

TAKING STEPS TOGETHER TO END PANCREATIC CANCER

# PanCAN PURPLESTRIDE Participant Fundraising Toolkit

as of September 2025

# 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 country.

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.

Start by setting a goal to raise at least \$200 for PurpleStride. Then use the tips in this toolkit to get you there!

A world where everyone affected by pancreatic cancer thrives starts with **YOU**! Thank you for taking steps to end pancreatic cancer at PanCAN PurpleStride!

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# Registering and Goal Setting

Registering is simple! 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: Register as an Individual, Create a Team, or Join a Team. Then complete the required fields in the registration form.

Registration is **free** – kick start your fundraising today!

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 5 for more information.

## Goal Setting

When you set your fundraising goal, we recommend starting at \$200. 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!

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 links for ABOUT, FUNDRAISING & TEAMS, FAQ, ESPAÑOL, and a DONATE button. The main header features the PanCAN PurpleStride logo and the tagline "Your community is waiting for you!" along with the event date "SATURDAY, APRIL 25, 2026" and a "REGISTER NOW" button. Below the header, 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 person holding a purple shirt with a question mark and text explaining that users can earn a T-shirt by raising or self-donating \$100+ by April 5, 2026. The Grand Club Member section includes a photo of a family and text explaining that users can become a Grand Club member by raising or self-donating \$1,000+ and will receive exclusive gear. At the bottom, there's a section titled "LET'S END PANCREATIC CANCER TOGETHER AT OUR BIGGEST COMMUNITY EVENT OF THE YEAR." with the text "Happening across the nation in an area near you." and a list of cities where the event is taking place.

**EARN YOUR PURPLESTRIDE 2026 T-SHIRT**

Raise or self-donate \$100+ by April 5, 2026, to get your official PurpleStride 2026 T-shirt mailed to you in time for event day! T-shirts earned between April 6 and May 31 will be mailed after the event. For more information, including Survivor & Volunteer T-shirts, visit our FAQs. Look good for a good cause!

**BECOME A PURPLESTRIDE GRAND CLUB MEMBER**

Register and raise \$1,000+ to become a PanCAN PurpleStride 2026 Grand Club member and earn exclusive Grand Club gear. And new this year, we have a youth hoodie for our younger Grand Club members! Becoming a Grand Club member is a powerful step toward curing pancreatic cancer — and you'll look grand doing it! [Learn more.](#)

