

# PAINT THE TOWN PURPLE

## What can businesses do to get involved?

- **Bingo:** Sell bingo cards for \$x amount and have a bingo night
- **Bake sales:** highlight purple items
- **Bake-off /Cook off:** those who want to vote pay \$1 per vote
- **Decorating contest:** decorate cubes, doors (senior living centers). Those who want to vote pay \$1 per vote
- **Office Olympics:** Teams pay an entry fee (donation) to participate in “Olympic” events (i.e. chair races, trash can basketball, relay races)
- **Product spotlight:** for every “x” item sold, donate a portion of sales
  - Restaurants could highlight a purple drink or food
  - Retail stores could highlight candles, planters, lotions, shirts, hats etc
  - Hair salons could highlight purple extensions, highlights or hair color
  - Books stores or libraries create a display to showcase books focused on dementia/caregiving etc.
- **Host a go purple day to raise awareness:** Have a table set up to learn more about the walk, share your story, bring in purple treats.
- **Wear Purple or Casual day:** for a donation, employees can wear casual clothes on a non-casual day.
- **Trivia Nights:** proceeds from the night are donated. Could also combine with a menu item highlight
- **Point of Sale Donation:** business asks if customers want to round up or make a donation to support Walk to End Alzheimer’s.
- **“Plant” Walk flowers:** Plant flowers outside of your office or outside of a business to raise awareness.
- **Turn internet/intranet purple:** post a summary on the site about why it’s purple - We can share a Proud Supporter of Paint the Town Purple graphic that can be used for this
- **QR codes on tables or signs in windows** that allow customers to register for the walk ○ We can also create QR codes to a specific team so if a company starts a team we can provide customized QR codes
- **Have a team registration event:** everyone who signs up and pledges \$x will receive an incentive (walk swag, company swag etc.)
- **Turn internet/intranet purple and share on the site why it’s purple.**
- For additional ideas see the [A-Z fundraising idea](#)

## Businesses to reach out to:

- |                |                            |                  |
|----------------|----------------------------|------------------|
| ● Restaurants  | ● Gyms                     | ● Florists       |
| ● Bar          | ● Transportation Companies | ● Theaters       |
| ● Nail Salons  | ● Sports Leagues           | ● Music Venues   |
| ● Hair Salons  | ● Golf Courses             | ● Grocery stores |
| ● Dentist      | ● Book stores              | ● Churches       |
| ● Chiropractor | ● Coffee Shops             | ● Schools        |
|                | ● Boutique/Gift Shops      | ● Libraries      |