



# **THE** **PURPLE** **PARADE** **ACTIVATION GUIDE**

**Support Inclusion & Celebrate Abilities!**



# WHY THIS GUIDE MATTERS

Purple Activations are important to The Purple Parade as they are opportunities to build direct connections with the community to raise awareness which helps in furthering our cause.

This guide is for our volunteers and advocates, empowering you to run your Purple Activation effectively. It points you to the right resources, ideas, support, and organisations you can connect with to make your activations more impactful. Thank you for journeying with us as we continue to support inclusion and celebrate the abilities of persons with disabilities—all across Singapore and in every chapter of our society.



**RESOURCES**



**IDEAS**



**LOGISTICS SUPPORT**



**PEOPLE / COMMUNITIES**

Every Purple Activation is unique and may differ in scale, location, target audience and focus. Nobody has a monopoly on good ideas, so you don't have to restrict yourself to the ideas shared in this guide—feel free to be creative!



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# INTRODUCTION TO THE PURPLE PARADE & ITS 5C-PILLARS



## What is The Purple Parade?

The Purple Parade is Singapore's largest movement for inclusivity, celebrating the abilities of Persons with Disabilities (PwDs). We champion equal opportunities and seamless integration of PwDs in the Singapore story.

We are a ground-up collaborative initiative by volunteer groups, supported by various community and corporate organisations and facilitated by the Central Singapore Community Development Council (CDC) and The Purple Parade Limited (TPPL).

## The 5C-Pillars

### CAMPAIGN



Engaging online and offline initiatives spreading awareness for The Purple Parade's mission of inclusivity and celebration

### CARNIVAL



Specially curated Eat. Play. Shop. physical marketplace to showcase the abilities of the disability community

### CONCERT



Line-up of inclusive performances to celebrate talents within the disability community

### CONTINGENT



Creatively-inspired parade march-past to show support and solidarity for the disability community

### CONVERSATIONS



Meaningful dialogues and platforms to share personal stories and to foster deeper understanding of the disability community

# PURPLE ACTIVATIONS IN THE WIDER COMMUNITY

Our ground-up collaborative initiative draws its strength from volunteer groups across the island, which lead Purple Activations to raise greater awareness for the cause. These activations are supported by various community and corporate organisations, with facilitation by the Central Singapore Community Development Council (CDC) and The Purple Parade Limited (TPPL).



DUO Tower



GovTech Singapore



Rulang Primary School

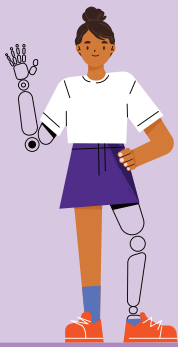


Yuan Ching Secondary School

# HOW TO ORGANISE A SUCCESSFUL PURPLE ACTIVATION

Discover what makes an activation impactful—driving inclusion and creating a meaningful sense of achievement for participants of all backgrounds.

## DATE + TIME



### Check the Calendar

Avoid scheduling during holidays or major events to ensure higher attendance.

### Popular Timing

Choose timing to get majority participation i.e., during school and office hours.

### Plan Early

Choose a date well in advance to allow ample time for preparations.

## VENUE



### Easy to Get to

Pick a place that's not too far and is convenient to reach.

### Not Too Small or Big

Choose a spot that fits everyone comfortably.

### Clean and Safe

Make sure the place is clean and safe for everyone.

## ACTIVITIES



### Share Why

Let everyone know why the activity matters for The Purple Parade.

### Include Everyone

Ensure anyone can join in, no matter their age or ability.

### Easy Setup

Choose activities that are simple to prepare.

# HOW TO ORGANISE A SUCCESSFUL PURPLE ACTIVATION

Take these steps to create an inclusive, impactful,  
and memorable Purple Activation!

## 1. PLAN



- Set clear objective(s) to achieve
- Assemble your team
- Select date & venue

## 2. PREPARE



- Outline your budget
- Make a detailed event plan (before, during & after)
- Assign roles to members of your team
- Plan impactful and inclusive activities

## 3. PROMOTE



- Consider partnering social service agencies or disability organisations
- Promote the campaign online & offline

## 4. LOGISTICS



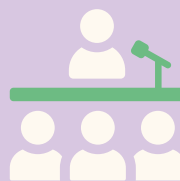
- Prepare event materials and request for a Purple Activation Kit from us! *(While stocks last)*
- Onboard and brief your team and volunteers

## 5. EVENT-DAY



- Set up early
- Reach out to diverse participants and facilitate engaging activities
- Include a call-to-action to help us rally more support for The Purple Parade!

## 6. POST-EVENT



- Thank the people that supported your campaign (members of the public, volunteers & your team too!)
- Reflect & review with your team (discuss areas for improvement if any)



# LOGISTICS PART 1

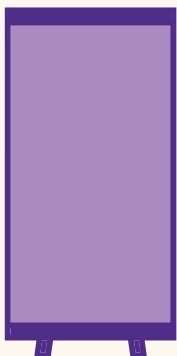
## SET UP YOUR BOOTH



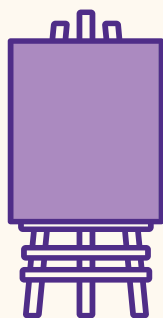
### Booth Setup

For illustration purposes only, booth setup specifics may be subject to change.

