



PURPLE DAY GUIDE

Purple Day March 26

This is a guide intended for those wishing to register or have registered as a Purple Day Hero with Epilepsy New Zealand.

It gives some ideas and information about how to go about organising a Purple Day Event to promote awareness of epilepsy.

The guide briefly describes what purple day is about, messages we are hoping to be shared, planning components, ideas on how to get started, suggested materials to get your community, business and school involved and some Purple Day ideas.

Contact Details

Epilepsy New Zealand
6 Vialou Street, PO Box 1074, Hamilton 3240
07 834 3556
www.epilepsy.org.nz
national@epilepsy.org.nz
Sarah Verran : Marketing and Fundraising Lead
Ph 021345951
marketing@epilepsy.org.nz



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Purple Day is a great way to spread the word about Epilepsy.
Thank you for taking the time to learn about becoming a Purple Day Hero.

What is Purple Day?

Purple Day is about raising awareness of epilepsy and Epilepsy New Zealand

The concept of Purple Day was initiated by a nine-year-old named Cassidy Megan, and was motivated by her own struggle with epilepsy.

The first Purple Day event was held on March 26, 2008, and is now known as the Purple Day for Epilepsy campaign.

Becoming a Purple Day Hero is important because your support will empower people throughout New Zealand to create a society where there is better understanding of epilepsy to reduce stigma and discrimination.

Your event can be a targeted event, specific to community, a school, town and workplaces. The object of your event is to draw interest in Epilepsy and to support people you know who live with Epilepsy.

Purple Day events and fundraisers can be a specific day in March, it doesn't just have to be on the 26th.

Whether you bake it, make it, walk it, run it or wear purple with pride, we would love your help to raise awareness and funds to assist people who live with Epilepsy lead their best life!

Make sure you register online at [http://epilepsy.org.nz/purple day](http://epilepsy.org.nz/purple-day)

We will send you a promotional pack with posters, information and resources, Purple ribbons, wristbands and other printable materials to make your event a success.



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The Purple Day Messages

Epilepsy is a neurological disorder characterised by recurring seizures. 1 in 100 people will have recurrent seizures or 'epilepsy'.

There are over 48,000 people in New Zealand who live with Epilepsy.

If people understand Epilepsy, then the quality of life for someone living With Epilepsy will improve.

Our communities are supported to manage their Epilepsy well with a whanau led approach.

With proper diagnosis and treatment, many New Zealanders with epilepsy will live healthy lives.

Stigma and discrimination will not be tolerated.

Epilepsy New Zealand is here to help with education, training, support and information

We need your help! To learn how you can receive support, donate or volunteer, go to www.epilepsy.org.nz.

To find our office nearest you, call 0800 epilepsy (374 537)

Components of a Good Purple Day Event

Try Something Different

Something different doesn't mean it has to be big. The idea is to involve your school, office, campus and community that Epilepsy New Zealand and raising awareness is a worthwhile cause to support.

Don't Forget To Fundraise

Fundraising during Purple Day is a great way to kickoff fundraising efforts and enhance the promotion for your event!

It could be as simple as offering Purple Ribbons for a gold coin donation or having businesses or restaurants donate a portion of proceeds for a day during the month of March.

No effort is too small to show people how lots of little things can add up into one big amount

Purple Ribbons are included as part of your registration pack.

Educate

Use Purple Day as a way to empower people to fight back against epilepsy. Hand out information brochures with epilepsy information that can make a difference!

A range of information and resources are included in your promo pack and more are available from our website

Invite your local epilepsy Educator to talk about epilepsy - phone 0800 epilepsy (374 537).

Have Fun

We know that the current landscape is everchanging and we appreciate your support. Purple Day is a great way to build networks and have fun together!

How to Get Started

Brainstorm how you will promote the day

Set the Date(s) & Set Goals

Ask yourself why you want to participate in Purple Day' Is it to spread the word? Tell your story? To find others to tell their story?

To connect people living with epilepsy to Epilepsy New Zealand?

To raise money to support Epilepsy New Zealand?

All of the above?

Focus your efforts on one specific day for the biggest impact.

Register online at <http://epilepsy.org.nz/become-a-purple-day-hero> as a Purple Day Hero

Get everybody involved!

Spread the word about what you want people to do and when you want them to do it

Promotional materials are available to help you promote your efforts

<http://epilepsy.org.nz/purple-day-resources>

Don't forget to promote Purple Day on your website and social media.

Follow up -be sure to follow up with any interested parties prior to the week of the event.

Get them to make contact with Epilepsy New Zealand or get Epilepsy Association of New Zealand to make contact with them.

Show up your hope !

