

# PUT ON PURPLE

FRIDAY, MAY 18

TIPS & IDEAS

## THE BASICS

- Ask your friends, family, coworkers and employer to Put on Purple on Friday, May 18, 2018 to help raise awareness of lupus and show support for those living with the disease.
- Wear purple proudly and tell people why!
  - › Everyone is encouraged to wear their purple lupus awareness wristband. If you don't have one, you can purchase the wristbands at [shoplupus.org](http://shoplupus.org). *Note: Wristbands are sold in packages of 10, so consider purchasing for friends and family as well. Plan ahead to ensure you receive them in time!*
- Consider organizing office-wide or company-wide participation.
- Take pictures of your participation and share them with others:
  - › Send your pictures to the Lupus Foundation of America at [putonpurple@lupus.org](mailto:putonpurple@lupus.org).
  - › Post photos on Twitter using the hashtag **#PutOnPurple**.
  - › Send pictures to your social networks, along with details about how you Put On Purple for lupus awareness.

## SPREAD THE WORD AND HELP OTHERS TO KNOW LUPUS

- Tell all of your friends, family, co-workers and neighbors about your participation in Put on Purple Day.
- Send letters/emails/Facebook/Twitter messages to everyone you know announcing your commitment. Invite them to join you by wearing purple. Share lupus facts from the Put on Purple Day fact sheet to educate your co-workers, friends and family members about the day and the brutal impact of lupus.
- Ask for support in person. A personal appeal is still one of the most effective ways to engage someone to join your effort. If possible, letters and emails should always be followed-up with a phone call.
- Play the KNOW LUPUS card game and challenge 10 of your friends and family. Every time someone plays a donation will be made to lupus research.