



Purple Tuesday

Improving the disabled customer experience

Purple Tuesday 2022 USA Sector Partner Brochure

1st November 2022

PurpleTuesday.Co

What is Purple Tuesday?



Purple Tuesday is a global thought leader and B2B solution provider that serves as a catalyst for businesses and organisations to improve the customer experience for millions of People of Determination and their families **365 days a year**. Whether as a national, resident, investor, or tourist, the initiative engages and generates momentum to empower leadership and staff of all organisations across all sectors and sizes to implement solutions for better accessibility in their customer environments. Rewards can be not only significant for the organisational culture (e.g., awareness, empowerment to deliver quality service, and improved understanding), but also to create immeasurable social impact for 17% of the community: **People of Determination** and their accompanying family and friends.

The **Purple Tuesday** mission is highlighted each year by a celebratory day, the first Tuesday of November, also known as Purple Tuesday. In 2021, the celebration in the United Kingdom reached **over 19 million** people; involved over 7,000 social media conversations; and received over 270 pieces of broadcast and print media. Participation in the event is free. The only requirement is a commitment to make at least one change each year that will enhance the customer experience for people of determination when interacting with your organisation.

Accessibility and inclusion is a global issue that requires global solutions.

Did you know that –

- **17% of the world's population live every day with a disability.**
- **That's 1.3 billion people; one in six people on the planet.**
- **Their combined spending power is a staggering \$8 trillion each year.**

In the US alone –

- **60 million adults have some type of disability – that's one of every four adults.**
- **The disposable income of this group is \$645 billion annually. Disability difficulties with the highest aggregate discretionary income measured in the billions of dollars are hearing, vision and ambulatory.**

Yet less than 10% of businesses have a strategy, a plan, or resources dedicated to engage this vastly underserved market.



U.S. Opportunity

We are inviting interested organizations to learn about the benefits of becoming National and Global Sector Partners. Two companies with a U.S. presence, SHL®, a global leader in human resource innovation and solutions and eBay, a multinational corporation, participated in 2021 at the Global Sector Partner level and is doing so again in 2022.



Being part of the Purple Tuesday initiative for the past two years has been of huge value to SHL, so much so we are delighted to be continuing our partnership for another two years. We believe that it is every organization's responsibility to consider disabled people and for our business that means supporting organizations to remove barriers for disabled candidates as part of the recruitment and selection process. Our work with Purple Tuesday not only enables us to widely demonstrate our disability commitments, but their team of experts work across the business to support us on our own inclusion journey. We are extremely proud to be continuing our partnership with Purple Tuesday.

- Andy Bradshaw – CEO,
SHL



SHL.

Purple Tuesday
2021
Recruitment
Sector Partner



Purple Tuesday is important to **eBay** because our purpose as a business is to create economic opportunity for all, and accessibility is a fundamental pillar of that. We've taken great strides over the past 10 years or so at **eBay**, but as technology and the needs of our customers change, so must we. There is always room for **improvement** and through partnering with **Purple** we're committing to continually adapting and evolving our site as we progress on this journey with them. We know that small changes can make a world of **difference to people with a disability** who use our platform, and we would encourage any retailers with an online presence especially to do the same.

- Eve Williams – Chief
Marketing Officer, eBay UK



ebay

Purple Tuesday
2021 Headline
Partner

What are the Organizational Opportunity and Investments



At one level participation for organizations is free. All we ask is a commitment to make practical changes to accessibility, and become more accommodating and appealing to disabled customers and their families. See Participants Brochure for further information.

U.S. National Sector Partner

Some organizations want to do more by leading their sector and industry in making the prescribed changes and establish brand alignment with Purple Tuesday. We are introducing a **USA National Sector opportunity** and would like to add **numerous U.S. organizations as National Sector Partners**.

The USA National Sector Partner opportunity offers the following visibility and benefits:

- **Brand Alignment** with Purple Tuesday and its unique commitment to disabled customers. Name, logo and hyperlink on the dedicated USA National Sector Partners page on the Purple Tuesday website.
- **VIP invitation** to the U.S. Purple Tuesday celebration event and Partners networking reception – November 1, 2022 in Minneapolis.
- **VIP invitation** to 'Changing the Disability Conversation' launch in New York in recognition of International Day of Persons with Disabilities' on December 2. We are actively conducting discussions with the United Nations to host in their headquarters.
- Access to the **Purple Tuesday marketing toolkit** including resources for online and face to face audiences to promote the Partner's leadership and involvement to a wider awareness.
- **Social Media Promotion** that showcases the Partner's disability inclusion activities including a dedicated feature (blog, case study, interview or testimonial) to be shared on all Purple Tuesday social platforms.
- **Purple 365 Subscription** – the Partner's disability training and development solution providing its employees access to monthly disability related webinars and useful resources throughout the next 12 months, helping Partners build disability confidence throughout the team and organization.
- Dedicated Purple Tuesday **Partnership Manager**.

