

# THIS MAY GO PURPLE FOR LUPUS

The Lupus Foundation of America has officially launched a new exciting opportunity for companies around the U.S. to raise funds and awareness for the estimated 1.5 million Americans living with this devastating and misunderstood disease.

**WE NEED YOU** to make this campaign a tremendous success!



## STEP 1

Decide the best way for you and your company to get involved. Is it employee engagement, cause marketing, or just for something fun to do?



## STEP 3

Choose which level you and your company would like to commit to raise or give in May. You will be listed on our website with the highest supporters on the top. Additionally, levels\* will receive:

### **Purple Hero: \$25,000+**

- 200 Go Purple for Lupus pins
- 50 T-Shirts
- Recognition on another May activation

### **Purple Champion: \$10,000-\$24,999**

- 100 Go Purple for Lupus pins
- 20 T-Shirts

### **Purple Warrior: \$1,000-\$9,999**

- 50 Go Purple for Lupus pins

*\*All levels have opportunity to order add'l items*



## STEP 2

Pick the best way to raise funds. There are hundreds of ways to customize your involvement, but here are some that have been successful for others.

- **% of Sales**
- **POS Program**
- **Internal Fundraisers**
- **Plan an Event**



## STEP 4

Complete a partnership agreement form & send your logo & link exactly as you'd like it to appear on [Lupus.org](http://Lupus.org)



**And it's official! We're excited to partner with you on this important month of awareness!**

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