



TAKING STEPS TOGETHER TO END PANCREATIC CANCER

# PanCAN PURPLESTRIDE Team Captain Guide

as of February 2026

# Introduction

Local action. Nationwide impact. PanCAN PurpleStride is the ultimate walk to end pancreatic cancer. Every dollar you raise helps create a world where everyone affected by pancreatic cancer will thrive. Join us to change lives now.

PurpleStride is our biggest community event of the year. At PurpleStride events nationwide, you can take steps with survivors, families, caregivers, friends, physicians and researchers in your local community – and know tens of thousands of others are doing the same across the nation.

Your PurpleStride fundraising helps those affected receive free, personalized support through PanCAN Patient Services, so no one has to navigate pancreatic cancer on their own. You'll also fuel critical research to find early detection methods and effective treatment options.

We can't wait to see you and your team taking steps with us! So, set your fundraising goal and get your family and friends registered today. Start a team – whether it's two or 12 of you, know that we appreciate all you do to help people affected by pancreatic cancer.



"Thank you for being a PanCAN PurpleStride Team Captain. PurpleStride is a very special event, and I'm grateful to have trailblazers like you leading the pack. You're setting an exceptional example for others and empowering PanCAN to take bold action to improve the lives of those affected by pancreatic cancer. Thank you for making progress possible – I'll be cheering you on every step of the way."

**Julie Fleshman, JD, MBA**

President & CEO, Pancreatic Cancer Action Network

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# Registering and Goal Setting

It's very simple to register as a Team Captain. Complete the following steps first and you'll be set up for success.

## Registering

We've made registering easy! Visit [purplestride.org](https://purplestride.org) and select your local event or use the Find an Event search. Select the option that applies to you: Join or Bring Back a Team or Create a Team. Then complete the required fields in the registration form.

You can register multiple people at a time, but remember that each individual must be registered **and** raise or self-donate \$100+ as reflected on their Personal Fundraising Page by Sunday, April 5, 2026, to have the PanCAN PurpleStride 2026 T-shirt mailed to them in April for receipt by event day. Didn't make the April 5 deadline? You can still earn your T-shirt until May 31 and have it shipped post-event! We cannot guarantee USPS delivery dates and are not responsible for any shipping delays. See page 11 for more information.

If you've already registered for PurpleStride as an individual but would like to be a Team Captain, contact Community Support at 877-2-PANCAN or [events@pancan.org](mailto:events@pancan.org) and we'll help you make the switch.

## Goal Setting

When you set your personal fundraising goal, we recommend starting at \$200. But if you want to make a greater impact, set your goal at \$1,000 or more. If you set your goal greater than \$200, you'll earn the "Set a Goal Over \$200" badge on your Personal Fundraising Page! When you raise \$1,000+, you'll become a PanCAN PurpleStride Grand Club member and earn exclusive gear!

On average, teams with Grand Club members raise 10x more than teams without a Grand Club member!

**The bigger your team is, the easier it will be to hit your team's goal. We suggest building a team of 12 or more, with each team member setting a personal goal of at least \$200 (and a \$2,400 team goal). But remember, teams of any size can make a big impact!**

**Want to adjust your fundraising goal? You can update your goal anytime on your Personal Fundraising Page.**

The screenshot shows the PanCAN PurpleStride website. At the top, there's a navigation bar with 'ABOUT', 'FUNDRAISING & TEAMS', 'FAQ', 'ESPAÑOL', and 'DONATE'. The main header features the PanCAN PurpleStride logo and the text 'Your community is waiting for you!' followed by 'Join us at the ultimate walk to end pancreatic cancer' and 'SATURDAY, APRIL 25, 2026' with a 'REGISTER NOW' button. Below this, there are two main sections: 'EARN YOUR PURPLESTRIDE 2026 T-SHIRT' and 'BECOME A PURPLESTRIDE GRAND CLUB MEMBER'. The T-shirt section includes a photo of a man holding a purple t-shirt and text explaining that raising or self-donating \$100+ by April 5, 2026, earns a t-shirt. The Grand Club Member section includes a photo of a family and text explaining that raising \$1,000+ earns a youth hoodie and exclusive gear. A purple callout box on the left says 'Find your event here!'. Below these sections is a large heading: 'LET'S END PANCREATIC CANCER TOGETHER AT OUR BIGGEST COMMUNITY EVENT OF THE YEAR.' followed by 'Happening across the nation in an area near you.' and a grid of city locations.

