



THE
BRITISH PORPHYRIA
ASSOCIATION
Charity No. 1089609
www.porphyrin.org.uk

The Campaign #PorphyriaTogether

Dates 2-9 April 2022

Hashtags #PorphyriaTogether
#PAW2022
#PurpleForPorphyria
#Tell15

Purple for porphyria – Friday 8 April 2022 #PurpleForPorphyria

Let's join together to colour the globe Purple For Porphyria

Why not help us raise awareness and funds for the BPA? You could choose one of the following **#PurpleForPorphyria** options that are easy to organise at work/school.

Remember: We are a strong porphyria community, you are not alone, we are **#PorphyriaTogether**

Step-by-step guide: Purple for porphyria

STEP 1: Choose one of the following three options

1. **Wear purple for porphyria.** Get your children and their school and/or your workplace/friends/community or even your local hospital involved in **Purple for porphyria**. If the Friday won't work, choose any day of PAW!
2. **Wear purple for porphyria and ask for a donation.** Why not ask for small donations from work colleagues/school children to wear purple and raise some funds for the BPA too?
 - o **Funds can be paid to:**
British Porphyria Association
Sort code: 20-43-63, Account no. 7099 6904
Please use your name and PAW and postcode as the payment reference.
3. **Wear purple, raise funds and host an awareness event.** Why not organise a porphyria film viewing to #Tell15 other people about porphyria? See the 'Organise a viewing guideline' PDF for more information on some amazing films you could share on your **#PurpleForPorphyria** day!

STEP 2: Organise your Purple for porphyria day

1. Contact the venue (sample email below)
2. Choose a date (if not Friday 8 April)
3. Edit and send the flyer/poster below to people involved in **Purple for porphyria day**
4. Collect funds
5. Organise a film viewing if desired (#Tell15)
6. Share images via social media, of what you have been getting up to

STEP 3: Take a photo of your day and email this to the BPA

1. Send photos to helpline@porphyria.org.uk

Tips for taking photos of your activities/efforts:

- A clear/nice background (indoors or outdoors) and a well-lit area
- A clean camera/phone lens

For further details on the BPA's Porphyria Awareness Week campaign
please contact: helpline@porphyria.org.uk

Template email to school or work [adapt as you see fit]

Dear ...

I hope this email finds you well.

[I am/My family member are] affected by a rare condition called porphyria. Porphyria is a group of conditions that affect [insert details of the porphyria affecting you/your family – more details on <http://porphyria.org.uk/what-is-porphyria/>]....

The British Porphyria Association (BPA) is a UK charity which supports patients and the families affected by porphyria. They are involved in a global campaign, each year, to raise awareness of porphyria during Porphyria Awareness Week (2-9 April 2022).

I would like to get involved with a PurpleForPorphyria day and [wear purple and raise funds for the BPA – by asking people for small donations to the BPA/wear purple, ask for small donations to the BPA and show an awareness video to explain more about how [insert name] is affected by porphyria] and am hoping we can do this at [work/school] to help raise awareness of porphyria.

I would like to do this on Friday 8 April – or another suitable date between the 2 and 9 April. The overarching theme of PAW this year is the importance of awareness and being a strong community, in the form of #PorphyriaTogether.

Please can you let me know, if you would be happy for [insert name of environment, school, workplace] to be involved.

Very much looking forward to hearing from you and hopefully planning a 'PurpleForPorphyria' day with your support.

With best wishes



PORPHYRIA *Awareness Week*

2022

#PURPLEforPORPHYRIA

On Friday, April 8 – Let's join together to color the globe Purple for Porphyria



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Please join us and

WEAR PURPLE

**To raise awareness and funds
for the
British Porphyria Association**

Cash donations to...

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