**Email Templates**

Please use the email templates below to email your friends, family, coworkers, Human Resources representative or staff about Make It Purple: *Dress in Purple Day* and supporting families of fallen first responders and our local heroes. Feel free to customize these as you need. Templates include:

* Join Me in Making It Purple
* Please Thank A First Responder
* I’m a Survivor
* Email/Letter to Human Resources
* Company Announcement to Employees

To use, simply copy and paste the text into a blank email and format as desired.

**VERSION 1: Join Me in Making It Purple**

Dear **[Insert Name]**,

Other than New York after 9/11, did you know that more first responders die in the line of duty in the State of Texas than any other state in the United States? I’m working to raise awareness for our local heroes, the fallen, and the families that have been left behind and wearing purple for the Texas LODD Task Force’s Make It Purple: *Dress in Purple Day* program on **[insert date].**

This cause is important to me. I’m wearing purple because**[insert why *Dress in Purple Day* matters to you, the sender, and why you’ll be going blue.]**

First responders rarely get thanked for the job that they do. They deserve our thanks and the fallen first responders deserve to be remembered. Join me by wearing purple to show your support, too! It’s easy! Just visit [www.makeitpurple.org](http://www.makeitpurple.org/) to see ways you can get involved.

Sincerely,

**[Your Name]**

**VERSION 2: Thank a First Responder!**

Dear **[Insert Name]**,

Thousands of first responders put on their uniforms each day and answer the call for help, putting their lives in harm’s way in order to protect the citizens and property of their communities.

You may wonder why I’m sending this to you. Did you know May is Fallen First Responder Awareness Month? In light of this, I want to make sure you’re aware that the first responders in your community are out there night and day and are available in case you need them.

Did you know that:

* First responders give up holidays and time spent with their families, sometimes without pay
* Over 1,000 first responders have lost their lives in the line of duty here in the State of Texas since 1900
* First responders have a higher rate of PTSD, cancer, and cardiac illnesses due to exposure and the stress of the job
* First responders are rarely thanked and are often criticized

To learn more about fallen first responders here in Texas, visit the Texas LODD Task Force online at [www.texasloddtaskforce.com](http://www.texasloddtaskforce.com) or call 832-757-1499. You can show your support for First Responders by Making it Purple for Dress In Purple Dayon Thursday, May 12th. Learn more at [www.makeitpurple.org](file:///C:\Users\Carrye\AppData\Local\Packages\Microsoft.MicrosoftEdge_8wekyb3d8bbwe\TempState\Downloads\www.makeitpurple.org)

Sincerely,

**[Insert Name]**

**VERSION 3: I’m a Survivor**

Dear [**Insert Name**],

In [**insert month and year**], I lost my **[insert loved one’s relationship and name]** in the line of duty. As a surviving family member [or co-worker], I’m one of the thousands who have been affected by the line of duty death of a first responder. [**Insert two or three sentences summarizing your story.**]

In support of the Texas LODD Task Force’s *Dress in Purple Day* program and Make It Purple: Fallen First Responder Awareness Month, I’ll be wearing purple on May 9th in remembrance of my loved one and to show solidarity for other families that have lost a loved one in the line of duty; as well as for showing my appreciation for those that continue to serve. As my **[insert relation: friend, mother, father, uncle, daughter, co-worker, etc.]**, I invite you to join me by dressing in purple and spreading the message that our fallen first responders will not be forgotten and that we are grateful for those brave men and women who put on the uniform each day and answer the call of duty.

To learn more about fallen first responders here in Texas, visit the Texas LODD Task Force online at [www.texasloddtaskforce.com](http://www.texasloddtaskforce.com) or call 832-757-1499. You can show your support for First Responders by Making it Purple for Dress In Purple Dayon Thursday, May 9th. Learn more at [www.makeitpurple.org](file:///C:\Users\Carrye\AppData\Local\Packages\Microsoft.MicrosoftEdge_8wekyb3d8bbwe\TempState\Downloads\www.makeitpurple.org)

Sincerely,

**[Insert Name]**

**VERSION 4: Email/Letter to Human Resources**

Dear **[Human Resources Representative]**,

Thursday, May 12th, is the Texas LODD Task Force’s *Dress in Purple Day* program and the entire month of May is Fallen First Responder Awareness Month. Thousands of first responders put on their uniforms each day and answer the call for help, putting their lives in harm’s way in order to protect the citizens and property of their communities.

