

5 Tips to Power Your PurpleStride Fundraising



Your **PurpleStride Dashboard** and **PanCAN Fundraising app** make it easy to put these tips into action. And with the app, you can take your fundraising on the go with even more ways to connect with your family and friends, share your page and raise more funds to help patients thrive!



DOWNLOAD THE PanCAN FUNDRAISING APP

Take your fundraising with you – and unlock features you won't find in your Dashboard, including a QR code that links directly to your Personal Fundraising Page. Striders who use the fundraising app raise **2x** more than those who don't!



1. CUSTOMIZE YOUR FUNDRAISING PAGE

Add your personal story and a photo or video to your Personal Fundraising Page. Striders who customize their page raise an average of **3x more** than those who don't.



2. CONNECT TO FACEBOOK FUNDRAISER

Connect your Personal Fundraising Page to a Facebook Fundraiser in the Dashboard, then keep your campaign top of mind by sharing updates and asking for support. Striders who connect to Facebook Fundraiser raise an average of **5x more** than those who don't.



3. MAKE A SELF-DONATION

Lead by example. Make a self-donation to get your fundraiser started. It can build momentum and give others confidence to join you.



4. SEND PRE-WRITTEN MESSAGES

Your Dashboard and app have **ready-to-send messages** for getting your first five donations, earning your 2027 T-shirt, reaching Grand Club, hitting your goal and more.

Send a pre-written message from your Dashboard, or by **email, text or WhatsApp from the app**. You can also copy the link to your Personal Fundraising Page and share it on **Instagram, Facebook, LinkedIn or TikTok right from the app!**



5. DOUBLE THE IMPACT

Ask about matching gifts. Thousands of companies match donations made by their employees, potentially doubling or even tripling the impact of a gift. Learn more about matching gifts at purplestride.org/matchinggifts.

Questions? Try our purplestride.org/faq, purplestride.org/fundraising-toolkit and purplestride.org/tcguide or contact Community Support at events@pancan.org or **877.272.6226**