



## THE PIXEL PROJECT'S “PAINT IT PURPLE” CAMPAIGN 2011

### “PAINT IT PURPLE” BAKE SALE/FUNDRAISING: FREQUENTLY ASKED QUESTIONS

#### ABOUT CUPCAKE SALES/FUNDRAISING

**I own a bakery/cupcakery and we would love to sell cupcakes to raise funds for The Pixel Project and my choice of local anti-VAW organisation. Is this possible?**

Yes, you can. Just download the fundraiser's registration pack, submit the completed registration materials and we will send you the Fundraiser's Toolkit to get you started!

**I am individual/we are a grassroots group with no resources to put together a “Paint It Purple” party but I do want to just sell cupcakes to raise funds for The Pixel Project and my choice of local anti-VAW organisation. Is this possible?**

Yes, you can. In this case, you will have 2 options:

**Option 1:** Team up with your local independent bakery/cupcakery to put on a ‘Paint It Purple’ cupcake bake sale during the campaign.

**Option 2:** Bake the cupcakes at home and sell them at your local fair, market or fete.

Once you have decided what to do, download the fundraiser's registration pack, submit the completed registration materials and we will send you the Fundraiser's Toolkit to get you started!

**How should each “Paint It Purple” cupcake be priced?**

This depends on where you are and what the normal prices are in your area. The local bakery or cupcakery whom you will be working with will know best.

For bakeries/cupcakeries: It is up to you to price your cupcake so long as you are able to cover your costs and donate at least one local currency dollar (or whatever is reasonable in your country/city) per cupcake.

For grassroots groups who decide to go with homebaked cupcakes: It is up to you to price your cupcake so long as you are able to cover your costs and donate at least one local currency dollar (or whatever is reasonable in your country/city) per cupcake.

### **What is the minimum donation per “Paint It Purple” cupcake?**

You have two different options when deciding on a price:

**Option 1:** At least one local currency dollar (or whatever percentage of the proceeds is reasonable in your country/city) per cupcake is donated to the cause.

**Option 2:** The entire price of the cupcake is donated to the cause.

### **How are the proceeds divided?**

The Pixel Project will get a small percentage of the proceeds of the sales of the cupcakes with the rest going to the VAW non profit, bakery/cupcakery or individual that organised the fundraising activity. There are 3 categories for you to choose from:

#### **Category 1: Fundraising to donate to both The Pixel Project and the VAW nonprofit of your choice**

- 70% of proceeds – VAW organisation or organisers’ choice of VAW organisation as beneficiary.
- 30% of proceeds – The Pixel Project

#### **Category 2: Fundraising to donate to The Pixel Project**

- 100% of proceeds – The Pixel Project

### **If I choose Category 1, what type of nonprofit would eligible to be a beneficiary from my fundraising?**

You can choose to donate the 70% share to any registered and recognised VAW organisation of your choice. These include battered women’s shelters, rape crisis centres, and awareness-raising/advocacy organisations for any type of VAW.

### **What do “Paint It Purple” cupcakes look like?**

“Paint It Purple” cupcakes all have The Pixel Project’s purple and white ribbon on top as part of the cupcake’s decoration. This purple and white ribbon signifies men and women working together to end violence against women.

All decorative icing, marzipan etc should also follow the purple and white colour scheme. Otherwise, the sky is the limit with how you want to decorate it.

If you’re still unsure, we even provide special stencils that you can print out, cut out and use!

### **Do “Paint It Purple” cupcakes have to have a certain flavour?**

You can pick whatever flavours you want so long as the cupcake is decorated as a “Paint It Purple” cupcake!

### **Cupcakes are not popularly eaten or sold in my community/country. Can I make something else more popular (also coloured purple) to sell to raise funds?**

Yes you can. Please fill in your registration form accordingly.

## POST-EVENT WRAP-UP

All fundraisers and party organisers are requested to submit the following materials:

- **Visuals/Pictures/Photos** documenting your “Paint It Purple” fundraising activity including:
  - **Shots of the cupcakes** from all angles to be included in our cupcake gallery as an extra credit for your donor bakers/bakeries.
  - **Group and Individual shots** of the bake sale/fundraiser team
  - **Shots with a sense of humour** (e.g. funny pictures or out-takes) are most welcome
- **A short blogpost** of between **250 – 400 words** about your “Paint It Purple” bake sale/fundraiser including:
  - Number of people who participated
  - Number of cupcakes sold
  - Amount of funds raised.
  - All submissions to be sent to
  - All submissions should be accompanied by selected accompanying pictures of your “Paint It Purple” bake sale/fundraiser.
- **Soft copy of all media coverage** of their “Paint It Purple” Bake Sale/Fundraiser
  - PDF format
  - Link to online version included where possible.
- **Completed Post-Event Report Form** (provided in the Organisers’ Pack) detailing:
  - Number of people who participated
  - Number of cupcakes sold
  - Number of media in attendance
  - Feedback and suggestions on improvements for future “Paint It Purple” campaigns.

## THE CAMPAIGN BASICS

### What is the “Paint It Purple” campaign?

The “Paint It Purple” campaign is organised by The Pixel Project to:

- Raise awareness about Violence Against Women worldwide through an online campaign to paint the internet purple.
- Raise much-needed funds for The Pixel Project, our partners and participating VAW organisations worldwide through cupcake sales.

### Why do you call it the “Paint It Purple” campaign?

Purple is the colour of the cause to end violence against women worldwide.

Our campaign will get a worldwide audience to “paint” the internet purple starting from Domestic Violence Awareness Month in October 2010 through to 24 November 2011 which is the eve of the International Day for the Elimination of Violence Against Women as well as the 16 Days of Activism Against Gender Violence.

We also encourage our supporters and partners worldwide to hold purple parties and to raise funds through the sales of purple cupcakes bearing our trademark purple-and-white ribbons.

### **How do you aim to “paint” the internet purple?**

Everyone who is online and has a social media account, website or blog will be invited to “paint” their online selves purple by:

- **Donating their social media profile avatars** to our cause by uploading the special banners and buttons we have designed just for this campaign.
- **Using the special background skins** we have designed for their Twitter accounts and blogs.
- **Posting our campaign badge** on their websites and blogs

All these buttons, badges, banners and skins will be available to download free-of-charge from 8 October 2011 to 24 November 2011.

### **Aside from having my cupcake fundraiser/bake sale and helping paint the internet purple, how else can I participate in the “Paint It Purple” online campaign?**

There are three other fun ways for everyone to participate:

**Contribute a Recipe.** We are collecting your favourite cupcake recipes for our Paint It Purple cupcake gallery. Share your family favourites or your go-to recipe.

**Join the Purple Carnival.** Are you a blogger? If you are, write a Paint It Purple piece on your thoughts about violence against women.

**Have Your Say.** Record your very own anti-VAW message and we'll add it to our growing chorus of voices from around the world calling for an end to violence against women. Remember to wear purple!