

PANCREATIC CANCER AWARENESS MONTH 2019

CHAMPION PROGRAM

PANCREATIC
CANCER
ACTION
NETWORK

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 2019 and continues to be the only major cancer with a single-digit five-year survival rate at a mere 9 percent. It will impact more than 56,000 Americans this year alone.

The Pancreatic Cancer Awareness Champion 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. As a Champion, you are joining other companies, organizations, schools, hospitals, community centers and places of worship, united in this critical fight to end pancreatic cancer.

How to Participate

As a Champion Lead, you are agreeing to guide your group through participating in a fun, impactful (and of course easy to execute) activity in November. You can choose from the options we provide or create your own way to spread awareness and/or raise funds throughout the month of November.

However you choose to get involved, there are a variety of resources providing everything you need to be a Champion in the fight against pancreatic cancer!

Let's get started!

Step 1: Go to the Pancreatic Cancer Awareness Champion website at pancan.org/champions and sign up to be a champion with your organization. We'd love to recognize you!

Step 2: Review the sample activities below and decide how you would like your organization to participate.

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

Step 4: Start your planning! Visit pancan.org/champions to view and download planning resources specifically geared for organizational champions. The general Pancreatic Cancer Awareness Month website will be live on Monday, October 21, so be sure to visit the site at <http://pcan.at/DBchamps> for all the latest activity components!

PanCAN Volunteer Contact: _____

Phone: _____

Email: _____

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:



@JointheFight



@PanCAN



@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!

Sample Awareness Opportunities

Go Purple for Pancreatic Cancer!

Ask your group to wear purple on Thursday, November 21 for World Pancreatic Cancer Day (or any day in November), as we unite with countries across the globe to fight the world's toughest cancer together. Stand 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 (worldpancreaticcancerday.org) to learn more!

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!

Advocate for Federal Funding

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 asking your members of Congress to prioritize life-saving cancer research. Find the Action Alert at <http://pcan.at/DBchamps>

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 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:

- **Create a team for [PurpleStride, the walk to end pancreatic cancer](#).** Any money you raise will be credited to your team.
- **Start a [Wage Hope My Way](#) fundraiser.** Head to our DIY fundraising platform where you can create a tribute or memorial page, start your own unique event and more!
- **Create a [Facebook Fundraiser](#).** Facebook Fundraisers are an easy way to fundraise on Facebook! Your 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 go towards our general donation fund. If you wish to have funds from Facebook Fundraisers count towards your individual PurpleStride fundraising goal, you must first connect your Facebook from My Strider Central and grant permission. Funds raised from Facebook Fundraisers cannot be applied to Wage Hope My Way. Please see [here](#) for FAQs.

Host a Pancreatic Cancer Awareness Lunch & Learn

Host a fun lunch and learn to spread awareness! This provides the opportunity to talk about why fighting pancreatic cancer is so important and educate your group on signs and symptoms of the disease. Use the risk assessment and quiz to test your knowledge.

Resources

There are a wide variety of resources available to customize your group's experience!

Champion Planning Resources: pancan.org/champions

- PowerPoint Template w/ script - Great for a Lunch & Learn!
- Signs and symptoms poster
- Fundraising thermometer poster
- Social Media Instructions
- Donation Collection Form

Public Resources: <http://pcan.at/DBchamps>

- Risk assessment test and symptoms quiz
- Action Alert to contact your members of Congress
- Social media assets

Thank you for being a Champion in the fight to end pancreatic cancer!