Atlanta	Columbus	Kansas City	New Jersey	Raleigh-Durham	St. Louis
Boston	Connecticut	Las Vegas	New York City	Rhode Island	Tampa Bay
Broward-Palm Beach	DFW	Los Angeles	Northeastern PA	Richmond	Tennessee
Central Florida	Delaware	Louisville	Orange County	Sacramento	Washington D.C.
Charlotte	Hampton Roads	Maryland	Philadelphia	San Antonio	Western New York
Chicago	Houston	Miami	Phoenix	San Diego	Wisconsin
	Indianapolis	Michigan	Pittsburgh	San Francisco	Your City

Go to [purplestride.org](https://purplestride.org)'s Company & Community Teams page for additional resources.

# Your PanCAN PurpleStride Dashboard

Your **PurpleStride Dashboard** allows you to customize your Personal Fundraising Page and Team Fundraising Page with a photo or video and your story, make a self-donation, connect to Facebook Fundraiser, send pre-written recruitment, coaching, fundraising and thank-you messages, track your progress toward your team and personal fundraising goals and see what badges you've earned.

If you're not immediately connected to your Dashboard after registering, no worries! Just go to [purplestride.org](https://purplestride.org) and click **LOG IN TO FUNDRAISE**.

**PanCAN PURPLESTRIDE**  
TAKING STEPS TOGETHER TO END PANCREATIC CANCER

HOME SETTINGS Log Out

**PANCAN PURPLESTRIDE**  
LOS ANGELES 2026  
Saturday, April 25, 2026

0%  
Raised: \$0 Edit Goal Goal: \$100

### GET STARTED

Completing these steps first, and in order, will set you up for fundraising success. Each icon will be checked when you complete the step.

- CUSTOMIZE YOUR PERSONAL FUNDRAISING PAGE →**  
Tell everyone why you're taking steps with PanCAN PurpleStride. Customize your page with your story and picture and share with your family and friends.
- MAKE A SELF-DONATION →**  
Donate to your own fundraiser and it'll motivate others to donate to you.
- CONNECT TO FACEBOOK FUNDRAISER →**  
Connect your Personal Fundraising Page to Facebook Fundraiser. This is an easy way to boost your fundraising and those who do raise an average of 5x more than those who don't!

### REACH YOUR GOALS

We've made it easy to reach your fundraising goals with the features below. Need more help? [See our Fundraising Tools and Resources webpage.](#)

- SEND PRE-WRITTEN MESSAGES TO FAMILY & FRIENDS →**  
Find pre-written message templates (or write your own) to ask for donations and thank your donors.
- CHECK FOR MATCHING GIFTS →**  
Learn about employer matching.
- PLAN A COMMUNITY FUNDRAISING EVENT →**  
Check out ideas for how to get your community involved.

### EARN BADGES

The more badges you earn, the bigger impact you make for those affected by pancreatic cancer.

- Customize Your Personal Fundraising Page**  
Tell everyone why you're taking steps with PanCAN PurpleStride. Customize your page with your story and pictures and share with your family and friends.
- Connect to Facebook Fundraiser**  
Connect your Personal Fundraising Page to Facebook Fundraiser. This is an easy way to boost your fundraising — and those who do raise an average of 5x as much as those who don't!
- Make a Self-Donation**  
Donate to your own fundraiser and it'll motivate others to donate to you. Click to go to the donation form and donate in your own name.
- Send Messages from Your Dashboard**  
Emails you send from your Dashboard include links to your Personal Fundraising Page, making it easy for email recipients to support you.

# Your PanCAN PurpleStride Dashboard

Once you've logged in, we suggest you complete the following six steps to set you up for success:

## Customize Your Personal Fundraising Page

Sharing your story and adding a picture/video is the most powerful fundraising tool you have – and those who do raise 3x more than those who don't!

1. Select "Customize Your Personal Fundraising Page."
2. Click "Customize" to upload a photo or video, then click "Save/Upload."
3. Click "Personalize Content" to update your story, then click "Save."

## Customize Your Team Fundraising Page

1. Select "Customize Your Team Page."
2. Share why you started your team, how many years your team has participated, how big your team has grown, and any other details you can think of that describe how awesome your team is.

If you're a returning team, your Team Fundraising Page will carry over from the previous year, so make sure all the information is up to date, including the URL to your Team Fundraising Page and how many years your team has participated in PurpleStride.

## Make a Self-Donation

If you didn't make a self-donation in the registration process, you can do it from your Dashboard – those who do raise 2x as much as those who don't!

