



## “Dear Sister” Campaign

Nettie’s letters, in *The Color Purple*, bring Celie joy and connection. We invite you to write heartfelt letters to important women in your life as part of the “Dear Sister” movement.

### How to Engage

1. Go to <https://www.paperlesspost.com/thecolorpurple>
2. Sign in or register for free
3. Choose a themed card and customize it
  - a. Note: Premium features and sending more than 50 cards can incur fees
4. Add recipient details and customize the envelope
5. Send the card and await confirmation

### After Writing Your Letter

1. **Share on social media using #TheColorPurple.**
  - a. Create a short video about your letter’s inspiration, promoting the “Dear Sister” letter-writing movement.
2. **Share this opportunity with your network.**
  - a. Share the link (<https://www.paperlesspost.com/thecolorpurple>) via newsletters, emails, and other correspondences.

