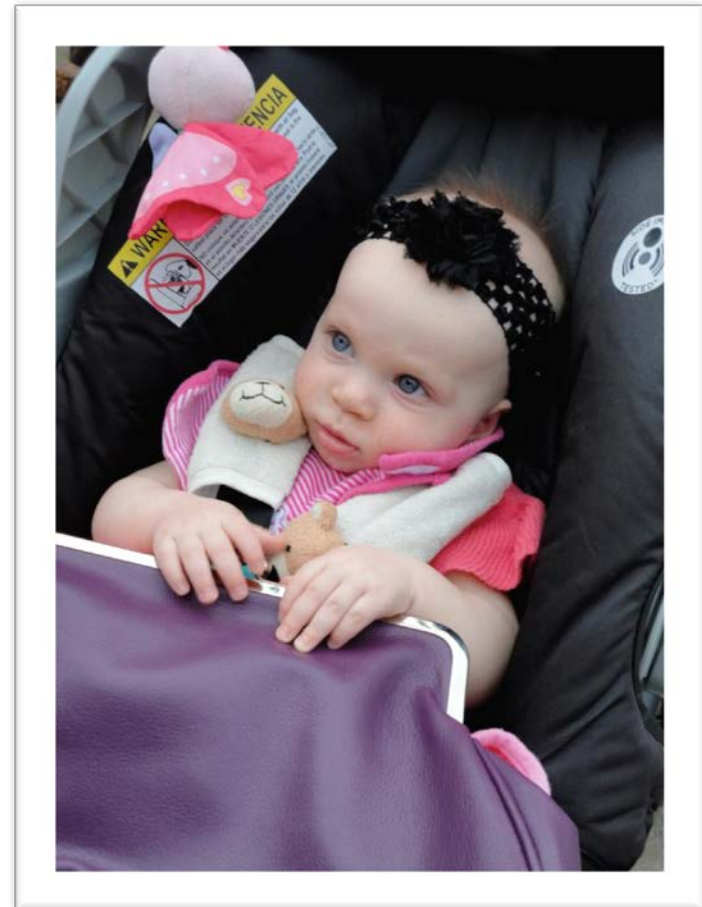
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The Campaign

Purple purses carrying domestic violence information were given to Allstate employees and agents, local YWCAs, government officials, celebrities, media and domestic violence advocates.

14 local YWCA associations were selected to receive 10 purses each and pass them to others in their communities. Each purse contained a unique code.

Each time a purse was passed and the code entered on PurplePurse.com, **\$10** was raised for that YWCA.



The Campaign

Simultaneously, a Facebook application asked users to pass (share) virtual purple purses on their personal pages.

Each time a virtual purse was passed, **\$5** was donated to the YWCA USA.



Click to Empower! Purple Purse Pass It On

✓ Liked

Purple Purse
An Allstate Foundation Project

Pass it on. WE REACHED OUR GOAL!

037292 PURSES PASSED

Thank you to everyone who helped pass more than 37,000 purple purses during October, Domestic Violence Awareness Month. With your help, The Allstate Foundation has donated \$250,000 to the YWCA to help domestic violence survivors.

