

PANCREATIC
CANCER
ACTION
NETWORK

PanCAN Go Live

Toolkit

as of February 2024

Welcome



Thank you for choosing to GO LIVE to raise awareness and funds for the Pancreatic Cancer Action Network (PanCAN).

Our mission is to take bold action to improve the lives of everyone impacted by pancreatic cancer by advancing scientific research, building community, sharing knowledge, and advocating for patients.

As you get started, remember that you are hosting a charity stream to benefit PanCAN. Please keep our mission at the forefront. Our core values are extremely important, and we ask that you follow these guidelines:

- Please follow Twitch Community Guidelines found [here](#) and YouTube Community Guidelines found [here](#). In addition, do not stream any games that go against Twitch prohibited games [list](#).
- Please treat people with respect. At PanCAN, our culture and environment stands for equality, diversity and inclusion for everyone and please make sure you do the same. We are opposed to hate of any kind.
- Please no illegal substances or paraphernalia and do not stream while intoxicated.
- Please ensure milestones and incentives are safe, fun, and do not put yourself or others at risk.
- If you have any questions or need further support, reach out to our team at stream@pancan.org.

How To Go Live



1. Create your fundraiser on Tiltify!

If you haven't already, get your fundraiser set up at tiltify.com/pancreatic-cancer-action-network.



2. Set a Fundraising Goal

The clearer you are about your goals, the more likely you are to reach them.



3. Make a Personal Donation

Kick off your fundraising by making a personal donation.



4. Personalize Your Fundraising Page

Share your story and explain why you are asking people to donate!



5. Promote your Charity Stream

Spread the word on social media and let your community know that you are streaming for PanCAN.



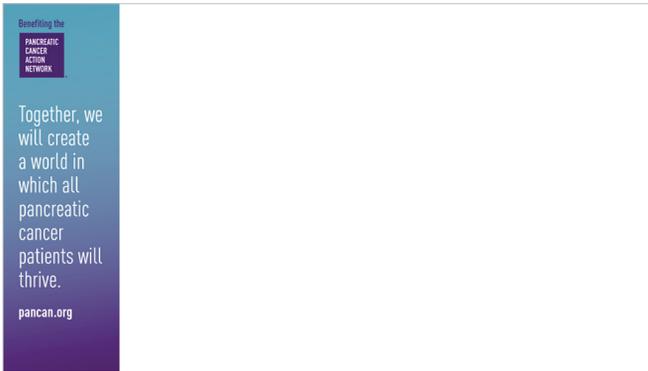
6. Raise Awareness

Be sure to check out our resources for overlays, images and PanCAN facts to use during your stream!



Download Resources

We have resources to help spread awareness about PanCAN! You can find all our resources [here](#).



Custom Overlays



Break Screens



Backgrounds



Dollar Handles



Social Images



Promote Your Stream on Social Media

Replace **[teal text]** with your information.

Join me as I go live for @PanCAN on **[date]**! Learn more here – **[link]**. #PanCANGOlive

The 5-year survival rate for #pancreaticcancer is just 13% - there is so much more to do. I'm fighting for a world in which all patients with #pancreaticcancer will thrive. Join me for my @PanCAN charity stream on **[date]**. **[link]** #PanCANGOlive

I'm fundraising in honor of **[my mom, dad, brother, sister, friend...]**. Join me as I go live for @PanCAN on **[date]**. **[link]** #PanCANGOlive

I'm streaming for @PanCAN today at **[time]**. Join me as I go live to fight for a world in which all patients with #pancreaticcancer will thrive. **[link]** #PanCANGOlive

Thank you so much to everyone that participated and donated to my charity stream for @PanCAN to honor **[my mom, dad, brother, sister, friend...]**! Together we raised **[amount]** to help improve the lives of everyone impacted by #pancreaticcancer. #PanCANGOlive

Impact

Your Support Means so Much

Pancreatic cancer has a 5-year survival rate of just 13%.

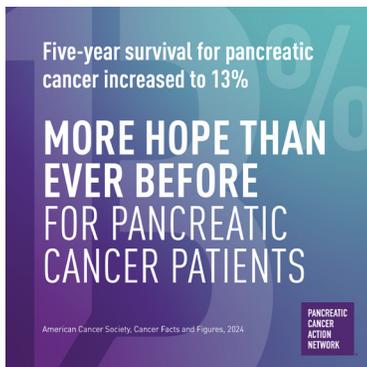
In 2024, an estimated 66,440 Americans will be diagnosed with pancreatic cancer and 51,750 will die from the disease.

Since 2003, PanCAN has invested approximately \$208M in research with another \$34M being invested this year.

\$100 can put personalized educational packets into the hands of 5 newly diagnosed patients

\$500 can connect 25 newly diagnosed patients to a PanCAN Patient Services Case Manager for an initial conversation that can lead to life-changing support.

\$1,000 can give 50 newly diagnosed patients access to free, ongoing personalized support through PanCAN Patient Services.



“After working on this disease for over 15 years, I can say that I have never been more optimistic about the progress that is being made and the potential of new therapies that are making their way into the clinic. The sheer number of different, promising, new approaches to treating this disease is incredibly exciting.”

Ken Olive, PhD, has received two PanCAN research grants. He’s excited about the progress that’s happening right now.

Thank You



Every dollar makes a difference! By creating a fundraiser, you are sharing PanCAN's vision to create a world in which all patients with pancreatic cancer will thrive.

We provide dedicated support to ensure your fundraiser is a success. Reach out to us at any time at stream@pancan.org.