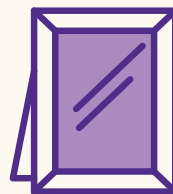
**Your Purple Activation booth will consist of the following 4 items:**



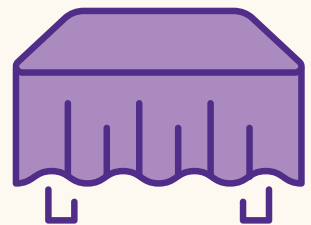
**1 x  
Pull-up  
Banner**



**1 x  
Activation Poster  
& Stand**



**1 x  
Acrylic  
Photo Frame**



**1 x  
Purple Table  
Cloth/Skirting**

### Note:

- Booth setup items are available for loan. Purple Activation organisers will need to arrange and cover their own delivery costs for both collection and return to our storehouse. All items are subject to availability.
- You're welcome to display your company's or partnering association's pull-up banner(s), along with any other decorative items that align with The Purple Parade's colours or help enhance the overall setup.



# LOGISTICS PART 2

## READY YOUR COLLATERALS & GIVEAWAYS\*

A list of The Purple Parade collaterals (subject to availability) can be distributed at your Purple Activation. They may include:



**Badges**



**Pens**



**Tissue Packs**



**Sticker Sheets**

**Note:**

\*While stocks last.

Purple Activation organisers must arrange to pick-up and drop-off (unused items) at our storehouse. Photos are for illustration purposes only, actual items may differ.

# ACTIVITIES FOR RAISING AWARENESS AT YOUR PURPLE ACTIVATION

We're thrilled to have you with us as The Purple Parade pushes on to make Singapore more inclusive! For a start, be advised that every Purple Activation is unique.



## IT COULD DIFFER IN TERMS OF:



**COMPANY**  
Activation-  
hosting  
organisation



**ACTIVITIES**  
Workshop  
content &  
engagement



**PEOPLE**  
The target  
audience



**PARTNERSHIP**  
Collaborating  
social service  
agency /  
agencies



**FOCUS**  
Disability  
type(s)



**YOU**  
Your persona,  
experience  
and energy!

To help you plan a Purple Activation that's productive, impactful, and tailored to your organisation, here are some suggested activity types you can consider:

**1.**  
**Assembly  
talk by  
PwD  
guest(s)**

**2.**  
**Awareness  
workshops  
by Social  
Service  
Agencies**

**3.**  
**Brown Bag  
Lunchtime  
Sharing  
by PwD  
guest(s)**



**4.**  
**Marketplace/  
Pop-up Shop for  
merchandise  
designed and  
crafted by PwDs;  
SSAs and Social  
Enterprises**

**5.**  
**Awareness and  
exhibition  
booths on:**  
1. Accessibility in  
Singapore  
2. Various disability  
types

# ✦ IDEAS FOR ✦ ACTIVITIES & GAMES\*

Engage and energise your Purple Activation with a thoughtful mix of fun and learning activities for your guests!  
Here are some ideas to consider:

## ACTIVITY IDEAS SUITABLE FOR RAISING AWARENESS BY DISABILITY TYPE:



### VISUAL IMPAIRMENT

- Taste and smell test
- Mobility obstacle
- Blindfold drawing / painting
- Play a music instrument blindfolded

### PHYSICAL DISABILITY

- Wheelchair obstacle course
- Crutch walk
- One-hand challenge (e.g. dressing, opening water bottle, etc)
- Adaptive sports such as basketball, boccia, etc
- Adaptive art (e.g. painting with one hand or mouth)

Scan to watch  
the blindfold  
challenge!



### DEAF / HARD OF HEARING

- Lip reading challenge
- Basic Singapore sign language games (how to sign “thank you”, “hello” or “clapping” in sign language)

### INTELLECTUAL DISABILITY

- Sensory overload simulation
- Task sequencing

#### Note:

*The above activity ideas are examples only and may not reflect the full diversity of experiences within the disability community. Nonetheless, they offer a taste of what's possible and can spark meaningful conversations around inclusion.*



# SOCIAL SERVICE AGENCIES & RESOURCES



Interested to learn more about a disability?

Check out our list of Social Service Agencies which you can engage or partner up with to gain an in-depth understanding of the disability, learn how your organisation can better navigate its challenges, disability-related resources, experiential workshops as well as their inclusive crafts and merchandise!