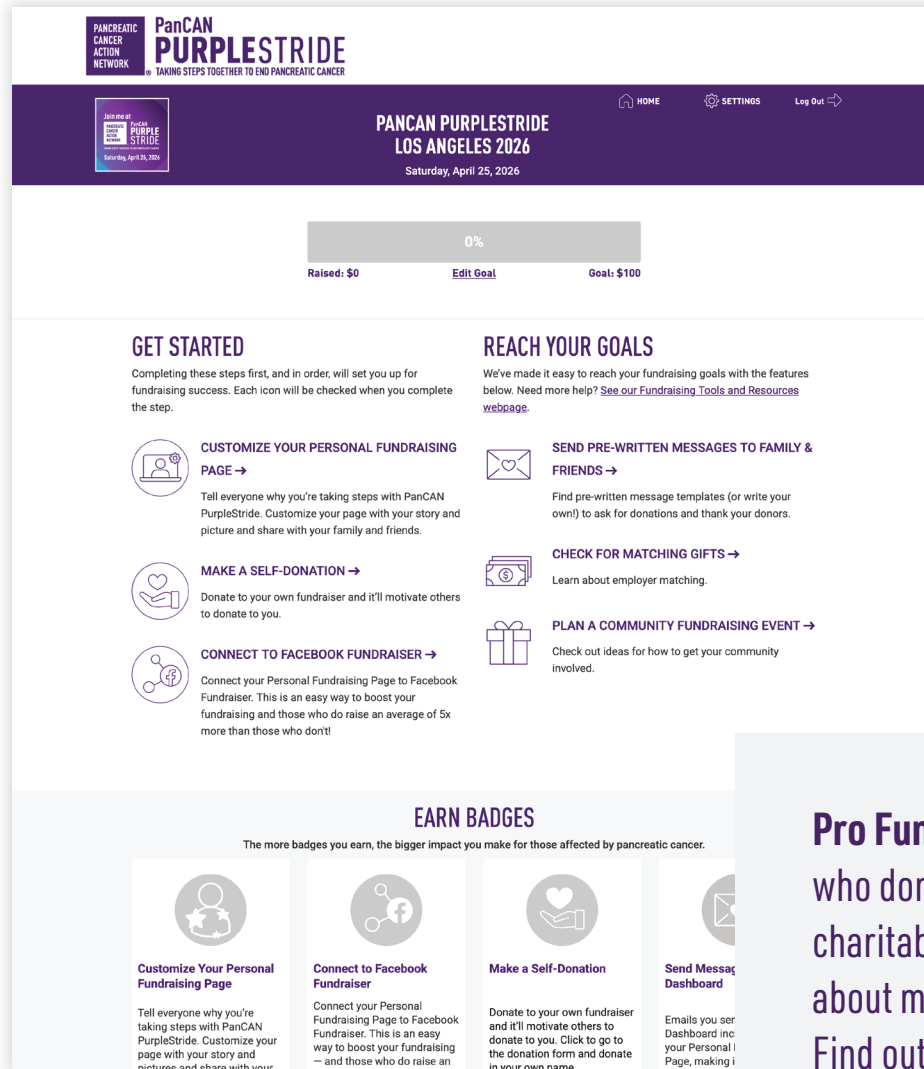
**LET'S END PANCREATIC CANCER TOGETHER AT OUR BIGGEST COMMUNITY EVENT OF THE YEAR.**

Happening across the nation in an area near you.

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

Find your event here!

# Your PanCAN PurpleStride Dashboard



Your **PurpleStride Dashboard** allows you to customize your Personal Fundraising Page with a photo or video and your story, make a self-donation, connect to Facebook Fundraiser, send pre-written fundraising and thank-you messages, track your progress toward your fundraising goal 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**.

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

# Your PanCAN PurpleStride Dashboard

Once you've logged in, we suggest you complete these 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! If you're a returning Strider, your Personal Fundraising Page will carry over from the previous year, so make sure all the information is up to date, including how many years you've participated in PurpleStride!

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."

## Make a Self-Donation

If you didn't make a self-donation when you registered, 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 5 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 Fundraising Messages to Family & Friends

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!**

# Plan a Community Fundraising Event

Turn your passion into progress for patients with pancreatic cancer 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

Working with a business? Plan your ask! Be able to explain how their involvement benefits those with pancreatic cancer AND their business. When you meet, 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 to patients 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://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

# 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 visit your event website for updated information on team and individual recognition. And check out our **Team Captain Guide** for team incentives!

## Individual Recognition

We recognize the Top 3 fundraisers at every PurpleStride event.

## 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 2026 gear.
- A Grand Club badge on your Personal Fundraising Page.
- Recognition on your local Affiliate Facebook page.\*\*

