

Purple Tuesday

Accessibility Everyday, Everywhere for Everyone



Ambassador Toolkit

Purple Tuesday 2025

4th November

PurpleTuesday.co



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Purple Tuesday 2025

Purple Tuesday is dedicated to promoting a more accessible and inclusive world by highlighting the value and contributions of people with disabilities as consumers, employees, and community members.

Through our network of partners and participants, we aim to expand Purple Tuesday globally, educating organisations and communities on the importance of enhancing accessibility and driving meaningful change. Our primary objective is to increase global participation in Purple Tuesday, encouraging more organisations to implement changes that will promote accessibility everyday, everywhere for everyone.



Increase Global Reach and Participation

In 2024, Purple Tuesday saw participation from over 7,000 organisations with 8,000 commitments across seven countries. This widespread involvement is building a global network of businesses committed to accessibility. In 2025, our goal is to engage with over 8,500 organisations across eight countries.



Continue Raising Awareness

Purple Tuesday's efforts reached 36 million with a 99% positive social sentiment across all of our socials. This exposure is crucial in raising awareness about the value that people with disabilities bring to organisations. We aim to increase our reach to 42 million in 2025.



Drive Impactful Changes

In 2024, Purple Tuesday led to over 8,000 changes in accessibility practices, significantly improving the experiences of disabled people and their families. These changes illustrate the practical steps organisations can take to be more inclusive and the positive impact these steps have on their Business. In 2025, we aim to increase this number to over 9,000 changes.



Expand National Partnerships

We have formed valuable partnerships with companies, tourism boards, and disability advocacy groups to promote accessibility initiatives they have adopted. These collaborations not only enhance the visibility of Purple Tuesday but also demonstrate the tangible benefits of inclusivity in both the workplace and marketplace. This year, we aim to increase the number of partnerships from 30 to 35, with a focus on expanding outside the UK market.



Running an Accessible Event

This comprehensive guide is designed to help you host your own Purple Tuesday event, promoting accessibility and inclusion for all.

Whether you're new to accessibility or looking to enhance your current practices, this toolkit provides the resources and guidelines needed to create an impactful and inclusive event. This portion of the toolkit includes essential guidelines on how to run an accessible event, communicate effectively and plan engaging activities.

Planning & Preparation

- **Venue Assessment:** Choose a venue with ramps, lifts, and accessible toilets. Ensure there are transportation options and parking for people with disabilities.
- **Communication Support:** Provide live captions if giving presentations and sign language interpreters if you know this a requirement for your audience. Ensure all presentations are accessible and speakers have been briefed on accessible facilitation.
- **Registration and Information:** Offer accessible registration forms and clear information about the event's accessibility features. It is good practice to ask attendees if they have any access requirements or adjustments prior to the event as part of the registration process.

Technology and Equipment

- **Accessible Digital Content:** Ensure all presentations are accessible, including screen reader-friendly documents and captioned videos. [Click here for further guidance.](#)

Event Layout ➡

- **Clear Pathways:** Ensure pathways are wide and free of obstacles for easy access by people using mobility aids.
- **Signage:** Use large, high-contrast signs with simple language and symbols to guide attendees.
- **Seating Arrangements:** Provide reserved seating for people with disabilities and their companions and ensure there are empty spaces for those attendees using mobility aids.

Staff Training ➡

- **Disability Awareness:** Train staff and volunteers on disability awareness and inclusion practices ([Contact us if you need support](#)).
- **Assistance Guidelines:** Provide clear guidelines on how to assist attendees with disabilities, ensuring respectful and effective support.

Communication ➡

- **Plain Language:** Use simple, clear language, avoiding jargon.
- **Clear Speech:** Speak as clearly as possible and face the person you are speaking to.
- **Patience:** Be patient and give people time to respond.
- **Multiple Methods:** Offer various communication channels for feedback or for questions e.g Written, Verbal, or Digital options.

