

# THE COLOR PURPLE

A BOLD NEW TAKE ON THE BELOVED CLASSIC

## “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.