1. Click "Make a Self-Donation."
2. Complete the online donation form. Don't forget that you need to raise or self-donate \$100+ to earn your PanCAN PurpleStride T-shirt!\*

\*T-shirts will be shipped and will not be available on event day. See page 11 for deadlines and other information.

## Connect to Facebook Fundraiser

Connecting to Facebook Fundraiser is an easy way to boost your fundraising – and those who do raise an average of 5x more than those who don't!

1. Click "Connect to Facebook Fundraiser."
2. Follow the instructions to create your fundraiser.

## Send Pre-Written Messages to Family & Friends

Send pre-written messages to fundraise, recruit and coach your team. Striders who send email messages from their PurpleStride Dashboard raise 15x more than those who don't. And messages sent from your Dashboard automatically includes a link to your Personal Fundraising Page, making it easy for others to support you.

1. Click "Send Pre-Written Messages to Family & Friends."
2. Use the "Select a Pre-Written Message" drop-down to see message options.
3. Personalize the message and click "Preview & Send," then click "Send."

## Thank Your Donors

Your family and friends have donated to your PurpleStride fundraiser – now it's time to thank them.

1. Click "Send Pre-Written Messages to Family & Friends."
2. Select which pre-written message you'd like to send, add the recipient's email address and personalize your message.



**Keep in mind that once you've connected to Facebook Fundraiser, any edits you make to your Personal Fundraising Page going forward will not carry over. Connecting to Facebook Fundraiser is NOT the same as posting about your fundraiser on Facebook, but feel free to keep sharing your fundraiser on your personal feed!**

# Building Your Team

The more members on your team, the easier it will be to hit your team's fundraising goal. We recommend all Team Captains build a team of at least 12 members to join them in taking steps for PanCAN PurpleStride. Get your teammates to help with recruitment, too!

The following are helpful and easy ways to build your team – and using your Dashboard will make it breeze.

## Building Your Team

- From your Dashboard, click "Send Messages to Family & Friends," then select one of the pre-written recruiting messages. Personalize and send it, inviting your family, friends, co-workers and others to join your PurpleStride team.
- Recruit teammates across the country. Invite your family and friends outside of your area to register as participants and stride from where they are! Recruit 12 people to your team and earn a badge on your PurpleStride Dashboard.
- Add a link to your team page on your social media accounts inviting others to join your team and/or donate.
- Text your loved ones and make personal phone calls inviting them to join your team. Host a happy hour or coffee to share your team fundraising goals and ask for participation.
- Ask your co-workers and members of your faith community to join your team. Then ask them to invite their friends and family, too. Send them a link to your team page for easier registration.

Don't forget to offer help with registration to those who need it and be ready to answer questions.



# Coaching Your Team

You've already customized your personal and team fundraising pages, connected to your Personal Fundraising Page to Facebook Fundraiser and more – now it's time for your team members to do the same! All you need to do is tell them. Your teammates (and you!) can also refer to the **Participant Fundraising Toolkit** available on [purplestride.org](http://purplestride.org)'s **Fundraising Tools & Resources** page.

Using your PurpleStride Dashboard makes it simple to coach your team. Communicating with your team often is a surefire way to help them meet and exceed their fundraising goals and keep them motivated.

## Coaching Your Team

From your Dashboard, click "Send Messages to Family & Friends," then select one of the pre-written coaching messages. Personalize and send it to your teammates. We suggest getting started with the following messages:

- **Welcome to the team!** This message welcomes and thanks your team members for registering and gives them instructions on their next steps.
- **Customize your Personal Fundraising Page.** Send this message to remind your team to customize their Personal Fundraising Page with their story about why they're participating in PurpleStride and add a picture or video – those who do raise 3x more than those who don't!
- **Make a self-donation.** This message encourages your team members to make a self-donation toward their fundraising goal and reminds them that those who do raise twice as much as those who don't!
- **Connect to Facebook Fundraiser.** Send this message to encourage your team to connect to Facebook Fundraiser to boost their fundraising – those who do raise an average of 5x more than those who don't!
- **Ask 5 people to join our team.** Send this message to challenge your team to recruit at least 5 people each to your PurpleStride team. The bigger your team is, the easier it is to get to your team's fundraising goal!
- **Getting to goal.** Use this message to encourage your team to take advantage of the features available to them through their PurpleStride Dashboard. It also includes easy ways for your team to reach their fundraising goal.
- **Raise \$1K/Join Grand Club.** Send this message to encourage your team members to each raise \$1,000+ to earn Grand Club status and special Grand Club gear. Grand Club members are some of our most dedicated Striders and make a huge impact!
- **PurpleStride is almost here!** Share your gratitude, encouragement and details about event day, like what time you're meeting your team and where, by customizing and sending this message.