In-Office Event Ideas

- **Purple Cake Station or Purple Coffee Morning:** Staff bake or buy purple-themed cakes to raise awareness and discuss workplace inclusion.
- **Dress Purple Day or Purple Catwalk:** Invite staff to wear their most elaborate purple outfits and take to the catwalk to win the best prize. Or keep it simple and wear something purple (**merch available via our shop**).
- **Purple Decoration:** decorate reception desks, breakout spaces, and meeting rooms. (**FREE printable resources & products available**).
- **Awareness Lunch & Learn:** Run short sessions on disability awareness, accessibility, or neurodiversity. (**Need a Purple Facilitator to host? Click for a quote**).
- **Guest Speaker Session:** Invite a disabled advocate from your community or a lived-experience speaker.
- **In-House Training:** Short disability confidence or inclusive communication workshops.
- **Photo Booth / Purple Props:** Colleagues take fun purple photos for internal comms or social media (**Props available online – be sure to tag us on socials**).
- **Purple-Themed Quiz:** Fun lunchtime quiz around disability facts, purple trivia, or your company's inclusion activities. (**FREE Quiz available online or create your own**).
- **Share Purple Media Content:** Play video on internal screens or intranet (**Purple Tuesday awareness video available for use**).
- **Internal Recognition Awards:** Celebrate staff champions of inclusion and accessibility.
- **Purple Pledge Wall:** Staff make pledges on how they will contribute to accessibility at work. (**pledge wall pack available online**).
- **Panel Discussions:** Expert-led discussions on accessibility in the workplace/customers
- **Interactive Workshops:** Hands-on workshops on accessibility and inclusive practices.



Public-Facing Event Ideas

Schools | Shops | Tourist Centres | Community

Engaging activities for children, adults, elderly, disabled, neurodiverse, and neurotypical visitors.

- **Purple Cake Bake:** Purple cakes and sweets. Open to the community, raising awareness of local charities and initiatives
- **Purple Dress-Up Day:** Encourage visitors/students customers/patients to wear their most elaborate purple outfits and take to the catwalk to win the best prize. (merch available via our shop)
- **Purple Lights:** light up building exteriors, foyers, or shop windows in purple.
- **Community Pledge Wall:** Invite the public to write pledges about accessibility, inclusion and kindness. (pledge wall pack available online)
- **Reception Screens:** Play Purple Tuesday awareness video on screens (Purple Tuesday awareness video available for use).
- **Purple Talent Show:** Invite community members (including disabled performers) to share music, dance, poetry, or comedy.
- **Photo Booth / Purple Props:** photo booth for visitors with purple props and signs (Props available online – be sure to tag us on socials).
- **Purple-Themed Quiz / Bingo:** Fun lunchtime quiz around disability facts, purple trivia, or company inclusion. (FREE Quiz available online or create your own).
- **Storytelling/Book Reading:** host readings of books written by or featuring disabled characters. (Suggested Books).
- **Disability Awareness Fair:** Invite local disability charities and community groups to share Information booths, stalls, charities, and resource-sharing.
- **Purple Passport Treasure Hunt:** Family-friendly hunt for accessibility features, reward with sweets (Purple Passports available).
- **Art & Photography Exhibition:** Showcase artwork by disabled & neurodiverse artists.
- **School Activities:** purple dress-up days, inclusive PE sessions, book readings and creative purple crafts.



Marketing

This guide is designed to help you create inline, co-branded, accessible social media and marketing content that resonates with all audiences, including disabled customers.

We look forward to working with you to raise awareness about the value of inclusivity and to celebrate the positive changes being made by organisations to improve everyone's experiences. We have put together some guidance and created collateral to support you in your communication efforts, ensuring your content is as accessible and engaging as possible.

Let's Connect: Follow us & we follow you back;



@PurpleTuesNov



@PurpleTuesday



Quick Do's

Use our logo: Alongside your logo on company posts/webpages..etc

Tag/Collab with us: Share with us how you are celebrating this Nov

Plain Language: simple & clear

High Contrast: between text & background for readability.

Captioning & ALT: Caption all videos & use detailed alt text on images.



Quick Don'ts

Change our logo: Our logo must keep colour & sizing ratio provided

Font Size: Stick with 12pt minimum.

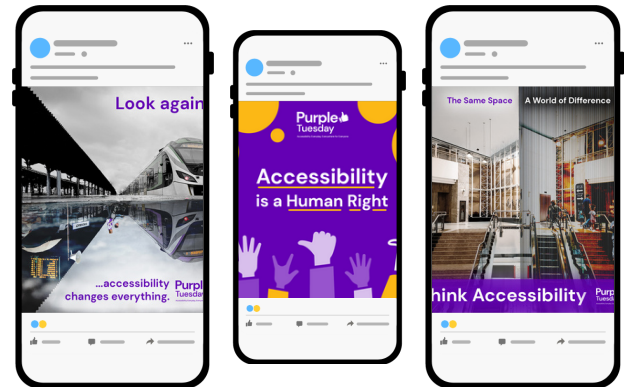
Change our brand colours: use our brand colours provided in our marketing guide.

Imagery, Hashtags & Messaging

This section provides guidance on messaging, what hashtags to use and what kinds of social media posts you could make. Below we link pre-made posts or overlay assets for you to use in our Marketing Guide.

