

PURPLE FRIDAY FOR BUSINESSES

This Purple Friday we invite your team to take part in the **Pass The Torch Relay** – whether you are working from home or are back in the office, the whole team can join in and make a difference for LGBTI young people in Scotland!



WHY TAKE PART?

- ➔ Getting involved in Purple Friday sends a strong message of support to LGBT+ people in your organisation and your local community.
- ➔ It's an opportunity to give back to the community and make a difference in the lives of LGBT young people in Scotland – they are your future workforce!
- ➔ Getting involved in Purple Friday and showing your support for LGBTI equality can form part of your CSR initiative.
- ➔ It's a great chance to engage staff in a fun and meaningful celebration and build team spirit!

HOW DOES THE PASS THE TORCH RELAY WORK?

- ➔ Your team chooses how to take part in the relay: **pick an activity everyone can join in** – whether it's walking, running, a quiz on zoom, a virtual bake off, a photo competition or whatever else you can come up with – let your creativity run wild!
- ➔ Set your team a clear **fundraising target** – either charge each participant a fee to take part or let them get sponsored by their friends!
- ➔ Why not set up several teams that compete against each other for the highest amount fundraised?
- ➔ **Does your company offer match funding?** Double your team's efforts by match funding their fundraising totals. Turning every pound raised by them into £2 for LGBT Youth Scotland will no doubt provide an extra level of motivation!
- ➔ Got **multiple locations**? Pass the torch between them and get every location involved!
- ➔ Order some **Purple Friday merchandise** for your team here: lgbtyouth.org.uk/purplemerch

NEXT STEPS: READY, SET, GO!

1. Pick your team and select a challenge – let us know what your plans are!
 2. Set up your fundraising target and decide how to raise funds – can you get match funding?
 3. Get ready to complete your challenge on Purple Friday – 26 February 2021
 4. Tweet a picture of your team to turn the map purple – include #PurpleFriday and #yourtown
- ➔ **Need support or want to share your plans?** Email us at fund@lgbtyouth.org.uk