**Ask for Matching Gifts.** Those who donate to you and your teammates will receive an email about matching charitable contributions at their place of employment. Encourage your teammates to ask about matching gifts at their place of employment, too! Find out more at [purplestride.org/matchinggifts](http://purplestride.org/matchinggifts).

**Print Our Offline Donation Form.** Share the downloadable donation form for those who would like to mail donations to the PanCAN office. Access the form [here](#).

# Coaching Your Team

## Did You Know?

Participants who make a self-donation raise, on average, **2x more** than those who don't.



Make sure your team is familiar with the **Participant Fundraising Toolkit**.



Check in with your team regularly to ensure they feel motivated and supported.

- **Give them updates** on how much your team has raised.
- **Celebrate individual & team milestones.** Congratulate teammates on social media when they join your team, get halfway to their goal, or when you get halfway to your team's goal.

There are lots of ways to raise funds to help end pancreatic cancer. Coach your team to:

- **Post on their Facebook Fundraiser**, with challenges like asking their friends to give up their coffee for a day and donate to their fundraisers.
- **Ask their coworkers to contribute** \$10 each, and ask their employer to match their donations.
- **Ask their friends to donate** to their PurpleStride fundraising goal instead of giving them a birthday gift.
- **Sell their crafts** on sites like Etsy and donate the income toward their fundraising goal.

Encourage your team to get creative with their PurpleStride fundraising! They can turn their passion into progress for patients by hosting a Community Fundraising Event doing something they already enjoy. Check out the **Community Fundraising Event Guide** for tips and ideas, including:

- **Partner with a local restaurant or food truck**
- **Host a paint night at a nearby art studio**
- **Plan a cooking class**
- **Organize a bake sale**
- **Sell crafts at a flea market**

# Fundraising Incentives

PurpleStride would not be the success it is without our top fundraisers and top teams! We are excited to recognize these special groups on event day. Be sure to check your event website for updated information on team and individual recognition!

## The Champion Circle Teams Program



When your team hits specific fundraising levels for your PurpleStride event, you'll be recognized as part of the Champion Circle and receive special benefits as an expression of our gratitude. Fundraising levels vary by event. The deadline for Champion Circle benefits is Sunday, April 5, 2026, at 11:59 p.m. PT. Learn more on the Event Incentives & Deadlines page of your event website.



### Pro Teams receive:

- Access to the official Pro Teams Tent on event day, where you and your team members can meet other teams who have hit Pro Team status.
- A team sign customized with your team's name.



### All-Star Teams receive:

- Your very own team tent with a banner featuring your team's name.
- A team sign customized with your team's name.
- A special giveaway on event day.



### MVP Teams receive:

- All of the All-Star Team benefits.
- A swag box ahead of event day.
- A personalized team sign with photo and special dedication.
- Special treats in your tent (*pending city restrictions and permitting*).
- 5 Reserved parking spots (*pending city restrictions and permitting*).
- Event-day concierge service.



### Hall of Fame Teams are those who have raised the extraordinary amount of \$100,000+ for their PurpleStride event.

#### On Event Day

- All of the MVP Team benefits.
- Your Team Captain cutting the Start Line ribbon.
- Special recognition at your team's tent on event day.

#### Post-Event Day

- Framed photo of your team mailed to you.
- Personal phone call from PanCAN President/CEO or Founder.
- A special highlight in next year's national PurpleStride virtual kick-off event.

# Fundraising Incentives



## Benefits for Top 3 and Top 10 fundraising teams are:

### Top 3 Local Family & Friends and Top 3 Local Company Teams

**Deadline: Saturday, April 25, 2026, at 11:59 p.m. PST**

- Spot on the online leaderboard (ongoing).
- Your team's name in post-event emails.
- A certificate and team trophy presented on stage during the opening ceremony.
- Exclusive use of the Top 10 Team Photo Frame on event day.

