



TAKING STEPS TOGETHER TO END PANCREATIC CANCER

PanCAN PURPLE STRIDE Participant Fundraising Toolkit

as of January 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 fundraising event of the year and at nearly 60 PurpleStride events in communities nationwide, you can take steps with survivors, families, caregivers, friends, physicians and researchers to make an impact.

This toolkit is designed to help you set and exceed your fundraising goals.

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 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 self-donate or raise \$50+ on their Personal Fundraising Page by event day to earn an official PanCAN PurpleStride T-shirt.

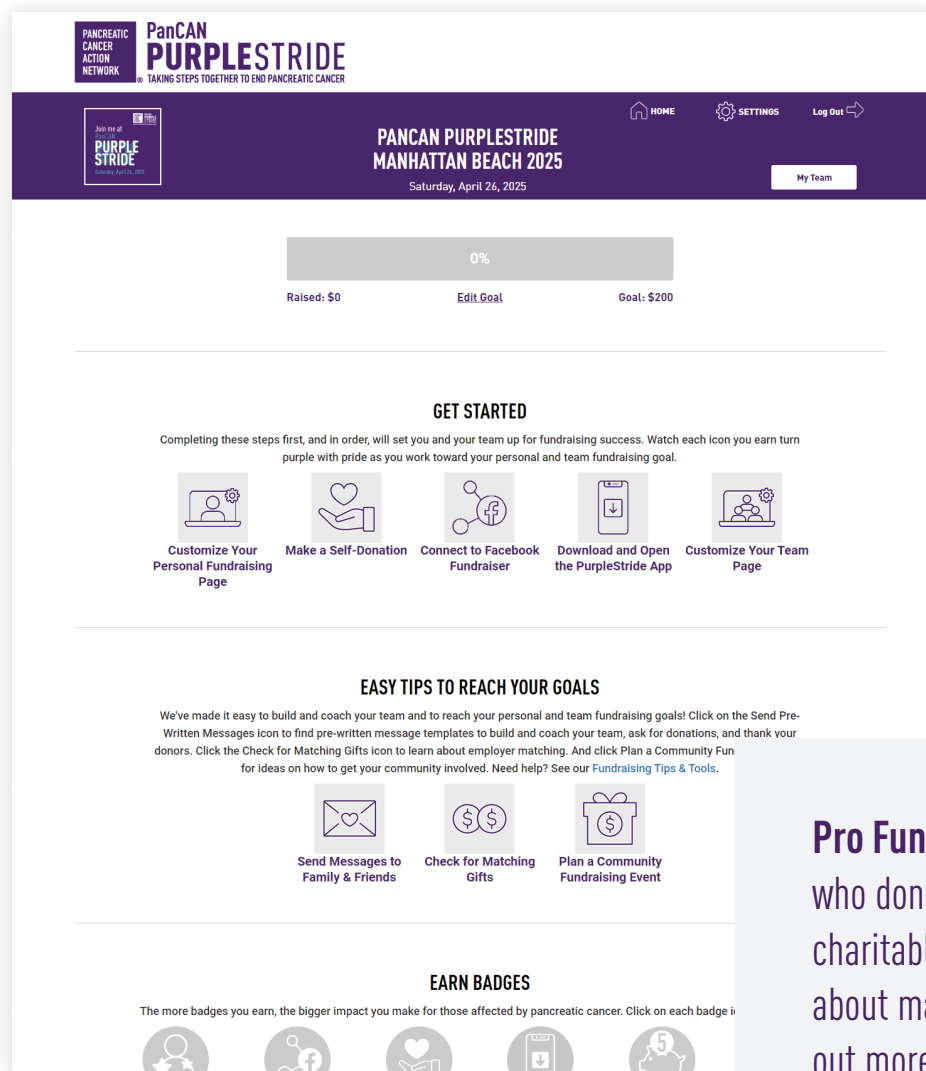
Goal Setting

When you set your fundraising goal, we recommend starting at \$200. But if you want to make a greater impact, set your goal at \$1,000+ – when you raise \$1,000, you'll become a PanCAN PurpleStride Grand Club member and earn exclusive gear!

The screenshot shows the PanCAN PurpleStride website. At the top, there's a navigation bar with 'LOG IN TO FUNDRAISE', 'ABOUT', 'FUNDRAISING & TEAMS', 'FAQ', and 'DONATE'. Below the navigation bar is a hero section with a purple background and a photo of people at a PurpleStride event. The text in the hero section reads: 'Make Strides to End Pancreatic Cancer with Us at PanCAN PURPLESTRIDE. REGISTER NOW FOR OUR BIGGEST FUNDRAISING EVENT OF 2025! Saturday, April 26, 2025'. Below the hero section is a section titled 'LET'S END PANCREATIC CANCER TOGETHER AT OUR BIGGEST FUNDRAISING EVENT OF THE YEAR.' with the subtitle 'Happening across the nation in a community near you.' Below this is a grid of 24 locations: Alabama, Atlanta, Boston, Broward-Palm Beach, Central Florida, Charlotte, Chicago, Cincinnati, Cleveland, Colorado, Columbus, Connecticut, DFW, Delaware, Hampton Roads, Houston, Idaho, Indianapolis, Iowa, Jacksonville, Kansas City, Las Vegas, Los Angeles, Louisiana, Louisville, Maryland, Miami, Michigan, Minnesota, Nebraska, New Jersey, New York City, Northeastern PA, Orange County, Philadelphia, Phoenix, Pittsburgh, Portland, Puget Sound, Raleigh-Durham, Rhode Island, Richmond, Sacramento, San Antonio, San Diego, San Francisco, Silicon Valley, South Carolina, St. Louis, Tampa Bay, Tennessee, USA, Utah, Washington D.C., Western New York, and Wisconsin. Below the grid is a search section with three tabs: 'FIND AN EVENT', 'FIND A PARTICIPANT', and 'FIND A TEAM'. The 'FIND AN EVENT' tab is active. It has a search bar with 'Search by Zip' and a magnifying glass icon, followed by 'OR' and a dropdown menu for 'Select a State'. Below the search bar is a note: 'Find your local event by using the search fields above, or view all events. If you search by zip code, you will see events within a 200 mile radius of your location. If you search by state, you will see events in your state.'

