



EPILEPSY
NEW ZEALAND

Kia titiro ki te tangata / See the person
Celebrating 70 Years and Beyond

PURPLE DAY

A GUIDE FOR BUSINESSES

PURPLE DAY / 26 MARCH
<https://epilepsy.org.nz/you-can-help/please-support-our-current-appeal/purple-day/>



PURPLE DAY



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PURPLE DAY



LET'S TALK! PURPLE

Let's raise funds and get people talking about epilepsy!

Purple Day is on **26 March** every year. Purple Day originated from nine-year-old Cassidy Megan. She was motivated by her own struggle to raise awareness. The first Purple Day event was held on 26 March 2008. Purple Day is celebrated globally. People come together to raise awareness and fundraise for support services for whanau living with epilepsy.

There are so many ways to participate in Purple Day. This pack provides some ideas to get your planning underway and make your fundraising activity a great success.

If 26 March doesn't fall on a day of the week that suits you - **choose any date as close as possible to 26 March!**

Over the next few pages, we share some of our fundraising ideas. On the last page is a checklist to help you organise Purple Day. Once you have decided what you are going to do, either fill out the online registration form on our website <https://epilepsy.org.nz/you-can-help/please-support-our-current-appeal/purple-day/>, or complete and email the pdf registration form on the website to marketing@epilepsy.org.nz and we will send you some materials to **GO PURPLE** closer to the date!



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WEAR PURPLE

‘Wear purple’ dress up days are the perfect way for businesses to support Purple Day.

Ask everyone who participates to bring a gold coin donation for coming to work wearing something purple.

Request PROMOTIONAL ITEMS from us when you register to fundraise.

Set up a fundraising stall at your business or advertise in your newsletter or Facebook and donate raised funds to us at the end of the event.



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CRAFT PURPLE

‘Craft purple’ at your place of business.

Plan for Craft Purple Day by cutting out shapes and learning about anatomy, health and diversity and inclusion.

Get the scissors out and get crafty! Purple Day is a great day for purple crafts, learn about the brain, neurology and get people talking about epilepsy.

1. Learn about science and the human body
2. Learn about compassion, diversity and inclusion and respect for others.



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MOVE PURPLE

‘Move purple’ with your business.

Plan for Purple Day yoga, stretching, dancing, jumping, running, tennis, cricket, badminton!

Get moving, plan a fun run, walk, do yoga, action songs or dance. Learn to calm the mind and promote health and wellbeing and awareness of others.

Print Purple Day posters from our website, or request seizure smart wrist bands, purple ribbons or balloons when you register with us.

Promote your wellness activity, wear purple and collect donations.

Let your community know you support Epilepsy New Zealand.



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BAKE PURPLE

'Bake purple' hold a bake day sale.

Ask for donations of baking to sell or make your own. Cakes and baking can be sold for 50c-\$15. Every cake sold will help our educators transform the lives of people living with epilepsy by providing them with support and education.

Don't forget event posters! Print one of ours to let everyone know about your Purple Day event!



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PURPLE MORNING TEA OR LUNCH

Host a Purple Morning Tea or Lunch at your business to make a real difference.

By hosting a purple morning tea or lunch, your workplace helps raise awareness, reduce stigma, and support vital services for the 1 in 100 New Zealanders living with epilepsy. It's a chance to give back, build team connection, and be part of something bigger - all in the space of a morning tea break.

Pop the kettle on, ask staff to bring in some purple food, and help create a more understanding and inclusive community. This activity brings teams together, sparks conversation, and shows your support for people living with epilepsy.

A shared break - and a donation - can make a big difference. 



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DRESS YOUR DESK PURPLE

Bring some fun and colour to your workspace by decorating your desk in purple!

Whether you're in the office or working remotely, get creative and join the friendly competition.

Make a small donation to enter, then compete for the title of Best-Dressed Desk. Colleagues will vote, and the company will award a prize to the winner!

A splash of purple, a bit of creativity, and a small donation can make a real difference.



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COLLECT PURPLE

‘Collect purple’ at your business.

Chat about epilepsy awareness. Let’s talk about supporting our friends when they have a seizure. Let’s respect people’s differences and live a healthy life free of discrimination.

Get your business community together and fundraise for Epilepsy New Zealand.

Purple Day is a great day to come together and practice fundraising! No matter how small every donation helps someone living with Epilepsy. All donations go directly to funding our 13 nationwide educators to provide support and education.

After your Purple Day donate your funds to Epilepsy New Zealand’s Purple Day Donation Page:

https://epilepsy.org.nz/donate-to-epilepsy-nz/_please-support-our-current-appeal/_donate-for-purple-day/

Epilepsy New Zealand

Registered Charity Number CC10611



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SHOUT PURPLE

Shout about your Purple Day fundraiser

Raise Awareness: Let your community know about your fundraising day! The more people who know about your Purple Day fundraiser, the more support you will receive.

Sharing event details and fundraising pages on social media is a great place to start. Don't forget to use social media groups, family Facebook pages, company newsletters, notice boards and flyers to ask for support.

Get people talking about epilepsy

Purple Day is about raising funds for our epilepsy support services and raising awareness of epilepsy. Sharing and talking about epilepsy may help increase understanding and encourage diversity and inclusion.

Together we can get people talking about epilepsy.

LET'S GO PURPLE DAY!



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CHECKLIST

- Decide what activities you are going to do for Purple Day
- Mark Purple Day event, 26 March in your calendar and decide on a time
- Register to fundraise by either filling out the online registration form on our website <https://epilepsy.org.nz/you-can-help/please-support-our-current-appeal/purple-day/>, or complete and email the pdf registration form on the website to marketing@epilepsy.org.nz
- Tell everyone about your Purple Day fundraising activity - share on social media, posters, invites, emails, groups
- Get ready with your materials from ENZ and your own consumables - posters, cakes, paint, color
- Take photos of your fundraising activity and share it with everyone (including us! at projectsupport@epilepsy.org.nz)
- Collect cash donations
- Donate your collected funds to Epilepsy New Zealand so your purple dollars start transforming lives and make an impact with education and support services

Epilepsy New Zealand Purple Day Donation Page:

<https://epilepsy.org.nz/you-can-help/please-support-our-current-appeal/donate-for-purple-day/>

For Information contact Epilepsy New Zealand:

marketing@epilepsy.org.nz | Ph: 0800 37 45 37 | (07) 834 3556

Epilepsy House, 6 Vialou Street, Hamilton Central, Hamilton 3204

LET'S GO PURPLE DAY!

THANK YOU FROM EPILEPSY NEW ZEALAND