### Top 10 Local Teams

**Deadlines: See below**

- Spot on the online leaderboard.  
(Ongoing)
- Your team's name on the back of the official PurpleStride 2026 T-shirt.  
(Deadline: Sunday, March 15, 2026, at 11:59 p.m. PST)
- Your team's name in post-event emails.  
(Deadline: Friday, April 24, 2026, at 11:59 p.m. PST)
- Exclusive use of the Top 10 Team Photo Frame on event day.  
(Deadline: Friday, April 24, 2026, at 11:59 p.m. PST)

### Top 10 National Teams

**Deadline: Sunday, April 5, 2026, at 11:59 p.m. PST**

- Your team's name displayed on the Top 10 National Teams sign.
- Sign recognition at your team's tent on event day.
- Lapel pins (for up to 20 members of your team).
- Your team highlighted on PanCAN social media post event.

**Want to learn more? Find your event on [purplestride.org](https://purplestride.org), then go to the Event Incentives & Deadlines page.**

# Fundraising Incentives

## Individual Recognition

### PurpleStride Event T-Shirts

Everyone who registers and raises or self-donates \$100+ as reflected on your Personal Fundraising Page by Sunday, April 5, 2026, will earn an official PanCAN PurpleStride 2026 T-shirt that will be mailed to you in April for receipt by event day. Didn't make the April 5 deadline? You can still earn your T-shirt until May 31 and have it shipped post-event! **Participant T-shirts will not be available for pick up on event day.**

Everyone who registers as a survivor or a volunteer by Sunday, April 5, 2026, will be mailed an official PanCAN PurpleStride 2026 **Survivor** or **Volunteer** T-shirt in April for receipt by event day, with no fundraising minimum required. This is in addition to the official 2026 T-shirt you receive for raising \$100+. Survivor or Volunteer T-shirts will not be mailed after Sunday, April 5, 2026. A limited number will be available at the event, but sizes and quantities are not guaranteed. Secure your T-shirt by registering early!

We cannot guarantee USPS delivery dates and are not responsible for any shipping delays.



### PanCAN PurpleStride Grand Club

The PanCAN PurpleStride Grand Club is a nationwide program recognizing Striders who individually raise \$1,000+ for their PurpleStride event. We know you give your time and energy to fight pancreatic cancer and the Grand Club gives us the opportunity to show our gratitude for your dedication. Grand Club members are among our most dedicated and loyal supporters, and we are so grateful!

All Grand Club members receive:

- An exclusive piece of Grand Club gear.
- A Grand Club badge on your Personal Fundraising Page.
- Recognition on your local Affiliate Facebook page.\*\*

You have until June 30, 2026, to become a Grand Club member!

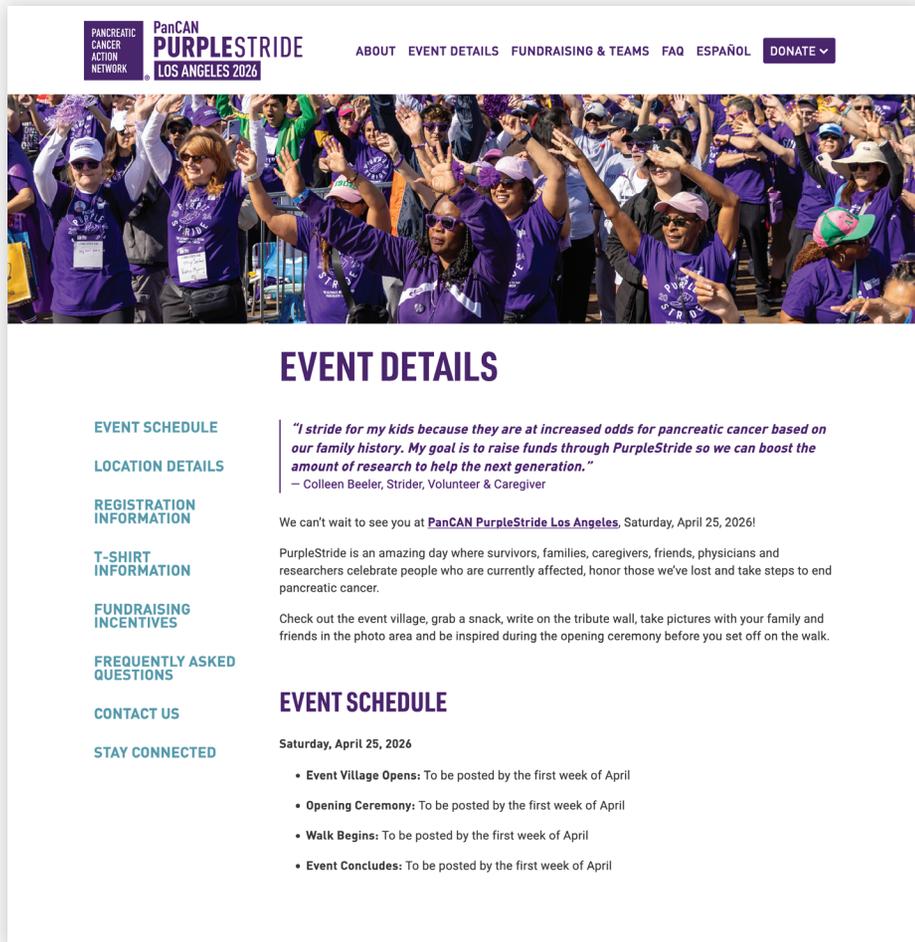
\*\*Visit [pancan.org/affiliates](https://pancan.org/affiliates) to find your local Affiliate and join their Facebook page.