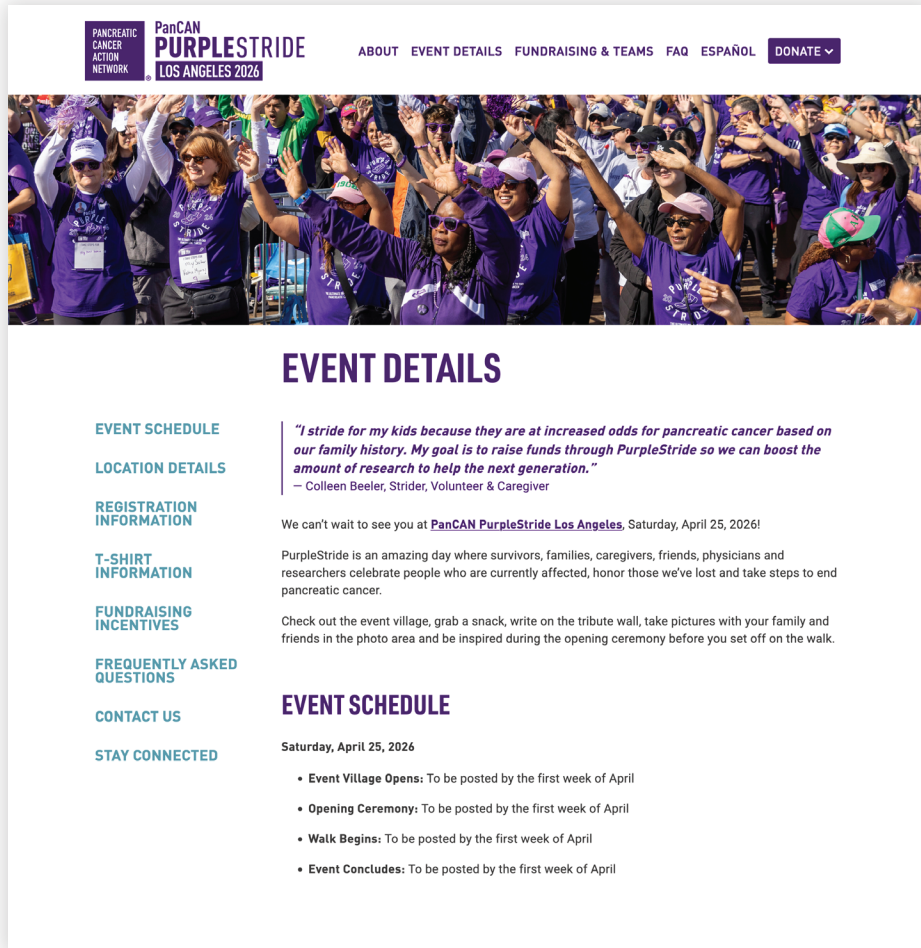
You have until June 30, 2026, to become a Grand Club member!

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



# Preparing for Event Day

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



**PanCAN PURPLESTRIDE LOS ANGELES 2026**

ABOUT EVENT DETAILS FUNDRAISING & TEAMS FAQ ESPAÑOL DONATE

## EVENT DETAILS

**EVENT SCHEDULE**

**LOCATION DETAILS**

**REGISTRATION INFORMATION**

**T-SHIRT INFORMATION**

**FUNDRAISING INCENTIVES**

**FREQUENTLY ASKED QUESTIONS**

**CONTACT US**

**STAY CONNECTED**

*"I stride for my kids because they are at increased odds for pancreatic cancer based on our family history. My goal is to raise funds through PurpleStride so we can boost the amount of research to help the next generation."*  
— Colleen Beeler, Strider, Volunteer & Caregiver

We can't wait to see you at **PanCAN PurpleStride Los Angeles**, Saturday, April 25, 2026!

PurpleStride is an amazing day where survivors, families, caregivers, friends, physicians and researchers celebrate people who are currently affected, honor those we've lost and take steps to end pancreatic cancer.

Check out the event village, grab a snack, write on the tribute wall, take pictures with your family and friends in the photo area and be inspired during the opening ceremony before you set off on the walk.

## EVENT SCHEDULE

**Saturday, April 25, 2026**

- **Event Village Opens:** To be posted by the first week of April
- **Opening Ceremony:** To be posted by the first week of April
- **Walk Begins:** To be posted by the first week of April
- **Event Concludes:** To be posted by the first week of April

- Review the transportation/parking options on your event's **Event Details** page on [purplestride.org](https://purplestride.org).
- If your family and friends are participating with you, 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 family and friends do 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 remains open, so you can still send reminders to those who have yet to donate or call for matching gifts.

You 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 5 for more information.

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

## Appreciation

Thank your 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!

## Get Involved

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

