



PASSPORTS *with* PURPOSE

What We Do

“One of the most difficult parts of travel is visiting a less-developed country, seeing a need, and wishing there was something you can do to help fill it. So four travel bloggers from the Seattle area got together and decided to raise some money and put it to use on a particular project.”



How We Do It

“Passports With Purpose is doing things slightly differently: giving prizes to donors. Each prize - to be given at random to a donor - is offered through a particular travel blogger, who has requested the goodie from a sponsor or advertiser. The best part is that getting a chance to win one of these prizes - and, you know, helping - costs very little. Passports With Purpose is raising all its money through donations in increments of just \$10.”

The New York Times

Why You Should Be Involved

“Passports with Purpose is back. And it’s bigger and bloggier than before.”

WORLDHUM

“Still looking for gifts for "been there, already have that" globetrotters, or want to combine a love of travel and nature with a year-end charitable donation? Consider these do-good possibilities: Passports with Purpose.”



No, really. WHY?

- ✦ Bloggers who participate in Passports With Purpose are deeply engaged in this effort. By participating, you reach the influential community of travel bloggers and their audiences and to expose your brand to them.
- ✦ To harness the power of travel and give back to those in need. All funds, including the sponsorship levels, go directly to the charity.

The Founders

[DeliciousBaby](#) – Making Travel With Kids Fun, written by Debbie Dubrow.

[Nerd’s Eye View](#) – Travel narrative and photography with an emphasis on Hawaii and the Pacific Northwest. Written by Pam Mandel.

[WanderMom](#) – Resources for independent family travel all over the world from Michelle Duffy.

[WanderlustAndLipstick](#) – The blog by Beth Whitman focusing on women in travel.

Passports with Purpose Achievements

- ✦ 2009: In our inaugural year, raised \$7,400 for Heifer International
- ✦ 2010: Raised \$29k+ and built a school in Cambodia
- ✦ 2011: Raised \$64,000 and built a village in India

Who we Reach

- ✦ 876,000 unique visitors monthly
 - ✦ 1,664,000 monthly page views
 - ✦ 293,000 Twitter followers
 - ✦ 39,000 Facebook friends
- Plus this reach from the Founders and the Passports with Purpose blog*
- ✦ 117,000+ unique visitors per month between 5 websites (4 founder blogs + the Passports with Purpose website)
 - ✦ 25,000+ aggregate followers on Twitter (across 5 accounts)
 - ✦ 6,200+ newsletter subscribers
 - ✦ 6,800+ friends and fans/likes on Facebook
 - ✦ 2,800 RSS subscribers

JOIN US

info@passportswithpurpose.com
www.passportswithpurpose.com

BECOME A SPONSOR & BE A PART OF THE TRAVEL BLOGGING COMMUNITY

We believe in the power of travel to make change. We provide a tremendous amount of online visibility to our sponsors at four giving levels. Reach a targeted audience of travelers and travel bloggers. Contact us about how Passports with Purpose can fit your needs.

Platinum

All benefits of Gold Level PLUS

- ✦ Exclusive top banner ad on the Passports with Purpose site.
- ✦ Sole sponsor listing on the downloadable badge which will be posted throughout the Passports with Purpose site -- and on many participating bloggers sites (199 websites in 2010)
- ✦ Opportunity to be highly visible and participate in kickoff event in the Seattle area in September 2011
- ✦ Opportunity to contribute a video about why you are supporting the cause
- ✦ Logo in sponsor sidebar in banner ad on Passports with Purpose website homepage
- ✦ Personalized blog post by a Passports with Purpose founder on each founder blog. (Topic to be mutually agreed upon)
- ✦ Inclusion in all email blasts to participating bloggers
- ✦ Inclusion in press release when the fundraiser begins
- ✦ Listed as Platinum sponsor in Thank You email to all donors

Gold \$7,500

All benefits of Silver Level PLUS

- ✦ Display of promotional materials at kickoff event in Seattle area and Passports with Purpose "Thank You" Party held in 2012
- ✦ Guest post on Passports with Purpose blog (topic to be mutually agreed upon). Guest post will be promoted on Facebook and Twitter
- ✦ Promotion during Passports with Purpose Twitter Party/Chat
- ✦ Thank You post on Passports with Purpose Facebook page, including a link back to your website
- ✦ Logo appears in sponsor sidebar in "Gold Sponsors" listing on Passports with Purpose website home page
- ✦ Listed as Gold Sponsor in email blast to all participating bloggers
- ✦ Listed as Gold sponsor in Thank You email to all donors

FROM THE PASSPORTS SCHOOL

Posted on | March 17, 2011 | Comments Off

Passports with Purpose cofounder Michelle Duffy — you might know her as WanderMom — recently visited the results of our 2009 fundraiser. Here are her words on visiting The Passports School in Preah Vihear. I've trimmed this so you don't have to read PwP administrivia. As an aside, I'm so excited that this year, Beth visited the Passports village, Michelle visited the Passports school, and we have witnesses to **your work, made real**. Thank you.



The Location

Silver \$4,000

All benefits of Bronze Level PLUS

- ✦ Logo in sponsor sidebar on Passports with Purpose website homepage
- ✦ Listed as Silver Sponsor in email blast to all participating bloggers
- ✦ Listed as Silver sponsor in Thank You email to all donors
- ✦ Listed as a Silver Sponsor on the confirmation page that each donor sees after making a donation
- ✦ Mention in blog post on each of the four founders' individual blogs
- ✦ Thank you on Twitter at the end of the fundraiser

Bronze \$1,000

- ✦ Logo on Sponsors page on Passports with Purpose site
- ✦ Logo on confirmation page that each donor sees after making a donation
- ✦ Logo in Thank You email sent to each donor
- ✦ Included in Thank You to Sponsors post on Passports with Purpose blog. You may provide with a short quote about why you're involved
- ✦ Welcome on Twitter from each of the Passports with Purpose Founders

PASSPORTS
with **PURPOSE**
★ INDIA 2010 ★

We're building a village in India. Learn how you can help.

100% —
50% —
0% —

100%
THANK YOU!

RAISED: \$64K
OUR GOAL: \$50K

thanks to our sponsor:

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