I’m working to show our support for the men and women first responders in our community that are willing to give their lives for us. This cause is important to me because **[insert why this cause is important to you.]**

I’m asking **[insert name of company or organization]** to join me in supporting our first responders, and those first responders who have died in the line of duty by Making it Purple for *Dress in Purple Day*. This could be as simple as:

* Including awareness information in our newsletter
* Informing our staff about statistics on first response in our community through a newsletter
* Posting our support on our Facebook or Twitter page
* Distributing informational materials throughout our office
* Hosting a fundraiser or lunch-break information session
* Personally thanking our first responders in some way
* Adding the *Dress in Purple* program web banner to our website

Most of all, I’d like to see our staff wearing purple on Thursday, May 9th.

To learn more about fallen first responders here in Texas, visit the Texas LODD Task Force online at [www.texasloddtaskforce.com](http://www.texasloddtaskforce.com) or call 832-757-1499. You can learn how other organizations like ours are Making it Purple at [www.make](http://www.dressinblueday.org)itpurple.org. Please let me know if you have any questions. I look forward to hearing from you.

Sincerely,

**[Your Name]**

**Version 5: Company Announcement to Employees**

When is the last time you thanked a firefighter, EMT, or law enforcement officer? It comes as a surprise to some, but most first responders are rarely recognized for the heroic efforts they make in serving their communities. Over 1,000 first responders have lost their lives in the line of duty here in Texas since 1900.

As the kick-off to Fallen First Responder Awareness Month, the Texas LODD Task Force’s *Dress in Purple Day* is a great opportunity to get people talking about our local first responders and those that have made the ultimate sacrifice, and we encourage you to wear purple to work on Thursday, May 9th to help spread awareness. In support of *Dress in Purple Day*, **[COMPANY NAME]** is **[insert details about activities your company is doing to celebrate Dress in Purple Day]. [COMPANY NAME]** encourages you to learn more about fallen first responders and the work of our first responders in our community and what you can do to support them.

Understanding what they do and about those who have died in the line of duty will help us be more encouraging of these brave men and women.

Did you know that:

* First responders give up holidays and time spent with their families, sometimes without pay
* Over 1,000 first responders have lost their lives in the line of duty here in the State of Texas since 1900
* First responders have a higher rate of PTSD, cancer, and cardiac illnesses due to exposure and the stress of the job
* First responders are rarely thanked and are often criticized

At **[COMPANY NAME],** we are grateful for the first responders in our community **[(and) list the names of any fallen first responders in your community].**

Together, we can show our appreciation to the firefighters, EMS, and law enforcement officers in our community. It starts with a conversation. Find out more by visiting [www.makeitpurple.org](http://www.makeitpurple.org).

And don’t forget to wear purple on May 12th!

**Version 6: For First Responder Agencies**

As **[insert your type of agency: firefighters, EMS, police officers**] we know what it takes to do our job and we understand the risk. Understanding the risks doesn’t make always make the work that we do any easier, in fact, sometimes it makes it more difficult. Knowing that we have family and friends that anxiously await our safe return from a call or a shift can add to that heavy burden we bear.

Each year in the State of Texas, we lose first responders in the line of duty. It seems as each of us have somehow and in some way been touched by a tragic loss. When we lose a fellow officer in the line of duty, we are expected to move on quickly after they have been buried. There is a job to do. There are lives to be saved and property to be protected. But, we often wonder if the fallen will be remembered once the headlines drift to the next story. We vow to never forget.

On Thursday, May 12h, is the Texas LODD Task Force’s *Dress in Purple Day* program and the entire month of May has been dedicated as Fallen First Responder Awareness Month. On this day (or any day in May for those that are not able to participate in on that day), the Texas LODD Task Force is asking for individuals, organizations, businesses, agencies, and city government officials to wear purple to show their support for Texas fallen first responders, as well as to show their appreciation for the individuals that continue to serve their communities. As an emergency services response agency, we encourage you to wear purple to show your solidarity for those agencies that have lost a brother or sister in the line of duty.

As the kick-off to Fallen First Responder Awareness Month, the Texas LODD Task Force’s *Dress in Purple Day* is a great opportunity to get people talking about our local first responders and those that have made the ultimate sacrifice, and we encourage you to wear purple to work on Thursday, May 9h **[or other shift day]** to help spread awareness. In support of *Dress in Purple Day*, **[COMPANY NAME]** is **[insert details about activities your company is doing to celebrate Dress in Purple Day]. [AGENCY NAME]** would like to thank you personally for your service!

**Questions?**

For questions about Dress in Purple Day or these email templates, please email us at [wendy@texasloddtaskforce.com](mailto:wendy@texasloddtaskforce.com) or [cjohnstone@texasloddtaskforce.com](mailto:cjohnstone@texasloddtaskforce.com). (should we use the info email?