

WAGE HOPE MY WAY

5 EASY FUNDRAISING TIPS

PANCREATIC
CANCER
ACTION
NETWORK[®]

Thank you for helping us take bold action to improve the lives of everyone impacted by pancreatic cancer. While no two events are the same, this list will provide some tips on what steps you can take when planning a Wage Hope My Way (WHMW) event to benefit PanCAN. These are only suggestions, and not everything needs to be done in order to have a successful event.

As you are planning your Do-It-Yourself fundraiser, please ensure you are following the CDC guidelines and operate within the health guidelines of local government entities.

GETTING STARTED

- What type of event are you hosting? Get inspired by these [fun ideas](#) or check out what some of our top [fundraisers](#) are doing.
- Visit www.pancan.org/diy to register your event, check out our [Resource Center](#), and review our [Third Party Event Guidelines](#).
- Once you have registered, visit your [Participant Center](#) to set a goal, make a personal donation, customize your page, and complete our pre-event survey.
- Join our DIY community on [Facebook](#) to brainstorm, exchange ideas and network!

PRE-EVENT

- You don't have to plan your event alone! Recruit friends and family to help with different areas like promotion, day of event volunteers, local sponsorship, entertainment, food and beverage, etc. This will get others excited about the event!
 - Is a deposit required?
 - What kind of insurance is required by the venue? PanCAN requires event insurance for all physical events.
 - Does your city require permits for route, sound, food, etc.?
 - If you are hosting a walk, consider route options, venue layout, and if you will need assistance from a race management or timing company.
 - 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?
 - How will you pay for expenses? Will you be selling tickets or requesting a minimum donation of x amount? Please note that our WHMW platform is for donations only – you can refer to our [Third-Party Event Guidelines](#) for more information.
- Determine advertising needs and promotional materials.
 - Consider an email campaign, event website, media, signage, fliers, posters, postcards, etc.
 - Include PanCAN's benefitting logo on your materials, sending drafts to myway@pancan.org or review and approval before finalizing.
 - Using information from our [media center](#), draft a press release, and contact local media stations for coverage. Release should also be submitted for review prior to distribution.
 - Once approved, print and distribute promotional materials in your local community.
 - Craft an event summary that can be submitted to local community calendars, papers, etc.
 - Submit your event details to myway@pancan.org to be considered for posting on PanCAN's local event calendar at pancan.org.
 - Share your event on social media (Facebook, Instagram, Twitter, etc.).

PRE-EVENT (CONT'D)

- Secure any equipment or rentals necessary, such as tents, chairs, portable toilets or A/V equipment?
- Determine the types and amounts of food & beverage you will need to secure. To keep your costs low, but entertainment high, you are encouraged to solicit in-kind donations for services, food and beverage, etc.
- 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! What kind of fun and creative purple décor can you incorporate?
 - Determine event giveaways for survivors, top fundraisers, top teams, sponsors, volunteers, etc.
 - Create an honor/memory banner for participants to sign and write messages to loved ones.
- Ask the Wage Hope My Way staff if there is a local volunteer Affiliate group in your area for support.
- Create your event day script. Include messaging that inspires and educates attendees. Visit the [Resource Center](#) for pancreatic cancer facts and organizational information. Feel free to reach out to your staff partner if you would like additional messaging. Be sure to include time for guest speakers or recognizing top fundraisers or supporters of the event.
- 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

- Don't forget to post photos and updates to social media by tagging @pancan and using #pancreaticcancer!
- 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 take bold action to improve the lives of everyone impacted by pancreatic cancer. Enjoy and have fun!

AFTER THE EVENT

- Tell us how your event went and send your staff partner some photos!
- Do you have funds that need to be mailed in? Please visit our [FAQ and guidelines](#) for more information on how to mail us funds from your event. If you're working directly with a staff member, give them a heads up that your funds are on their way.
- Send thank you notes to all of your volunteers, donors and sponsors. You can also find shareable graphics in our [Resource Center](#).
- 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 our Wage Hope My Way team at 877-573-9971 or email us myway@pancan.org

For information about mailing a donation, please check out our FAQ page at www.pancan.org/diy

**We look forward to working with you to make your event a success.
Thank you for your dedication in the fight against pancreatic cancer!**

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