



CREATE YOUR OFFICIAL TEAM PAGE

Include your own images and personal story as well as inspiring quotes and a welcome message for team members.



USE CUSTOMIZABLE EMAILS

Send out recruitment invitations with the customizable emails in your online headquarters. Use the "My Connections" worksheet to identify potential team members. Send Evites and Twitter invitations; create a Facebook group; mail a hand-written invitation.



CREATE SOCIAL MEDIA BUZZ

Post regularly to your Facebook page and consider creating a Facebook event. Take advantage of Twitter and Instagram to spread the word (be sure to use #purplestride).



HOST A GATHERING

This can be a simple meet-and-greet at a coffee shop or a pizza party. Use the opportunity to explain your connection to the disease, recruit more members, set goals and distribute the "Getting Started" guide.



SET TEAM TARGETS

Aim high for fundraising and recruitment goals. Work with team members to set individual goals, set daily or weekly goals, and create an overall team goal. Identify people to help recruit, motivate and organize the team.



GEAR UP FOR EVENT DAY!

Designate a meeting spot in advance. Encourage your team to get out the purple (i.e. sunglasses, wigs, or socks). Make sure all team members have registered, turned in any additional donations, and received their T-shirt. Hold a team huddle and take a moment to recognize those you are striding for.



MOTIVATE

Send out weekly encouraging emails. Set up a weekly training walk/run. Brainstorm fun prizes to award different milestones. Establish a Facebook group to report progress and have team members "like" the group. Celebrate when a team member reaches a goal, recruits a new member, or comes up with an innovative fundraising idea.



SEND PERSONAL THANK YOUS

This can be a simple email or handwritten note with a photo. Mention you look forward to striding with them next year!



PURPLE STRIDE®

WAGE HOPE™

TEAM BLUEPRINT FOR SUCCESS

Our Team Name:

OUR GOALS

Team Fundraising Goal:

Consider making your goal a number that is meaningful to you or the cause.

For example:

- \$450 – a penny for every American diagnosed with pancreatic cancer this year
- \$2020 – the year by which we hope to double the survival rate
- \$46,000 – a dollar for every American diagnosed with pancreatic cancer this year

Team Recruitment Goal: # of team members

Goal Per Team Member: \$

Weekly Fundraising Goal: \$

TOP TEAMS RECEIVE RECOGNITION BEFORE, DURING AND AFTER THE EVENT!

Don't forget to check the Team Benefits Overview available on the event website to see if your team can qualify for additional incentives.

OUR LEADERS

Teams work best when everyone pitches in! Divide up responsibilities to help everyone feel they have a role. Some suggestions are:

Person in charge of sending weekly inspirational emails:

Person in charge of arranging "training" strides or a get-together before event day:

Person in charge of creating a facebook event and sharing team updates:

Person in charge of event-day logistics and spirit:

OUR AWARDS

You may decide to offer an inexpensive but funny, poignant or commemorative prize to your top fundraiser and recruiter. This could be as simple as a framed team photo, homemade cookies or the right to hold a team sign on event day.

Prize for Top Team Fundraiser:

Prize for Top Recruiter:

Thank you and each of your team members for all that you are doing to help fight pancreatic cancer! Every dollar raised helps bring us one stride closer to ending this disease.



Pancreatic Cancer Action Network
1500 Rosecrans Ave., Ste. 200
Manhattan Beach, CA 90266
pancan.org

Government Affairs & Advocacy Office
1050 Connecticut Ave. NW, 10th Floor
Washington, DC 20036
202 742 6699

twitter.com/PanCan

facebook.com/JointheFight

PURPLESTRIDE.ORG

MY CONNECTIONS

Use the chart below to help you think about all the people in your life to invite to be part of your support of the Pancreatic Cancer Action Network. Before you know it, you'll have a full list to contact!

PURPLESTRIDE[®]



FRIENDS

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CO-WORKERS/PAST COLLEAGUES

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PARENT/STUDENT GROUPS

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VOLUNTEER GROUPS

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BOOK CLUB

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FAITH GROUPS

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NEIGHBORS

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COLLEGE ALUMNI

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REGISTER

To register, go to www.purplestride.org and select "Find an Event." Navigate to your local PurpleStride event. During your individual registration process, you can choose to join as an individual, join a team, or start your own team.



SET UP YOUR PERSONAL PAGE

Once registered, set up your own personal page to write about what inspired you to sign up for PurpleStride. Include a photo of yourself or a loved one. Participants who customize their photo and story raise four times as much to help fight pancreatic cancer.

ASK FOR SUPPORT

Create a list of everyone you know. Decide if you want to ask them to join your team or simply request a donation.



REACH OUT

Whether in-person or by e-mail, it's important to share your personal story and explain why you are asking for donations. Try to be as brief as possible. Download the event poster to post at your work and around your community.

USE SOCIAL MEDIA

Post information and updates to Facebook and Twitter. Invite friends to join our Facebook even. Be sure to use #PurpleStride!



EMAIL TIPS

DEFINE PANCREATIC CANCER AND HOW YOU HAVE BEEN AFFECTED

For example: "Did you know pancreatic cancer is the fourth leading cause of cancer death in the United States? It has a five-year survival rate of just 6%. My father passed away from pancreatic cancer. I don't want to see others suffer like he did."