TYPE OF DISABILITY	SOCIAL SERVICE AGENCY	RESOURCES
Visual Impairment	<ul style="list-style-type: none"> <li>• <a href="#">Singapore Association for the Visually Handicapped</a></li> <li>• <a href="#">Guide Dogs Singapore</a></li> <li>• <a href="#">Dialogue In The Dark</a></li> </ul>	<ul style="list-style-type: none"> <li>• Workshops &amp; experiential programmes available</li> </ul>
Deaf / Hard of Hearing	<ul style="list-style-type: none"> <li>• <a href="#">The Singapore Association for the Deaf</a></li> <li>• <a href="#">Equal Dreams</a></li> </ul>	<ul style="list-style-type: none"> <li>• Sign language class</li> <li>• Deaf Awareness Workshop</li> </ul>
Physical / General Disability	<ul style="list-style-type: none"> <li>• <a href="#">SPD</a></li> <li>• <a href="#">Cerebral Palsy Alliance Singapore</a></li> <li>• <a href="#">Muscular Dystrophy Association (Singapore)</a></li> <li>• <a href="#">TOUCH Community Services</a></li> <li>• <a href="#">Art:Dis Singapore</a></li> <li>• <a href="#">Bizlink Centre Singapore</a></li> <li>• <a href="#">Inclus</a></li> </ul>	<ul style="list-style-type: none"> <li>• Disability/ Awareness Workshops</li> <li>• Merchandise designed by PwDs</li> </ul>
Autism	<ul style="list-style-type: none"> <li>• <a href="#">Autism Resource Centre</a></li> <li>• <a href="#">AWWA</a></li> <li>• <a href="#">Rainbow Centre</a></li> </ul>	<ul style="list-style-type: none"> <li>• Autism awareness workshops</li> <li>• Resources</li> <li>• Merchandise designed by PwDs</li> </ul>
Intellectual Disability	<ul style="list-style-type: none"> <li>• <a href="#">APSN</a></li> <li>• <a href="#">Down Syndrome Association</a></li> <li>• <a href="#">Metta Welfare Association</a></li> <li>• <a href="#">MINDS</a></li> </ul>	<ul style="list-style-type: none"> <li>• Education resources and workshops</li> <li>• Merchandise designed by PwDs</li> </ul>

If you're considering collaborating with a disability group for your Purple Activation, feel free to reach out to us at [joinus@purpleparade.sg](mailto:joinus@purpleparade.sg). We'll be happy to help connect you.

# TERMINOLOGY TIPS

When referring to people with disabilities, choose words that reflect dignity and respect. Use language that describes the person's disability without defining the individual as his or her disability. The following are just some examples.

## APPROPRIATE

People / persons with disabilities,  
the disability community

Person who has...

People without disabilities, able-bodied

Children with special needs

Persons with physical disabilities

Wheelchair user

Persons with intellectual disabilities

Person who cannot speak, has difficulty  
speaking, non-vocal, non-verbal

Person with autism

Accessible parking

Accessible toilet

## INAPPROPRIATE

The disabled, the handicapped,  
disabled person

Invalid, victim of, afflicted with,  
suffers from...

Normal person

Disabled children

Crippled, lame, deformed

Wheelchair bound, confined,  
or restricted to a wheelchair

Mentally retarded,  
intellectually disabled

Dumb, mute

Physically or mentally disabled  
learner, disabled

Handicap parking

Handicap toilet



# THE PURPLE PARADE LOGO



- Symbolises solidarity for Persons with Disabilities
- Four sides represent equality for Persons with Disabilities in the Singapore story
- Square symbolising strong building blocks towards an inclusive Singapore

## HOW TO USE THE LOGO

### FOR PRINT



C 66  
M 83  
Y 0  
K 0

Pantone  
266C

### FOR WEB



#662266

#4A0853

#993399

#BE6FC9

#D49FDB

#E9CFED

### Recommended:

Featuring The Purple Parade logo in any of your collaterals or materials for print or digital use? We would appreciate it if you could share them with us at [joinus@purpleparade.sg](mailto:joinus@purpleparade.sg) for review prior to publication.



# ACKNOWLEDGEMENT ON OUR SOCIALS



**WE CAN'T THANK YOU ENOUGH!**



At The Purple Parade, we know that a BIG Thank You isn't enough to say how we deeply appreciate your organisation's every effort towards our meaningful cause. As such, we'd like to Acknowledge Your Organisation in the best way we know how—letting everyone know about your contributions!

With your permission, we'd like to post content pertaining to your organisation's Purple Activation onto our social media platforms to let the world know about the awesome deeds you've done for The Purple Parade! Feel free to reach out to us and we'll work together in getting the word out for you.



## Tip:

Creating your own post on social media? Do tag The Purple Parade on Facebook, Instagram and TikTok using our respective social media handles (available on page 16 of this guide). Don't forget to include these hashtags so we can find and share your support: #ThePurpleParade #CelebrateAbilities #SupportInclusion #GetIN



# REACH OUT TO THE PURPLE PARADE



Facilitated by the Central Singapore Community Development Council (CDC) and The Purple Parade Limited (TPPL), this guide celebrates SG60 with a call for meaningful inclusion.

## WE'RE HERE TOO!



@purpleparade



The Purple Parade



[www.purpleparade.sg](http://www.purpleparade.sg)



@thepurpleparade