Select a Quote to Share

IN ENGLISH EN ESPAÑOL

MOST PEOPLE AGREE IT'S HARD TO TALK ABOUT DOMESTIC VIOLENCE

Purple Purse
An Allstate Foundation Project
pass it on
WWW.PURPLEPURSE.COM

DOMESTIC VIOLENCE STRIKES 145 each ho

SHARE

WWW.PURPLEPURSE.COM

Purple Purse
An Allstate Foundation Project
pass it on

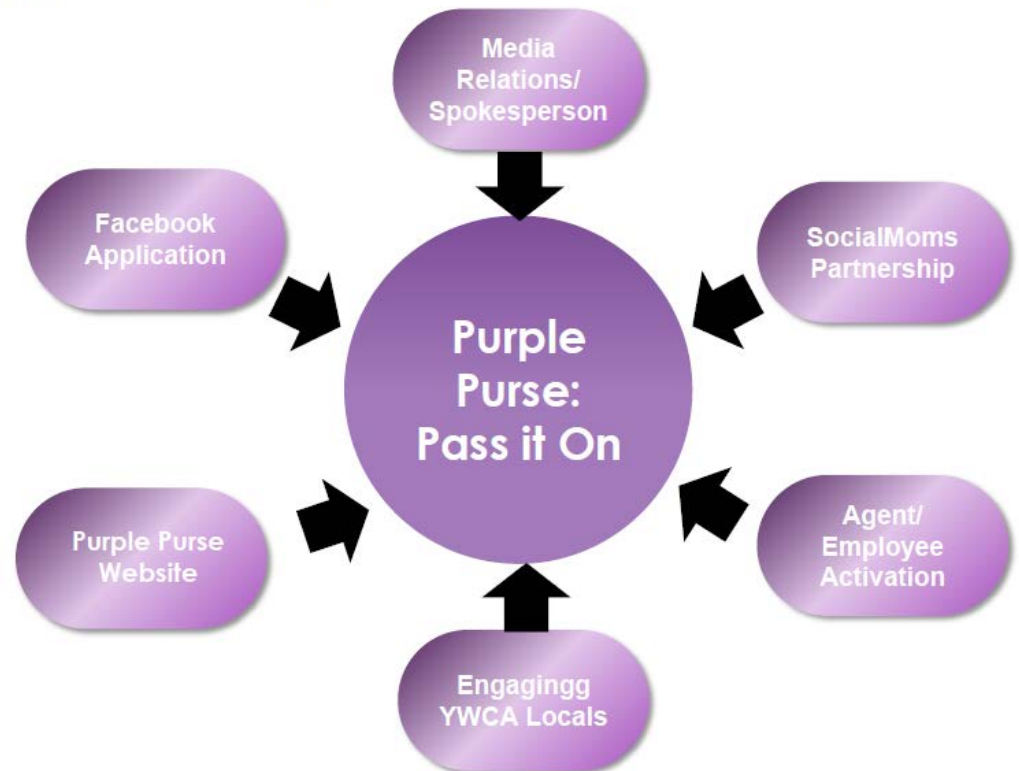
The Campaign

Earned media, social media, partnerships and engaging local YWCAs and Allstate agents were strategies that together drove the ultimate goal: **passing purple purses to raise money for domestic violence programs at YWCAs.**



Purple Purse
An Allstate Foundation Project
pass it on

Integrated Purple Purse Plan



Earned Media

- Traditional media for this campaign:
 - Story angles
 - Press release
 - Media alert
 - Media pitches
 - Social media updates
 - Purple Purse Talking Points
 - Letter to the Editor
 - Op-ed
- Press releases and story coverage included links to **purplepurse.com**.
- Press materials were distributed for a Satellite Media Tour, Radio Media Tour and pitches to various news outlets.

eliminating racism
empowering women
ywca



A screenshot of the Fox News website. The top navigation bar includes "Fox News", "Fox Business", "iReport", "Fox News Radio", "Fox News Latino", "Fox Nation", and "Fox News Insider". Below this is a search bar and "ON AIR NOW" section with "1p America Live" and "3p Studio B w/ Shepard Smith". A main navigation bar includes "Home", "Video", "Politics", "U.S.", "Opinion", "Entertainment", "Tech", "Science", "Health", "Travel", "Lifestyle", "World", "Sports", and "On Air". A yellow banner at the bottom says "WATCH LIVE PRESIDENT OBAMA SPEAKS ON THE ECONOMY".

Rosario Dawson draws on personal experience as anti-domestic violence spokesperson

By Hollie McKay / Pop Tarts / Published October 26, 2012 / FoxNews.com



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- Behind Dick Morris' big Romney victory prediction
 - Cain: Black Panthers causing white voters to 'think twice'

TRENDING IN ENTERTAINMENT

Earned Media Impressions



- Total media impressions:
 - Outcome: 155.82M media impressions & 1,554 media placements
 - **Impact: 133% over the original goal**
 - Outcome: 323 Satellite Media Tour /Radio Media Tour airings
 - **Impact: 6,214,583 viewers**

