

#IDressPurpleBecause Video Toolkit

About the Dress Purple Day Campaign

Every October, Children's Aid Societies across the province raise awareness about the important role that individuals and communities play in supporting vulnerable children, youth, and families through the provincial Dress Purple Day campaign. The campaign is more important than ever, since the COVID-19 pandemic has created additional stressors for families, and in some cases has increased risk for the well-being and safety of vulnerable children and youth.

We are calling on all Ontarians to wear something purple on October 27 to show children, youth, and families that they are here to help!

#IDressPurpleBecause Videos

In the lead-up to Dress Purple Day, we're inviting all Ontarians to create and post a video explaining why they will be wearing purple on October 27 and how it is they help children, youth, and families facing challenges.

Maybe you work for an organization that supports youth, maybe you're a frontline worker in the social services sector, or maybe you're a member of your community who checks in with a neighborhood family who needs extra support...we all have a role to play!

Suggested Script Sequence

1. Introduce yourself (name, title, and organization [if applicable]).
2. Begin with "On October 27, I dress purple..." and your reason for supporting the campaign.
3. Explain *how* you support families in your community.
4. Encourage others to join you in dressing purple on October 27.

Sample Scripts

- If you work for a social service or community organization, use our sample script [here](#).
- If you're a politician or government partner, use our sample script [here](#).
- If you're a member of the community, use our sample script [here](#).

Sharing Your Video

- Share your video on any social media channel any time after October 1 using one of the social media messages below.
- Use the hashtag #IDressPurpleBecause.

...And Don't Forget to Show Us Your Purple on October 27!

- Post a pic on social of you all decked out in purple on October 27 and use the hashtag #DressPurpleDay2020

Social Media Messages

Twitter/Instagram

- On #DressPurpleDay2020, Ontario Children's Aid Societies raise awareness about the role that individuals and communities play in supporting vulnerable children, youth, and families. Today I'm sharing why I dress purple. [video link] Join me Oct 27! #IDressPurpleBecause
- #DressPurpleDay2020 is a chance for [organization name] to show our support for the vulnerable children, youth, and families in Ontario. On October 27, we will dress purple. Here's why: [video link] #IDressPurpleBecause
- At [organization name], our mission is to support vulnerable children, youth, and families in our community. That's why we will dress purple on October 27 for #DressPurpleDay2020. Find out more [video link] and join us! #IDressPurpleBecause
- I'm here to help the children, youth, and families facing challenges in my community. That's why I dress purple on October 27 for #DressPurpleDay2020. Find out more: [video link] and join me! #IDressPurpleBecause
- I'm showing up for the vulnerable children, youth, and families on October 27 by dressing purple and letting them know I'm here to help and they are not alone. Find out more [video] and join me for #DressPurpleDay2020. #IDressPurpleBecause

Facebook

We will dress purple on October 27 to show support for Ontario families. Will you?

[organization name] is joining this year's Dress Purple Day campaign to raise awareness that we all have a role to play in supporting the children, youth, and families in our community who are facing challenges. Our Executive Director [or other relevant title] is sharing why they're dressing purple on October 27. Watch it [video link] and learn more about the campaign www.oacas.org/dresspurpleday/

We all have a role to play in supporting vulnerable children, youth, and families in Ontario.

On October 27, [organization name] will be dressing purple to show our support for the children, youth, and families in our community facing challenges. Find out why we dress purple [video link] and join the Dress Purple Day campaign to show your friends, family, neighbours and community that you are available to help. Learn more www.oacas.org/dresspurpleday/

I'm joining the 2020 Dress Purple Day campaign! Are you?

On October 27 I will be wearing purple to show my support for the vulnerable children, youth, and families in my community. Find out why I dress purple here [video link] and join the Dress Purple Day campaign to make sure your friends, family, neighbours and community know that you are available to help. Learn more: www.oacas.org/dresspurpleday/

This Dress Purple Day we remind families that help is available and no one is alone.

Dress Purple Day is an opportunity to make sure families, especially those facing additional hardships during COVID-19, know that there are resources and services available to help them. On October 27, we will dress purple to remind them we are one of those places families can turn to for help. Find out more about our participation [video link] and the campaign www.oacas.org/dresspurpleday/