



PANCREATIC CANCER AWARENESS MONTH 2018

CHAMPION PROGRAM

November is Pancreatic Cancer Awareness Month

Join Us as We Demand Better for Patients: Become a Pancreatic Cancer Champion!

During the month of November, people across America will unite to Demand Better in the fight against the world's toughest cancer. Pancreatic cancer will kill more Americans than breast cancer in 2018 and continues to be the only major cancer with a single-digit survival rate at a mere 9 percent.

The Pancreatic Cancer Awareness Champion Program is an opportunity for your company or organization to make a difference for one week of your choosing in November. As a Champion, you are helping lead the charge in your community, and will be joining other companies, organizations, schools, hospitals, community centers and places of worship as we unite in this critical fight to end pancreatic cancer once and for all.

The activities and educational materials provided in this guide make it easy for you to get your group involved in the fight. Your week devoted to fighting pancreatic cancer at your organization fosters team building as you work together for a cause that will touch more than 55,000 Americans this year alone. This program is an opportunity for your group to give back, highlight the importance of community service and promote your organization as one that is dedicated to saving lives from pancreatic cancer.

Resources

In addition to this guide, we have easy-to-use online resources to get you started. These resources can be printed and distributed or shared electronically with your group and provides everything you need to be a Champion in the fight against

pancreatic cancer! Head on over to pancan.org/champions to view and download your planning resources. The Pancreatic Cancer Awareness Month website will be live on Thursday, October 18th, so be sure to review the site at <http://pcan.at/DBchamps> for all activity components!

How to Participate

The Pancreatic Cancer Awareness Champion Program was created to give employees, community members, and students an opportunity to join the Pancreatic Cancer Action Network (PanCAN) in saving lives by spreading awareness around the facts, risk factors and symptoms associated with pancreatic cancer. As a Champion Lead, you are agreeing to guide your group through fun, impactful (and of course easy to execute) activities for one week in November. We recommend taking part in all five days of the program, but if that isn't feasible, you can choose to do any number of the days, including mixing up the order of activities or spacing them out over a month span.

Follow these easy steps to get started!

Step 1: Go to the Pancreatic Cancer Awareness Champion website at pancan.org/champions to pledge to officially become a Champion Lead within your institution.

Step 2: Select the week/days your group would like to participate. We recommend the week of November 12, as World Pancreatic Cancer Day is on Thursday, November 15, 2018.

Step 3: Review the rest of this guide to familiarize yourself with the activities.

Step 4: Start your planning! Visit pancan.org/champions to review and download a variety of resources available to support your efforts. Create a committee or involve others as needed – and be sure to communicate with your PanCAN volunteer contact as questions arise. The Pancreatic Cancer Awareness Month website will be live on Thursday, October 18th, so be sure to connect to the site at <http://pcan.at/DBchamps> for all activity components!

PanCAN Volunteer Contact: _____

Phone: _____

Email: _____

- Create excitement with your group! Some ideas include: Sending out emails; displaying posters; previewing the activities at internal meetings or in newsletters.
- Set goals for each day of the week.
- Can your company or organization reward or incentivize employees/members for being involved? For example – everyone gets to leave work one hour early if 100 percent of your employees take part in the fundraiser on Friday.
- Add events to internal calendars.
- Does your organization offer matching funds? If they do, request to have your fundraising dollars matched.

Step 5: Have FUN knowing you're making an impact in November!

- Turn in funds raised using the Donation Collection Form on pancan.org/champions.
- Amplify your efforts by sharing your activities and impact on social media using #PANCaware and #DemandBetter. On World Pancreatic Cancer Day, use #WorldPancreaticCancerDay or #WPCD!
- Find and follow us on:
 - Facebook @JointheFight
 - Instagram @PanCAN
 - Twitter @PanCAN

You're making a BIG impact in your community and in the fight to end pancreatic cancer – and we are so grateful to have your incredible support!

Pancreatic Cancer Awareness Week Activities at a Glance

DAY 1

Pancreatic Cancer Awareness Week Kickoff: Join the Fight & Demand Better for Patients!

Host a 15 to 20-minute kickoff with your team to launch your week with excitement, education, and energy! The purpose of the kickoff is to talk about why fighting pancreatic cancer is so important, educate your group on signs and symptoms of the disease, and to provide an overview of the activities that will take place during the week. Wrap up the meeting by having your group test their individual risk and take a quiz! Both of these activities can be shared on social media.

Things to Consider:

- Where will you hold the kickoff?
- How will you let people know about it?
- What format will work best for your system? If you choose to utilize the PowerPoint presentation template, you will need a computer, projector, screen and possibly a microphone depending on the number of people attending.

Recommended Kickoff Agenda:

- Welcome: Overview of why we are here and how we can participate in Pancreatic Cancer Awareness Month during November
- Share statistics on pancreatic cancer
- Signs, symptoms and risk factors of pancreatic cancer (poster provided in your resources)
- Survivor or caregiver short story (optional, if applicable)
- How we can make a difference together in November!
 - Overview: Walk your group through what to expect in the days to come and how they can participate during Pancreatic Cancer Awareness Month. Provide everyone with the Activities Overview handout (template provided on <http://pcan.at/DBchamps>)
 - Get people excited
 - Our November Goal: What are your goals for the week? For example, x-number of people post to social media, raise x-amount of money. (Optional: Talk about company rewards or incentives for participation, if applicable.)
- Review your impact and tie back your efforts to where the support and contributions are going (what the Pancreatic Cancer Action Network does)
- Have everyone take the risk assessment test and symptoms quiz, then share on social media
- Closing – Q&A

Resources:

- Kickoff PowerPoint (Includes a script)
- Signs and symptoms poster (print and display at your institution)
- Access the risk assessment test and symptoms quiz at <http://pcan.at/DBchamps>
- Fundraising thermometer poster (print and display at your institution to track progress.)
- Activity Overview Handout (customize to reflect YOUR events!)