Imagery

Clear Imagery with easy to read text creates inclusive interaction. Additionally captions on videos and ALT text increase ways in which to view. **You will find pre-made imagery/captions & hashtags in our Marketing Guide on the next page.**



Hashtags

Always use #PurpleTuesday with capital letters for the start of each word.

We have 2 ways for you to use hashtags on socials:

- 1 On posts which show how you are celebrating Purple Tuesday this Nov. E.g. Training, Display, Games, Cakes, Balloons, Meeting us at the lights...etc
#PurpleTuesday #Purple #Disability #DisabilityInclusion #ThinkAccessibility
- 2 Showcase fantastic examples of accessibility in your community! Photograph & post good physical access, great service, amazing comms...etc
Always use #ThinkAccessibility alongside appropriate hashtags.

Messaging

Below outlines some statements you are welcome to use if relevant/accurate to your organisation to keep messaging in-line with that which we typically use.

- ★ Purple Tuesday is proudly supported by **[Company Name]**
- ★ Purple Tuesday is a celebration of our annual commitment to make continuous improvements to our disabled customer experience.
- ★ Proudly supporting Purple Tuesday! **[Company Name]** has committed to **[Commitment list]**

Social Media & Marketing Assets

We have created and made available some amazing assets; saving you valuable time, resources and cost.

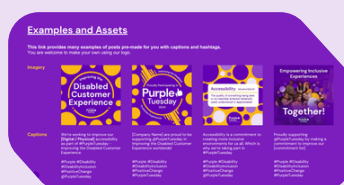
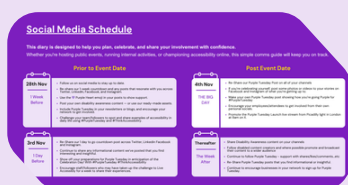
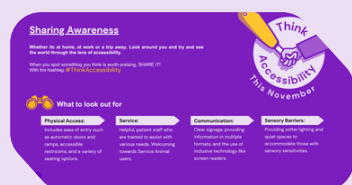


Social Media & Marketing Guide

This guide provides in-depth information about creating effective, inclusive social media posts and marketing assets.

Our guide includes;

- ➔ Social Media Schedule
- ➔ Pre-made Posts/Imagery
- ➔ Accessible Comms
- ➔ Formatting
- ➔ Logos
- ➔ Colourways



Pre-Made Social Media Posts & Digital Assets

Hassle free pre-made posts, badges & overlays for socials, website..etc



Additional Assets

Pre-made useful assets (posters, booklets, bunting, brochures, logos.. etc)



Email & Press Release Templates

Email and media outreach inspiration and guidelines



Purple Tuesday Events Agreement

Making sure your event is as accessible as possible



Purple Shop

Shop for all merch online – t-shirts, badges, balloons, bags, etc



Announcing Your Involvement

As a Purple Tuesday Ambassador, you're part of a growing community of individuals who care deeply about accessibility and inclusion. Your impact is powerful. By sharing your involvement, you help raise awareness, spark conversations, and encourage others to take meaningful action.

This page offers guidance on how to announce you are a Purple Tuesday ambassador in a way that feels authentic, inclusive, and aligned with the values of Purple Tuesday.

Key Tips

Here are a few tips to help shape your announcement:

- **Share your "why."** Speak from the heart whether it's lived experience, professional insight, or personal values.
- **Keep it inclusive.** Use clear, everyday language that invites others in.
- **Tag and connect.** Use **#PurpleTuesday** and tag organisations to amplify your message.
- **Show your support.** Mention how you'll contribute, be it raising awareness, sharing resources, or sparking change.
- **Think Accessibility.** This year our core theme is Think Accessibility, find some examples of good practices in your day to day life and share them with the hashtag **#ThinkAccessibility**
- **Encourage others.** Your announcement can inspire more people to get involved. Either as an ambassador or as part of our Think Accessibility Campaign.

Here's some Examples:

Below outlines some statements you are welcome to use or repurpose should they suit your needs.

- ★ "I'm proud to be a Purple Tuesday Ambassador, to help raise awareness about accessibility and inclusion. It's a cause close to my heart, and I'm excited to support positive change in everyday accessibility."
- ★ "Accessibility isn't just a business issue, it's a human one. I've joined the Purple Tuesday Ambassador community to help spread the word and encourage more inclusive practices across the board."

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Purple Tuesday

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For further information:

Email: Hello@PurpleTuesday.co

Web: PurpleTuesday.co

Socials:



@PurpleTuesNov



@PurpleTuesday