

# EVENT PLANNING CHECKLIST

Thank you for your interest in helping us organize an event to support your PurpleStride team! While no two events are the same, this list will provide some tips on what steps you can take when planning your event to benefit the Pancreatic Cancer Action Network. Please keep in mind, these are only suggestions. Everything on the list does not need to be implemented in order to have a successful event.

## GETTING STARTED

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- Review our [FAQ and Guidelines](#).
- Review our flier to find out more about hosting a wraparound event.

## PRE-EVENT

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- You don't have to plan the event by yourself! Recruit volunteers to oversee different areas such as logistics, marketing, volunteers for the day of the event, sponsorship, entertainment, food & beverage, etc. This will divide the workload and engage others in the cause.
- When selecting a venue, keep the following in mind:
  - Is a deposit required?
  - What kind of insurance is required by the venue?
  - Will you need permits for sound, food, etc.?
  - Is it available on your preferred date? Will you be able to set up ahead of time or will this cost extra?
  - (If applicable) Are pets allowed? Is it stroller-friendly?
- Determine advertising needs and promotional materials.
  - Consider an email campaign, event website, media, signage, fliers, posters, postcards, etc.
  - Using information from our [media center](#), draft a press release and contact local media stations for coverage.
  - Craft an event summary that can be submitted to local community calendars, papers, etc.
- Secure any equipment or rentals necessary, such as tents, chairs, portable toilets or A/V equipment.
- Depending on the type of event, determine the types and amounts of food & beverage you will need to secure.
- Consider ways to make the event engaging, memorable and unique!
  - Make it personal. Share how you have been impacted by pancreatic cancer and ask others to do the same.
  - Drive home the impact and share how their donations can change lives.
  - Paint the venue purple! Think of what kind of fun and creative purple décor you can incorporate.
- Ask PanCAN staff if there is a local volunteer group you can be connected with. When available, our local volunteers are excited to help you by providing support. Visit [our website](#) to connect with your affiliate and to learn more about local events and activities.
- Create your event day script. Include messaging that educates and inspires attendees. Visit the [media center](#) for pancreatic cancer facts and organizational information.
- Determine event-day duties and create an event-day itinerary to share with important parties including event day volunteers, venue staff and special guests.

## DAY OF EVENT

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- Don't forget to post photos and updates to social media using #WageHope and #PurpleStride!
- The big day is here! All of your hard work has paid off, and it's important to remember the reason you're here: to Wage Hope and fight pancreatic cancer. While it's normal to be nervous, enjoy it and have fun!

## AFTER THE EVENT

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- Do you have funds that need to be mailed? Please visit our [FAQ and Guidelines](#) for more information on how to mail us funds from your event. Inform your volunteer leader within the affiliate that funds are on the way.
- Send thank-you notes to all sponsors, volunteers and donors.
- It's never too early to start planning for next year! Book your venue for next year and send out a save-the-date!

If you have any questions or are looking for additional tips, please contact [events@pancan.org](mailto:events@pancan.org). Thank you for your dedication in the fight against pancreatic cancer!