Take pictures or videos and share them on your event's website, or on Epilepsy New Zealand's face book page

Share your stories by sending your successes to marketing@epilepsy.org.nz

Thank volunteers and those that took part in making your Purple Day event amazing!

Don't Forget to Do it again! Consider it a part of your annual planning to host an event like this. People will come to expect it, and it will hopefully become an event that people look forward to each year!



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Purple Day Ideas

Purple at Home

Display a purple sign in your front yard.

Decorate your front entrance, your fence, or your door with purple balloons.

Share your support of purple day and Epilepsy New Zealand on your social media with a Purple day tile

Tie purple ribbons around trees in your neighbourhood.

Purple in your community

Decorate your home or store windows with a purple display and Purple Day posters

Hold a street contest for the best purple window display.

Encourage businesses and stores to stock Purple Ribbons and donation box - register online as a Purple Day Hero

<http://epilepsy.org.nz/become-a-purple-day-hero>

Have a stall at your local market where a portion of the proceeds are donated to Epilepsy NZ in support of Purple day.

Organise a walk, run or community event where family and friends can sponsor you to raise funds.

Buy a test pot of purple paint from Resene - \$1 from each pot goes towards Epilepsy New Zealand.

Purple at the Office

Wear purple clothing or a Purple ribbon.

Decorate your office or cubicle with purple balloons, purple streamers, and other purple items.

Hold a contest for the best decorated desk space.

Order a purple flower arrangement for your office reception area.

Leave a Purple Day message on your office voicemail.

Create a Purple Day email signature.

Designate one department to be responsible for making purple decorations available to employees.

Create a purple organisation newsletter in support of Epilepsy New Zealand

Organise a gold coin donation morning tea

Wear it Purple - dress up for a gold coin donation towards Purple Day.

Make a donation direct to Epilepsy Association of NZ (<http://epilepsy.org.nz/support-us>) or make contact with Epilepsy Association to talk about sponsorship.

Purple at the Restaurant/Cafe

Get purple uniforms for your crew

Wear purple ribbons.

Create a purple drink or a purple dish for the night.

Have Purple Ribbons available for your patrons.

Turn your menus purple.

Create a purple percentage night where a portion of the proceeds go towards Epilepsy New Zealand in your community.

Create a purple raffle bowl; the prize is an exclusive meal for two at the restaurant; or have your head chef make a meal at the winner's home.

Make a donation direct to Epilepsy Association of NZ (<http://epilepsy.org.nz/support-us>)

Purple at the Hospital

Wear purple scrubs.

Wear a purple ribbons.

Decorate your office with purple balloons, streamers, or other items.

Order a purple flower arrangement for your reception area.

Place purple decorations in windows.

Make a display of Epilepsy Association posters.

Buy purple wrist bands to give out to your patients.

Give out purple lollipops

Make a donation direct to Epilepsy Association of NZ <http://epilepsy.org.nz/support-us>)

Purple at School

Distribute and post Purple Day posters throughout the school.

Wear purple clothing/pyjamas/ fancy dress- Gold coin donation

Bake sale/ sausage sizzle to raise funds

Create purple window decorations and display them in your school windows.

Write your school notes in purple ink

Wear our purple ribbon and share them with friends.

Display Epilepsy posters in your school.

Decorate your school hallways with purple balloons.

Display a Purple day poster on your website/blog/social media platforms

<http://epilepsy.org.nz/purple-day-resources>

Decorate your school yard with purple chalk artwork.
Hold a contest for the Funkiest Purple Dresser.
Slime the teacher game to raise funds- See game and recipe for slime below.

SLIME THE TEACHER

A slime the principal fundraiser is a fantastic way to raise money for your school or charity. Slime the teachers, parents and volunteers as well

A slime the principal fundraiser is a fun incentive to motivate students to raise money.

Schools set fundraising targets for their students to try and achieve. Once a class reaches a certain dollar value they win the prize of sliming their teacher! If the whole school reaches a certain level then they get to watch in hilarious joy as the principal or school leader gets covered in slime! Slime the principal is a funny challenge to motivate students, and the kids love it!

How to make Gloop for slime the teacher

<https://www.learning4kids.net/2012/05/02/how-to-make-gloop>

Ideas for School Administration

Distribute and post Purple Day poster throughout your school.

Distribute purple ribbons and give them out to students

Make Purple activities part of your school's program for the day.

Place information and posters about Purple Day on your school's website.

Include information about Purple Day in your school bulletin.

Paint Your Online Social Networks Purple

Get your social network (ie: Facebook, instagram, LinkedIn ,Twitter) involved with spreading the word by posting status updates throughout the day to share your Purple Day events/activities happening in your area

Change your Facebook Profile Picture to advertise Purple Day. Download the Purple Day logo on <http://epilepsy.org.nz/purple-day-resources>