



HOW TO: WEAR IT PURPLE FOR ORGANISATIONS

A guide to running a Wear It Purple Event at your organisation



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What is Wear It Purple:

Wear It Purple is a volunteer and youth led not-for-profit organisation working towards raising awareness for our young LGBTQIA+ communities.

We call on your organisation to work with us to create supportive, safe, inclusive, and empowered environments for sex, sexuality and gender diverse young people (rainbow young people).



Our four key focus areas are

AWARENESS

We support schools, universities, gender & sexuality alliances and youth organisations in creating inclusive experiences, particularly, the effective delivery and celebration of Wear It Purple Day.

OPPORTUNITY

We provide meaningful opportunities for rainbow young people to develop their skills, expand their network and contribute to their communities.

ENVIRONMENT

We provide safe spaces (digital & physical) for rainbow young people to feel secure and proud of who they are.

COLLABORATION

We collaborate and unite with other organisations to further the inclusion and support of rainbow young people.



Wear it Purple is an incorporated association and registered charity. We are funded by donation and receive a conservative income from the sale of merchandise.

Wear It Purple relies on the continuous support and generosity of organisations. There are a number of ways to get involved; these include:

- Leverage your business skills to assist us with our growth and key initiatives,

- Provide donations or financial contributions in the form of sponsorship to key events, projects, and research,
- Celebrate Wear It Purple day, and
- Continue important conversations with your networks (colleagues, schools, family and friends) to encourage more people to learn about Wear It Purple.

This document is designed to help our corporate partners and various organisations run their own Wear It Purple Day (WIPD) events. Here are a list of suggestions to get started:

How to Wear it Purple:

We encourage organisations to celebrate Wear It Purple day in multiple ways, including holding events or providing communication prior to the day to give your chance time to prepare and have the necessary conversations (ie. With their kids etc).





GUEST SPEAKERS OR PANEL EVENTS

There are plenty of organisations who can speak to your staff about Wear It Purple day, its theme and youth led LGBTQIA+ issues. We offer this service for a small donation and would encourage you to reach out see www.wearitpurple.org/speaker-request to register your request for a Wear It Purple speaker.

Your organisations staff members who identify as LGBTQIA+ may also be interested in sharing their experiences as a guest speaker. We have found employees often relate well to their colleagues as guest speakers and feel more confident asking questions.

LIGHT UP YOUR ORGANISATION PURPLE

Many organisations have engaged with this by changing their lift or outdoor lighting purple, altering their social media (internal and external). The sea of purple on would make for great social media representation, (#WIPD2022). If you want to take this further, you could also start a competition for best purple outfit. Official Wear it Purple clothing can be purchased from our website: <https://www.wearitpurple.org/online-store>.

WRISTBANDS

Ordering purple wristbands is a nice and easy way to bring Wear it Purple to your organisation. Wear it Purple wristbands are welcomed symbols of ally-ship and inclusion. Some organisations choose to sell wristbands to fundraise for Wear It Purple.

POSTERS

Posters celebrating inclusive actions and attitudes, quotes from popular queers, or posters celebrating role models who are in support of inclusivity.

ZOOM / MS TEAMS BACKGROUND

Encourage staff to adopt a purple background (either official from www.wearitpurple.org/resources) or one they create themselves.

MORNING / AFTERNOON TEA

Hosting a morning or afternoon tea with a Purple theme is always a great way to bring together the office in support of Wear It Purple day.

INSTAGRAM FRAMES

Having an official Wear It Purple Instagram Cut-Out frame is a fabulous way to get staff participation, and show your support on social media channels (#WIPD2022). You can download your 2022 Instagram frame from our resources page on our website.

TEAM DONATIONS

Setting up an organisation page within the Wear It Purple gofundraise platform, to track how your organisation is doing with its fundraising.

gofundraise.com.au/beneficiary/wearitpurple From there, click the "start fundraising" link, then select create a team and follow the prompts.

**Why Register
your event?**



Wondering if you need to register your event or not?



