

PURPLE ↑ UP.

for military kids



THE MISSION

Purple ↑ Up! the month of April to RECOGNIZE Military Kid's sacrifices and to remind ALL Military Children they are appreciated for their strength in purpose and dedication as they Serve Our Nation. We invite you to **Purple ↑ Up!** in support of raising awareness of Military Kids & fundraising efforts.

GET INVOLVED

Raise awareness & funds in an easy, fast & effective way for Military Kids, an upcoming family day, military ball, fitness equipment, etc. All you have to do is: Register your Unit to be given a unique code to input with EACH ORDER. Please be mindful that all orders must have your code in order to be able to receive the credit (up to \$1000 per regulation).

1. Register your Unit or Military Family Program with Camp Alliance inc. @ <https://www.campallianceinc.org/unit-registration>

- Each Unit/Family Program participating will be given a code to input with each order. You must register with Camp Alliance to receive/activate your military unit code.

IMPORTANT! The personalized unit codes are how we track who gets the donation for the orders placed! Utilize your unique code on all communication!

2. Recruit volunteers in your area to participate by:

- Fundraise by using your team's code for ALL orders of **Purple ↑ Up!** for Military Kids t-shirts
- Plan a calendar of events for Military Kids during the month
- Join our online community & post your **Purple ↑ Up!** pictures tagged with **#PurpleUp!Camp**
- Purple ↑ Up!** Under the uniform in April to show your support of MILITARY KIDS (*command authorization*)

3. Checks from Camp Alliance, Inc., will be distributed in the month of May to all participating units & Military Family Programs.

BE IN THE KNOW

In 1986, Secretary of Defense, Caspar W. Weinberger designated each April as "the Month of the Military Child". To celebrate this honor, Camp Alliance, Inc., a 501 c3 with a mission to support military unit and family programs, is leading an effort to recognize military children's sacrifices. A reminder to all military children they are appreciated for their strength in purpose and dedication as they serve our nation.

Questions? Reach out at info@campallianceinc.org

CAMP ALLIANCE, INC
● 62 W. North St. Fayetteville, AR 72762
● Camp Robinson ● Fort Chaffee ● Ebbing Air Force Base

PURPLE



UP



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MAKE IT A SUCCESS!

- Recruit as many volunteers as possible, the more you have the more you reach.
- Set a date (or MANY!) in April for a community **Purple ↑ UP!** for Military Kids.
- Ask command if they will push out information about **Purple ↑ Up!** for Military Kids.
- Request command authorization to wear purple under the uniform for a day, week, or the month of April.
- Get area schools & organizations (veteran, community) involved in helping with shirt orders.
- Invite other Units to get involved. Make it some FUN-raising & boost morale to see which Unit can sell the most shirts!
- With permission - Set up a table on a drill weekend, promote the support of Military Kids, & collect orders.
- Push out information to include the web link in the Unit or family programs newsletter, website, & social media.
- Hang flyers- We can help you personalize one.... Just ask!
- Start a Crowd Funding **Purple ↑ Up!** for Military Kids page

HOW TO ORDER

ONLINE @ <https://www.campallianceinc.org/shop>

Individual orders-

- Individuals must input code for organization to get credit
- Allow 3-7 business days for processing & shipment

Group orders-

- Collect orders via order form provided by Camp Alliance
- Submit check or online payment along with ORDER FORM to Camp Alliance
- Must include unit code on order
- Please contact Camp Alliance for "group discount" shipping code online orders
- Allow 7-10 business days for large orders

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