

# STEP UP YOUR PANCAN PURPLESTRIDE FUNDRAISING – PLAN A COMMUNITY FUNDRAISING EVENT!

Turn your passion into progress for pancreatic cancer patients by planning a fundraising event in your community, doing something you already enjoy! Here are 5 easy steps to make it a success:



## STEP 1. CHOOSE YOUR FUNDRAISING EVENT

Love to bake? Host a bake sale! Love to eat out? Partner with a local restaurant! If you need ideas, we've got you covered. →



## STEP 2. START PLANNING

If you are working with a business, put together a proposal. Explain how their involvement will benefit people with pancreatic cancer AND their business. Discuss:

- Setting a date/time that allows time for planning and promotion
- How you will promote the fundraiser
- What portion of the proceeds will be donated and other logistics



## STEP 3. PROMOTE YOUR FUNDRAISER

Invite everyone you know via social media, email and text. Explain why PurpleStride is so important and in need of support. Promote your fundraiser in your community by:

- Posting on local social media groups like Facebook or Nextdoor
- Making posters, fliers and yard signs (pro tip: check out [canva.com](https://www.canva.com)!)



## STEP 4. MAKE THE DAY A SUCCESS

On the day of your fundraiser:

- Be clear about how you'll accept payments/donations: Cash App, PayPal, Venmo, cash, check — you can even create a QR code to have people donate directly to your PurpleStride fundraising page
- Remind everyone why they're there and how their support makes an impact for patients
- Consider providing guests with special takeaways like purple ribbons or bracelets so they can continue to promote PanCAN long after your fundraiser ends



## STEP 5. SAY THANKS

Make sure to thank your attendees and donors for their support via email and social media. Let them know how much you raised and that the proceeds went to your (or your team's) PurpleStride fundraiser. Tag them again on PurpleStride day for an extra thank you!

### FUNDRAISING EVENT IDEAS

- Partner with a local restaurant or food truck
- Host a happy hour at a nearby bar & grille
- Plan a karaoke night
- Organize a trivia night
- Partner with a local gym, dance, Pilates or yoga studio
- Host a paint night at a nearby art studio
- Plan a cooking class
- Host a bowling tournament
- Organize a bake sale
- Sell crafts at a flea market
- Arrange a car wash
- Plan a gift-wrapping station at a local store