

# Purple Lunch!

Show your support and raise funds



## Purple Lunch Planning & Communications Pack

### Purple in Action – with Autism SA

A Purple Lunch is a short 30-minute activity that brings people together to explore curiosity, perspective and different ways of thinking.

It's an easy way for workplaces, schools and community groups to start conversations about inclusion while supporting the work of Autism SA, Australia's longest-standing autism peak body (est. 1964).

Use this sheet to help plan your Purple Lunch and communicate the event within your organisation.

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#### 1. Event Details

Organisation / Group Name: \_\_\_\_\_

Event Host / Coordinator: \_\_\_\_\_

Date: \_\_\_\_\_

Time: \_\_\_\_\_

Location: \_\_\_\_\_

Estimated number of participants: \_\_\_\_\_

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#### 2. Preparation Checklist

##### Before the Event

- Choose a date and time for your Purple Lunch (allow around 30 minutes).
- Book a room or shared space where participants can gather comfortably.
- Download the Purple Lunch Slide Deck. *All activities and instructions are included in the slide deck.*
- Add your organisation's fundraising QR code to the final slide (if applicable).
- Download the Purple Lunch Poster to promote the event.
- Download the Autism SA fact sheets, including:
  - *Facts about autism*
  - *What is autism?*



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**Purple Lunch!**

- Share the event invitation with staff, members, students or volunteers.
- Display or share the Purple Lunch poster through internal communication channels.
- Encourage participants to wear purple on the day to show their support for the campaign.

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### 3. Internal Event Invitation Email

Send out once dates and times are confirmed.

**Subject:** *Join our Purple Lunch- Autism Month*

*Hello everyone,*

*This April we are taking part in **Purple in Action**, a campaign led by **Autism SA** inviting South Australians to get curious, celebrate difference and create more inclusive communities.*

*As part of the campaign, we will be hosting a **Purple Lunch** — a short 30-minute session exploring how people think, see and experience the world in different ways.*

*The session includes:*

- A short introduction to Autism SA and the Purple in Action campaign*
- A video, **If the World Were Built for Me***
- A few fun activities exploring perspective and thinking styles*

*Participants are encouraged to **wear purple and join in the activities.***

*There will also be an opportunity to make a **small voluntary donation to Autism SA**, supporting their advocacy and work with autistic people and families across South Australia.*

#### **Event Details**

*Date:*

*Time:*

*Location:*

*We hope you can join us as we celebrate difference and create more inclusive communities for all.*



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*Thank you.*

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#### **4. Event Reminder Message**

Send this reminder **1–2 days before the event**.

*Hello everyone,*

*Just a reminder that our **Purple Lunch** for Autism Month is coming up.*

*As part of the **Purple in Action** campaign led by **Autism SA**, we'll be spending 30 minutes exploring curiosity and different ways of thinking through a few simple activities.*

 **Date:**

 **Time:**

 **Location:**

*Don't forget to **wear something purple** and join us.*

*We look forward to seeing you there.*

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#### **5. During the Purple Lunch (Host Guide)**

The session runs for approximately **30 minutes**.

##### **Welcome (5 minutes)**

Introduce the Purple in Action campaign and Autism SA, and watch the Video, If the World Was Built for Me

##### **Activities (10–15 minutes)**

Run the activities included in the Purple Lunch slide deck.

##### **Conversation (5 minutes)**

Invite participants to briefly discuss questions such as:

- What strengths come from different ways of thinking?
- How can curiosity help create more inclusive workplaces or communities?



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### **Wrap-Up (5 minutes)**

Thank participants and invite them to support Autism SA using the donation QR code.

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### **6. Social Media Post**

**(Image- Download the Social Media Tile from the Autism SA Website)**

*Today we hosted a **Purple Lunch** as part of **Purple in Action- Autism Month** campaign led by Autism SA.*

*Through a few simple activities we explored how people can see and interpret the world in their own uniquely wonderful ways.*

*It was a great opportunity to celebrate different perspectives and support Autism SA's work advocating for autistic people and families across SA.*

*#PurpleInAction*

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### **7. Post-Event Thank You Email**

**Subject:** *Thank you for joining our Purple Lunch*

*Thank you to everyone who joined our **Purple Lunch**.*

*Together we explored what brings people together to explore curiosity, perspective and different ways of thinking.*

*We also supported the important work of **Autism SA**, which has been advocating for autistic people and families since 1964.*

*If you didn't have the chance to donate during the event, you can still contribute here:*

*[Insert donation link]*

*Thank you again for helping celebrate difference and create more inclusive communities.*



Autism Month 2026

**Purple Lunch!**

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**Purple in Action**

Get curious.

Celebrate difference.

Create welcome.

Led by **Autism SA** — since 1964.

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If you have any questions, contact Autism SA as [asamarketing@autismsa.org.au](mailto:asamarketing@autismsa.org.au)