DAY 2

I'm Making a Difference by Being an Advocate

Did you know 80% of pancreatic cancer research funding comes from the federal government? That means to make progress against the nation's toughest cancer we must urge our members of Congress to become involved! Being an advocate for pancreatic cancer is easy, and it takes just a few minutes to sign a petition to ask your members of Congress to prioritize life-saving cancer research.

Your Role:

- Get your group excited and informed about being a pancreatic cancer advocate. You do not need to be an expert to be an advocate – contacting Congress is easy! Our goal is to turn Capitol Hill purple on World Pancreatic Cancer Day (November 15) by asking members of Congress to prioritize life-saving cancer research.
- Provide the link to the Pancreatic Cancer Awareness Month website to find the Action Alert.

Things to Consider:

- Participants will need internet access.

Resource:

- Find the Action Alert at <http://pcan.at/DBchamps>



DAY 3

Go Digital: Spread Awareness via Social Media

Spreading awareness about risk factors and symptoms associated with pancreatic cancer can be as easy as a tweet, post or selfie! Find everything you need at pancan.org/champions.

Bonus: You can help spread the word about the risk factors and symptoms associated with pancreatic cancer on your organization's social media accounts as well!

Your Role:

- Distribute the Social Media Instructions to your group.
- Lead by example and model how to take a fun selfie with the signs and symptoms poster. This is also an opportunity for you to promote your group's participation with Pancreatic Cancer Awareness Month.
- Use #PANCaware and #DemandBetter, and tag the Pancreatic Cancer Action Network in your post so we know you participated!
 - Facebook @JointheFight
 - Instagram @PanCAN
 - Twitter @PanCAN

Things to Consider:

- Encourage your entire group to post on all of the social media platforms, including Twitter, Instagram, and Facebook. Make sure your posts are public so we can see them!
- Encourage them to tag the Pancreatic Cancer Action Network as well as their family and friends in their selfie post.

Resources:

- Social Media Instructions
- Access all social media assets at <http://pcan.at/DBchamps>



DAY 4

Go Purple: Flex Your Purple Power for Pancreatic Cancer!

Your Role:

- Ask your group to wear purple on Thursday, November 15 for World Pancreatic Cancer Day, as we unite with countries across the globe to fight the world's toughest cancer together. Even if you choose to focus your other activities during a different week, we still invite you to don purple on Thursday, November 15 in solidarity with those who have been touched by pancreatic cancer around the world. Encourage your group to visit the World Pancreatic Cancer Day website to learn more and engage on World Pancreatic Cancer Day!

Things to Consider:

- Low on purple swag? Visit our Shop Purple at shoppurple.pancan.org to stock up on purple gear for you and your group before November arrives.

- You can amplify awareness by showing your purple pride on social media – post any selfies or group photos from your “purple day” on social media using #WorldPancreaticCancerDay, #WPCD and #DemandBetter. Also tag us @PanCAN!

Resource:

- World Pancreatic Cancer Day website at www.worldpancreaticcancerday.org

DAY 5

Raise Spirits and Funds to Fuel the Fight!

Raise money for the fight against pancreatic cancer by hosting a fundraising challenge at your work place or organization. Before you launch into your week, brainstorm and plan a fundraising activity that you feel will be the most fun, rewarding and impactful for YOUR group.

Tip: If your company or organization offers a matching gift program, request to have any personal contributions you or your colleagues make matched! Find PanCAN's 501(c)(3) number in the Donation Collection Form in your resources!

There are several ways to fundraise for PanCAN, including:

- Joining a [PurpleStride](#) and creating a team
 - If you take part in any PurpleStride walk and have a team, the money you raise will be credited to your team amount.
- Starting a [Wage Hope My Way](#) fundraiser
 - No PurpleStride in your area, but still want to put on a special fundraising event? Head to our DIY fundraising platform, where you can create a tribute or memorial page, start your own event and more!
- Creating a [Facebook Fundraiser](#)
 - Facebook Fundraisers are an easy way to create a fundraising page on Facebook! Your Facebook friends can donate right on the Facebook platform and there are no fees! Please note that all funds come to PanCAN in a lump sum every two weeks and cannot be attributed to a PurpleStride or Wage Hope My Way page. Please see [here for FAQ](#).

Ideas to Consider:

- In a clever fundraising idea, a young fundraiser sold pieces of duct tape at his school. Every piece sold was used to tape him to a wall...momentarily! He raised nearly \$1,000
- Organize a jeans day in exchange for donations.
- Have your group create a bake sale or craft fair to benefit PanCAN.
- “Pass the hat” at your next group meeting or gathering.
- Host a chili cook off or ice cream social where entry fees benefit PanCAN.
- Sell raffle or “chance drawing” tickets for \$5 and the winner will receive a special treat or day off work.
- Be creative, there are a lot of easy, fun ideas – find something that works best for you!

Resources:

- Fundraising Thermometer poster
- Donation Collection Form

Thank you for joining us as a Champion in our fight to end pancreatic cancer!

Your participation in November for Pancreatic Cancer Awareness Month helps raise the critically-needed awareness and support necessary for making progress for pancreatic cancer patients.

Through this partnership, we are helping to rewrite the future of pancreatic cancer – together.

Thank you!