Encouraging your team members to reach **Grand Club status** helps your team reach and exceed its goal!

# Preparing for Event Day

We've made preparing for event day for you and your team easy. Just follow the tips below and everyone's PurpleStride experience will be awesome.



The screenshot shows the PurpleStride website for Los Angeles 2026. The header includes the PanCAN logo, navigation links for 'ABOUT', 'EVENT DETAILS', 'FUNDRAISING & TEAMS', 'FAQ', 'ESPAÑOL', and a 'DONATE' button. Below the header is a large photo of a crowd of people in purple shirts. The main content area is titled 'EVENT DETAILS' and features a sidebar with links to 'EVENT SCHEDULE', 'LOCATION DETAILS', 'REGISTRATION INFORMATION', 'T-SHIRT INFORMATION', 'FUNDRAISING INCENTIVES', 'FREQUENTLY ASKED QUESTIONS', 'CONTACT US', and 'STAY CONNECTED'. The main text includes a quote from Colleen Beeler, a note about the event date (Saturday, April 25, 2026), and a description of the event's purpose. A section titled 'EVENT SCHEDULE' lists key dates for the event, such as 'Event Village Opens', 'Opening Ceremony', 'Walk Begins', and 'Event Concludes', all to be posted by the first week of April.

- Review the transportation/parking options on the **Event Details** page under the Event Info tab on [purplestride.org](https://purplestride.org).
- Pick a place for everyone to meet. By the start line? Near the stage? With a large event space, it's best to coordinate beforehand.
- Review the **Event Schedule** on [purplestride.org](https://purplestride.org) to make sure you're there in time to watch the opening ceremony.
- Put your purple on and make sure your team does as well! Registered Striders who raise \$100+ by Sunday, April 5, 2026, will have their PurpleStride T-shirt mailed to them in time to wear it on event day.\*
- PanCAN PurpleStride is rain or shine! Check the weather. Whether you need sunscreen or an umbrella, it's always good to be prepared.
- Bring water and snacks with you. Both may be available at your event, but it doesn't hurt to be overprepared for your walk.

**\*Participant T-shirts will not be available for pick up on event day.**

- *Raise \$100+ by April 5 to receive your T-shirt by event day.*
- *Raise \$100+ April 6 - 26 to have your T-shirt shipped in May.*
- *Raise \$100+ April 27 to May 31 to have your T-shirt shipped in June.*

*We cannot guarantee USPS delivery dates and are not responsible for any shipping delays.*

# Post-PurpleStride

You've had a very successful and fun day! But the PurpleStride fundraising season doesn't end until June 30, 2026! Continue to make an impact post-event day. Fundraising for your team remains open, so you can still send reminders to those who have yet to donate or call for matching gifts.

You and your teammates have until Sunday, May 31, 2026 to raise your first \$100+ and earn your PurpleStride 2026 T-shirt and have your T-shirt shipped post-event. See page 11 for more information.

You and your teammates also have until June 30, 2026 to become Grand Club members and earn exclusive Grand Club gear!

## Appreciation

Thank your team members and donors! You can make phone calls, send emails or post shout-outs on social media using #PanCANPurpleStride. However you choose to do it, make sure you don't forget to say, "Thank you."

## Celebrate

Share your successes with family, friends and donors. You should be proud of all that you accomplished! You can even host an appreciation party for your team.

## Get Involved

Your local PaCAN Affiliate volunteers need you! Interested in raising awareness and volunteering year-round to educate your community about PanCAN, or joining the PurpleStride Committee? Go to [pancan.org/affiliates](https://pancan.org/affiliates) to learn more and get involved today.



**Thank you for stepping up to be a Team Captain!**