It is not necessary to register your event but it is helpful to Wear it Purple in understanding the organisations that are committing Wear it Purple day to celebrating our rainbow community.

Your Wear It Purple event is owned by your organisation but we are so grateful to see how you have celebrated. We find it inspiring and it helps us make suggestions for future activities.



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How to donate:

All money raised from merchandise sales and donations we use to develop resources for schools and organisations that support LGBTQIA+ youth, as well as allow us to provide free Wear It Purple School packs to primary, secondary and tertiary schools across the country to support them in raising awareness and visibility for Rainbow Youth.





ELECTRONIC TRANSFER

Wear It Purple Donations
Commonwealth Bank, Hornsby
BSB: 062 181 | Acc No: 1086 6472

If a donation receipt is required, we recommend contacting treasurer@wearitpurple.org to raise an invoice.



CHEQUE

Wear It Purple Incorporated
POBox 166, Potts Point NSW 1335



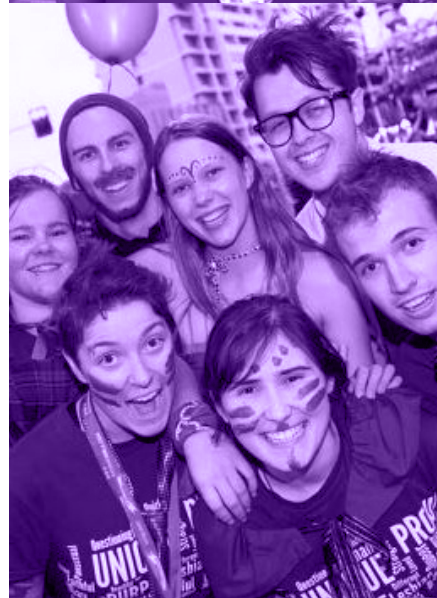
TEAM DONATIONS

gofundraise.com.au/beneficiary/wearitpurple
From there, click the "start fundraising" link, then select create a team - and follow the prompts.



ONLINE

www.wearitpurple.org/donate



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FAQ's

**WEAR IT
PURPLE**

IS THIS AN EFFORT TO SOCIALLY ENGINEER KIDS?

The goal of Wear It Purple is to encourage a culture of acceptance and tolerance, while enhancing awareness of issues relevant to the LGBTQIA+ community.

WHAT DOES IT MEAN TO BE AN ALLY?

Being an ally is to acknowledge and support. Being an ally may include simple acts like acknowledging people's personal preferred pronouns, disrupting discriminatory mindsets or behaviours.

WHAT DO WE NEED TO GIVE TO WEAR IT PURPLE TO TAKE PART?

Nothing at all. You can run your own event, using our suggestions or creating your own, and it'll still be supporting rainbow communities. We do ask that you register your event so we can get a wider vision of the support in community.

WHY PURPLE?

We chose to use purple as it is not a primary colour. This means it is a colour that takes on many other colours to mix together to become what it is, purple. This idea embodies what Wear It Purple stands for – being made from a diversity of the LGBTQIA+ community and coming together to make something amazing.

WHEN IS WEAR IT PURPLE?

Wear it Purple day is always held on the last Friday of August each year. In 2022, this will fall on the 26th of August.



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The Acronym

**WEAR IT
PURPLE**

**WHAT EXACTLY IS LGBTQIA+?
DON'T BE EMBARRASSED IF YOU'RE AN ALLY BUT WOULDN'T COUNT
YOURSELF AS AN EXPERT! IN SHORT IT MEANS:**

L

LESBIAN (a woman who is sexually/romantically attracted to women)

G

GAY (a man who is sexually/romantically attracted to men)

B

BISEXUAL (someone who is sexually/romantically attracted to more than one gender)

T

TRANSGENDER (a term used to describe someone who does not identify as their assigned gender at birth: may also refer to Trans, Transitioning, Trans Man and Trans Woman)

Q

QUEER AND QUESTIONING (Queer: a term reclaimed by the LGBTQIA+ community to represent their wider community and identify. Questioning: a person who is currently exploring their own sexuality).

