WHY NOW?

- More than 29% of the public recently expressed support for either a “strong leader” or “army rule”. (1)
- In 2018 only 33% of the general population expressed trust for government. (2)
- Among 1400 young adults asked about the importance of democracy, only 39% said “absolutely important.” (3)
- Only 15% of Americans say that our country’s democracy is doing well. The rest believe it is either facing serious challenges or in crisis. (4)

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wethepurple.org
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Purple is a non-partisan coalition, campaign and movement. We span the breadth of American society to rediscover and recommit to our democratic values and institutions.

1) 2017 survey of 5000 voters by the Democracy Fund.
2) The Edelman Trust Barometer 2018
3) 2018 Democracy Project survey of 1400 adults, undertaken jointly by the Freedom House, the George W. Bush Institute, and the Penn Biden Center for Diplomacy and Global Engagement at the University of Pennsylvania.
Purple is a movement of mindful patriotism designed to remind citizens of what makes our country exceptional, without whitewashing sins of our present or our past. First and foremost, we remind ourselves of the priceless benefits of our democracy – certainly in comparison to the authoritarism and tyranny that subjugate citizens elsewhere in the world. We educate about the design and function of our democratic institutions, demythologizing common misconceptions that feed public mistrust. We dramatize the real-life stories of Americans famous and obscure, whose experiences have shaped our history and our law. We create means to stimulate civic engagement – from canvassing for political candidates, to testifying at the school board, to volunteering at the library, to serving on a jury, to running for Congress, to just plain voting.

**Our Mission & Vision**

**12 Things You Can Do Right Now**

1. **Engage your friends and family.** Host a Purple Conversation over Thanksgiving (sign up and we'll show you how).
2. **Know how our democracy works.** You can always remind yourself what our constitution says with a detailed breakdown from the National Constitution Center and at USA.gov you can learn about all the different functions of our government.
3. **Stay informed.** Subscribe to a paper, newsletter, podcast or other publication that reports on the news and presents fact-checked information. If you have a question about the publication’s trustworthiness you can check the stories it reports against the non-partisan University of Pennsylvania factcheck.org.
4. **Join your local neighbors.** Work with neighbors to fix or improve something in your neighborhood or community. Building connection and engagement starts locally.
5. **Start a student organization.** If the student organization you are looking for doesn’t exist at your school or university, start one!
6. **Show up to learn.** Attend a panel discussion or event about an issue you care about or want to know more about at your school or in your community.
7. **Join the coalition that supports civic education.** Add your voice and energy to the growing coalition of those working to improve civic education in schools.
8. **Use the We the Purple Teacher Toolkit.** If you are a teacher, use the our guide to lead discussions in your classroom. If you aren’t a teacher, pass it along to a teacher friend or your child’s school.
9. **Volunteer.** Ask your local school, or if you are a parent, your children’s school how you can help. Volunteer to help teachers, chaperone school trips to the local city hall, or share your own experiences with engaging in your community and with your government.
10. **Engage with your School Board.** People with and without kids can and should encourage their local school board to do more to support civic education. It is in everyone’s interest.
11. **Talk to your representatives.** Get to know who your local, state, and national government officials and representatives are and, most importantly, what their record is and where they stand on issues.
12. **Vote.** Register to vote and help register others.

**LEARN MORE**

Sample content on the history, stakes, mechanics and rewards of American democracy -- and learn more about the Purple Project for Democracy at WeThePurple.org.