SocialMoms Twitter Party



- **Select Quality Partners:** Allstate Foundation and YWCA USA partnered with **SocialMoms** to host a Twitter Party early in the campaign.
 - A Twitter Party is an open, broadcast session in which Twitter users gather to talk about a particular topic of interest.
- Why SocialMoms?
 - Tap into their following of 30,000 moms who are influential and highly active across all social media channels.
 - SocialMoms is #22 on the list of top social media experts to follow on Twitter.
 - Build Twitter following and increase **engagement**, which would result in users visiting PurplePurse.com and, ultimately, more donations.



for every woman

SocialMoms Twitter Party



- **Engage Active Partners:** The active SocialMoms community engaged directly with the YWCA USA about an issue that many of them had personally experienced and about our services.



- **Twitter Party Metrics Achieved*:**
 - 163 participants & 1,834 tweets
 - Average of **11.25 tweets per participant**
 - 3,942 tweets using hashtag #PurplePurse
 - 1,479,436 users reached & 30.14 million impressions
 - 81 new followers of YWCA USA within an hour

*(these metrics were measured using [TweetReach.com](https://www.tweetreach.com))

#PurplePurse on Twitter



Metrics Achieved:

- #PurplePurse hashtag reached over 1.7M unique people and earned over 41M impressions in October
- 1,144 people used the hashtag throughout the month
- Over 4,400 Tweets were sent with the hashtag in October



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SocialMoms Editorial



Produce Quality Original Content:

- SocialMoms posted an editorial article on their website to raise awareness about domestic violence and the campaign.
- Members shared this story through Facebook and encouraged their friends and family to share on their own pages.
- **People are more than 40-150 times more likely to engage with a brand inside the Newsfeed.**

Metrics Achieved:

- 72,318 Facebook newsfeed impressions
- 396 comments
- 174 likes & 453 shares
- 1,035 Facebook recommendations – the highest SocialMoms has seen

SocialMoms.com shared a link.
October 4

Spread the word about domestic violence awareness with the Click to Empower! #PurplePurse <http://bit.ly/RfnAVm>

Spread the Word About Domestic Violence with the Allstate Purple Purse #PurplePurse
www.socialmoms.com

Help End Domestic Violence with Purple Purse – Pass it on

Like · Comment · Share 70 4 38

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YWCA Quality Content

“On Passing Purple Purses and Hope,” YWCA USA Guest blog by Allstate V.P. Vicky Dinges

Metrics Achieved:

- 346 direct views of the blog post
- 618 users viewed post on Facebook
- 150 on Pinterest
- 3,500 users reached on Twitter

YWCA Cass Clay video with local Fargo celebrities

Metrics Achieved:

- 805 views on YouTube
- Media placements: InForum.com and WDAY News in Fargo
- Passed 3,124 purses (most of any local)
- Raised over \$31,000

On Passing Purple Purses and Hope

Posted on October 31, 2012 by admin

by Vicky Dinges

Vice President, Public Social Responsibility
Allstate Insurance Co.



Vicky Dinges

What do actress/activist Rosario Dawson, Queen Latifah, babies, men in high heels, TV anchors, stock traders and YWCA team members and volunteers from across the country have in common? In an awesome display of leadership, they helped pass more than 35,000 purple purses this October as part of [Domestic Violence Awareness Month](#) and helped raise \$250,000 for the YWCA and domestic violence survivors.

For the last three years, The Allstate Foundation and [YWCA](#) have partnered to increase public awareness and funding for domestic violence survivors. Since the YWCA is the largest provider of domestic violence services in the nation, it makes perfect sense for us to collaborate. Our partnership has grown dramatically since our first [Twitter campaign](#) raised \$75,000 for YWCA in 2010. This year, YWCA USA and 14 local

YWCA's across the country took on the challenge of passing a purple purse (with domestic violence information inside) in their communities. Every time a purse was passed and

The screenshot shows a YouTube video player interface. At the top, the YouTube logo is visible. Below it, the video title "Pass the Purple Purse!" is displayed. The video player shows a woman in a dark jacket passing a purple purse to another woman in a green jacket at a bar. The video progress bar indicates 1:31 / 2:24. At the bottom, there are buttons for "Like", "Add to", "Share", and "Print", along with a view count of "804 views".