I

INTERSEX (a blanket term people who are born with sexual characteristics that do not subscribe to one specific gender, such as physical characteristics).

A

ASEXUAL (someone who shares no or limited sexual attraction to others, however may still engage with romantic interests).

+

THE 'PLUS' is used to signify all of the gender identities and sexual orientations that are not specifically covered by the other seven initials. An example: Sistergirl and Brotherboy* are terms used by Aboriginal and Torres Strait Islander people to describe gender diverse people that have a female/male spirit that is different to their 'assigned' gender at birth.

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How to be an ally:

At Wear It Purple, we often get asked how to be an ally. The below list sets out some prompts to begin you on your own journey to understand your role as an ally for the LGBTQIA+ community and other marginalised communities.



DO YOUR RESEARCH: Before You Jump Into Action.

It is important to do your own research to learn the histories, learn what has been done before, what has worked and what still needs to change. Try not to turn to your LGBTQIA+ colleagues, as it is not their role to explain these concepts to you, in fact, it can be a burden. Reach out to books, movies, articles and TV series etc as a great place to start. Potentially in your company, you have an LGBTQIA+ employee network group that has already collated a selection of great resources that you can dive into.

IT'S TIME TO LISTEN: to LGBTQIA+ stories and what these community members are telling you to best understand how to support and help.

There are plenty of events with local speakers that you can attend and be attentive. If your friends or colleagues who represent this group, do decide to engage with you on certain LGBTQIA+ topics, listen to them and offer support where appropriate. As an ally it is your job to listen and learn. Again, your LGBTQIA+ employee network group may have a list of events you can attend or even some great Podcasts you listen to as a resource.

AMPLIFY THE VOICES AND MESSAGES FROM THE LGBTQIA+ COMMUNITY: To promote other voices in the conversation.

There are so many amazing speakers, writers, performers, and story tellers in the LGBTQIA+ community and it is important to realise that your role is one of support as an ally, not to centre yourself in the conversation. If, in your company, you are holding an event ensure you have a diverse range of speakers from the many intersections that make up the LGBTQIA+ community.

SHOW UP! Make your actions match your words.

Show up in moments that matter, support your friends and your colleagues by attending protests and marches, sign petitions, donate, attend events and learn. If you can, volunteer your time. Look for opportunities to attend.

HAVE COURAGEOUS CONVERSATIONS: and get comfortable being uncomfortable.

Once you have listened and learned, speak up in your own social circles. Notice that as humans we are averse to change, but it is the change of our current systems and structures that will support many minority communities towards equitable equality - be a part of that change through courageous conversations with your network and learning how to move and support change.

LEARN FROM YOUR MISTAKES:

Being an ally is an ongoing process and as humans no doubt you will make mistakes. Sometimes, even the best way to learn is through trial and error. The best thing is to acknowledge when you're wrong and to try your best to not make the same mistakes again.

DON'T PRACTICE "PERFORMATIVE ALLYSHIP"

Australian journalist Monisha Rudhran defines performative allyship as "the practice of words, posts and gestures that do more to promote an individual's own virtuous moral compass than actually helping the causes that they're intending to showcase". Be aware of your motivations behind your social media posts in the future, ask yourself why are you posting this, is it with true allyship intent or because it will make yourself look good?

WEAR IT PURPLE

Wear It Purple acknowledges the Traditional Owners of country throughout Australia, their diversity, histories, knowledge and their continuing connections to land and community. We pay our respects to all Australian Indigenous Peoples and their cultures, and to Elders past and present.



Wear It Purple Incorporated is an ACNC registered charity ABN 39 634 641 162. WIP believes the information in this document is correct at the time of issue, but no warranty of accuracy or reliability is given and no responsibility arising in any way for errors or omissions. This guidebook is aimed at building awareness about Wear It Purple and the LGBTQIA+ Community.