The Purple Tuesday 2022 U.S. Sector Partner contribution is:

\$5,000 for small sized organizations (less than 50 employees)

\$10,000 for medium sized organizations (between 51–249 employees)

\$15,000 for large organizations (250 – 999 employees)

\$25,000 for enterprise organizations (1000+ employees)

Global Sector Partner

Purple Tuesday is a global initiative and is reaching out to UAE organisations that recognise the power of People of Determination as customers and who are committed to ensure that their sector is driving improvements for People of Determination worldwide. We are offering an exclusive opportunity for one organisation in each sector to represent their industry as a **Purple Tuesday Global Sector Partner**.

Global Sector Partnership includes:

- **Worldwide Promotion** opportunities aligned with the Purple Tuesday brand, alongside the Headline Global Partner, eBay, as well as other Global Sector Partners.
- **VIP invitation** to all Purple Tuesday national celebration event launches as well as Partner networking receptions including in the UK, USA, Southeast Asia, and Pakistan.
- **Senior Leader** participation on panel discussions during the first ever **Purple Tuesday Global Virtual Conference**, where we will review, explore, and share developments for People of Determination customers across the world.
- **Best Practice Guidance Brochure** for delivering excellent customer service to People of Determination, co-branded and specific to your sector.
- Access to the Purple Tuesday **Marketing Toolkit**, including resources for both online and face-to-face audiences to promote your involvement and broader awareness raising.
- **Social Media promotion** highlighting your inclusive activities, including a dedicated feature (i.e., blog, case study, interview, or testimonial) to be shared on all Purple Tuesday social platforms.
- **Purple 365 Subscription** to provide access to monthly accessibility- and inclusion-related webinars and useful resources throughout the next 12 months, helping you to build inclusion confidence throughout the team and organisation to empower People of Determination.
- Dedicated Purple Tuesday **Partnership Manager**.

The Purple Tuesday Global Sector Partner fee is \$40,000.

2022 Global Partners

Register your interest to join them!



Headline Partner



Banking Partner



Recruitment Partner



Disability Partner



Purple Tuesday Leadership

Purple Tuesday is the brainchild of CEO, Mike Adams. He was inspired to do something after his dreadful customer experience while Christmas shopping with his non-disabled partner five years ago. In 23 of the 27 places visited, Mike was either totally ignored or left uninvolved by staff that would speak only to his partner. Mike concluded that the issue was the employees' fear of unintentionally offending by doing or saying the wrong thing, rather than blatant prejudice. Purple Tuesday is his solution – for both the disabled customer, and for organizations that want to improve their social awareness, market share and performance results.



Purple Tuesday was created; and is managed by Purple, a UK based organization that is intent on changing the disability conversation worldwide. We want to shift the dial from disability being seen as charity or as vulnerable people that are the responsibility of government. And move it to one of value, contribution, community and opportunity. For both disabled people and business. **By helping businesses through Purple Tuesday the experiences of disabled people and their families is greatly multiplied.**

U.S. Development

Purple is coordinating efforts with Robert Shaw and his team of associates at Shaw Meridian, Inc. based in Southern California. Rob is a global executive and business builder with over 25 years of experience in U.S. and global business development, working in 60 countries with over 25 brands from diverse categories. His career experience spans the import and export of intellectual property, services and hard goods; licensing and franchising, including in-home elderly care. Mike and Rob were introduced to each other in 2019 via professional contacts at the prestigious Vistage Worldwide, Inc.



Rob's expertise contributed to companies earning prestigious recognition such as Fortune magazine's 100 Fastest Growing Companies, Forbes magazine's 200 Best Small Companies, Business Week's 100 Hot Growth Companies and Entrepreneur International magazine's number one international business services franchise. He has lectured on international business development and entrepreneurship at numerous universities and professional conferences around the world.



Rob and his team will be supported by Charlene Overend, Head of Business Partnerships at Purple and coordinator of Purple Tuesday Global. Charlene has worked alongside Mike building the success of Purple Tuesday since its inception in 2018 and has worked with hundreds of organizations on their disability inclusion journeys.

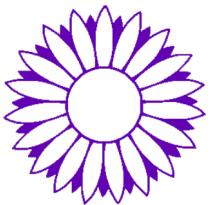
Purple Tuesday Commitments

Purple Tuesday has become the #1 brand for improving the customer experience of People of Determination in the UK. Here are some of our top achievements:



Undertook a Digital Accessibility Audit

To identify where improvements could be made on their website to improve online accessibility



Implemented the Hidden Disabilities Sunflower Scheme

Implemented the Hidden Disability Sunflower Lanyard Scheme to make it easier for employees to know when they are supporting a Person of Determination. As well as putting up Not Every Disability Is Visible signage



Formalised Quiet Hours

Supported customers who may have sensory needs such as Autism, ensuring all usual loud noises are either reduced or removed during this period, such as till beeping and music



Offered Inclusive Customer Service Training

Delivered face-to-face, online or blended forms of training for staff to confidently communicate with People of Determination, without fear of unintentionally offending them



Supported Staff to learn Sign Language

Supported staff to learn some key words and phrases in Sign Language to enable basic conversation with customers who use this as their main form of communication



Committed to a site Access Audit

Identified where improvements could be made to their physical space to improve accessibility



Purple Tuesday

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