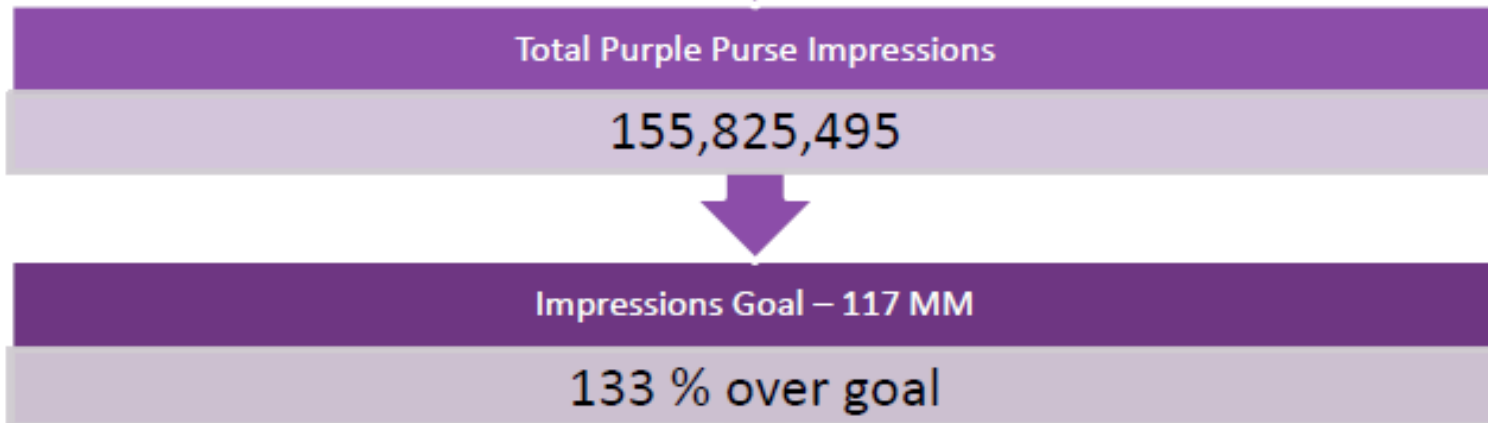
Our Successful Outcomes

- Within two weeks, more than **18,000** physical and virtual purses were passed, reaching the original donation goal of **\$175,000**. Nearly **32,000** visits to PurplePurse.com in October.
- The Allstate Foundation and YWCA reached a new goal of **\$250,000 on Oct. 17**, just two weeks later.
- **Most important, our message reached survivors**, who found the resources of the YWCA and a safe place to tell their stories and support each other.



for every woman

Purple Purse ROI



for every woman

Checklist



- ✓ Define your measurement **focus**
- ✓ Define your **target audience and target partners**
- ✓ Define what **success** is for your campaign
- ✓ Identify **allies** and influencers:
 - *Internal* (for example, local YWCAs and Allstate employees)
 - *External* (for example, SocialMoms, National Taskforce to End Violence Against Women)
- ✓ Deploy **Quality Content** that is shareable

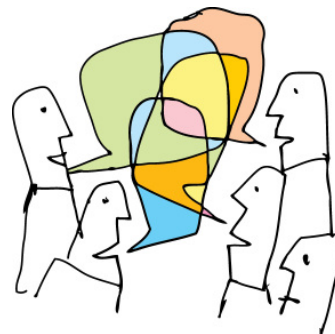
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Tips For Using Metrics



Quality counts!

- Don't limit yourself to Earned Media: **select and engage quality partners for sharing to target audience.**
- What counts for social media is not just the audience — it's **the conversation.**
- **Update** stakeholders on metrics achievements regularly, *not* just at the end – this can lead to **greater investment** along the way!



Lessons & ROI



Future Media Relations efforts

1) Start with Road map (metric goals) but **examine sign posts** along the way:

- **ROI:** Measuring our success along the way yielded increase in donations (\$) from Allstate.

2) Use social media engagement & partners to expand **reach**:

- **ROI:** Our media impressions improved with the sharing of the PSA video, Social Moms editorial and YWCA blog post on social.

