

October 18, 2018

PURPLE THURSDAY



Turn Your Workplace Purple Visit www.jbws.org for more details about the month.

- Encourage your staff to **wear purple** on October 18th (or pick a day that works for your office), offer incentives such as "Wear Jeans with Purple"
 - Host a social media campaign for the event. **Take photos** with a sign that reads: "I (we) wear purple because (for)..." **Share on social media**. Mention JBWS when you post your social media photos so JBWS can like and share that your company supports our cause!
 - I wear purple for #DVAwareness on #PurpleThursday with @JBWSpreventsDV #DVAM; or I wear purple on #PurpleThursday for #DVAwareness with @JBWSpreventsDV #DVAM
 - **Display awareness materials**-posters, pamphlets and business cards will help spread knowledge of the help available. Someone may just need it.
- # **PutANailInIt** Ask everyone to paint their ring fingernail purple to start a conversation.
- Sponsor a **collection drive** on behalf of the families living in the safe house.



Be creative! Contact us for more ideas.