TELL PEOPLE WHY YOU ARE PARTICIPATING

"I am participating to help raise funds and awareness to help advance research, support patients and create hope. To learn more, visit my fundraising page."

FINISH BY ASKING FOR THEIR SUPPORT

"Can I count on you for a \$50 donation?" Keep track of your responses. Follow up with those who haven't responded, then follow up again.

PurpleStride.org

FUNDRAISING TIPS

We suggest that each participant set a fundraising goal of at least \$150. By asking for support for the fight against pancreatic cancer, you are also helping to raise awareness for a disease that is too often overlooked.

EASY WAYS TO RAISE

\$100

Ask 4 family members to sponsor you for \$25 each.

Ask 5 co-workers to contribute \$10 and ask your employer to match their donations.

Post a Facebook appeal challenging 20 people to give up their coffee drink for a day to make a \$5 donation.

Invite 10 friends over for movie night and ask them each to contribute \$10.

MORE TIPS!

- ASK YOUR EMPLOYER TO DONATE CASUAL DRESS OR A HALF-DAY FOR EMPLOYEES WHO JOIN YOUR TEAM OR DONATE.
- HOST A GARAGE SALE AND INCREASE THE AMOUNT YOU RAISE BY ASKING FOR A \$1 DONATION ON EVERY TRANSACTION.
- ASK FRIENDS TO MAKE A DONATION IN LIEU OF BIRTHDAY OR HOLIDAY GIFTS.
- CONTACT YOUR OLD FRATERNITY OR SORORITY AND SEE IF THEY WILL SPONSOR OR EVEN JOIN YOUR TEAM!
- DON'T FORGET TO POST APPEALS AND UPDATES TO YOUR FACEBOOK ACCOUNT! (BE SURE TO USE #PURPLESTRIDE)

IT'S ALL IN HOW YOU PHRASE IT...

When asking for a donation, try to specify an amount and how it relates to the fight against pancreatic cancer.

“Donate \$12 to represent the fact that every 12 minutes someone new is diagnosed with pancreatic cancer.”

“Donate \$20 to help double pancreatic cancer survival by 2020.”

“Donate \$46, to represent the more than 46,000 people diagnosed with pancreatic cancer this year.”

“Donate \$180 because the Pancreatic Cancer Action Network has awarded nearly \$18 million in grants to fund pancreatic cancer research.”

EMAIL SUGGESTIONS

Here are some ideas for emails you can use in your fundraising efforts!

INITIAL EMAIL

Subject: Please support my efforts to end pancreatic cancer.

I'm striding for/because [[insert name and/or motivation]].

Did you know it is estimated that more than 46,000 Americans will be diagnosed with pancreatic cancer this year? The five-year survival rate is just 6%. I recently learned that pancreatic cancer takes the lives of almost as many Americans as breast cancer every year.

We need to change these statistics. Join me in supporting the Pancreatic Cancer Action Network's effort to fight this disease.

I'm participating in PurpleStride because I believe we can make a difference. On event day, I'll be striding with thousands of other people to raise awareness and find a cure.

Your donation can help:

- Fund research.
- Provide support for patients and caregivers.
- Most importantly, create hope!

Please visit my personal page at (insert link) to learn why this cause is important to me, and make a donation today. And consider striding with me on event day.

Thank you for your support!

FOLLOW-UP EMAIL

Subject: Will you join me in fighting pancreatic cancer?

A little while ago I sent an e-mail telling you about my involvement with PurpleStride and the Pancreatic Cancer Action Network. I would love your support as I raise funds for this important cause.

Everyone likes to root for the underdog and in the world of cancer research, the underdog is pancreatic cancer. This horrible disease is the fourth leading cause of cancer death. It's up to us to step in and fight for the more than 46,000 Americans who will be diagnosed with pancreatic cancer this year.

That's why I'm participating in PurpleStride on (insert date). I would love to have you join me, by making a donation or even turning out to participate!

Please consider making a donation in any amount, but here are some suggestions:

- \$12: Represents the fact that every twelve minutes, someone new is diagnosed with pancreatic cancer.
- \$20: To help double pancreatic cancer survival by 2020
- \$46: To represent the more than 46,000 diagnosed with pancreatic cancer this year.
- \$180: Because the Pancreatic Cancer Action Network has provided nearly \$18 million in grants to fund pancreatic cancer research.

Any amount will help! Be sure to check with your employer's Human Resources department to see if your company will match your gift!

Please visit my personal fundraising page at (insert link) to learn why this cause is so important to me, and consider making a donation or striding with me on event day.

Thank you for your support!

THANK-YOU EMAIL

Subject: Thank you for supporting me!

Thank you very much for donating to the Pancreatic Cancer Action Network and supporting my participation in PurpleStride. Your gift will not only help me reach my goal, it will help the Pancreatic Cancer Action Network advance research, support patients and create hope for those affected by pancreatic cancer.

Please let me know if you are interested in striding with me. It's going to be a powerful day with a sea of purple-clad heroes! You can learn more at www.purplestride.org.

Thank you again for stepping up in the fight against pancreatic cancer. Together we can end this disease!