Find your event here!

Your PanCAN PurpleStride Dashboard



Your **PurpleStride Dashboard** allows you to send pre-written fundraising and thank-you messages, track your progress toward your fundraising goal and connect to Facebook Fundraiser.

If you're not immediately connected to your Dashboard after registering, no worries! Just go to 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.

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. Enter your personal story and upload a photo or video.

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 \$50+ by event day to earn your PanCAN PurpleStride T-shirt!

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 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 allow you to include links to your Personal Fundraising Page, making it easy for others to support you.

1. Click Send 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.

Thank Your Donors

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

1. Click Thank Your Donors.
2. Select which pre-written message you'd like to send, add the recipient's email address and personalize your message.

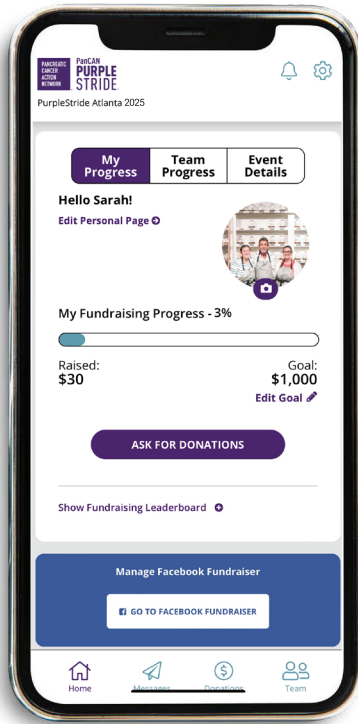
Keep in mind that once you've connected to Facebook Fundraiser, any edits you make to your Personal Fundraising Page going forward will not carry over. Connecting to Facebook Fundraiser is **NOT** the same as posting about your fundraiser on Facebook, but feel free to keep sharing your fundraiser on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

PanCAN PurpleStride Fundraising App

Fundraise with the PanCAN PurpleStride app! The PurpleStride app lets you do the same things as you can on the PurpleStride Dashboard — but on the go!

To download the app: Visit the **Apple App Store** or **Google Play Store**, search for “PurpleStride” and download.

To log in: Click the app icon on your phone and enter the username and password you used to register for the event.

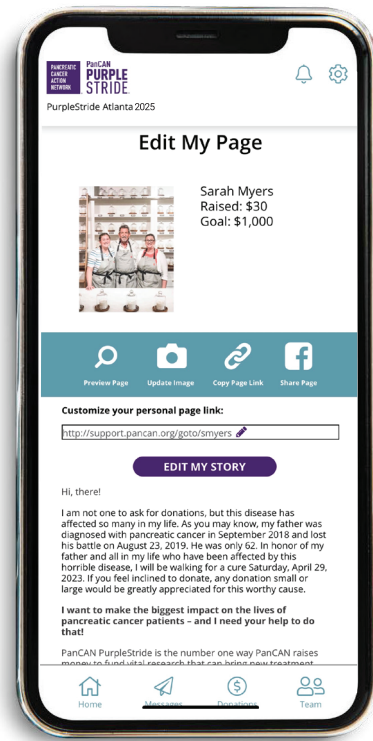


With the PurpleStride app, you can:

- Update your Personal Fundraising Page with your story and add a picture/ video.
- Connect to Facebook Fundraiser.
- Ask for donations and thank donors through Facebook, LinkedIn, Snapchat, WhatsApp, text and email.
- Access and share a QR code to your Personal Fundraising Page.
- Earn badges to celebrate the steps you're taking.
- View your fundraising progress.
- Easily increase your fundraising goal.

The app is a great way for you to fundraise and thank your donors – **download it today!**

PanCAN PurpleStride Fundraising App



Customize Your Personal Fundraising Page

From the home screen, tap My Progress then tap Edit Personal Page. From there, you can:

- Update your photo by taking a photo or uploading an image from your phone's photo library.
- Customize the link to your Personal Fundraising Page by clicking on the pencil icon and editing the web address.
- Update your Personal Fundraising Page by tapping the Edit My Story button (Don't forget to scroll up and hit the save button!)
- See how your Personal Fundraising Page will appear on purplestride.org by tapping Preview Page.
- Copy the link to your Personal Fundraising Page.
- Share your page on Facebook by tapping the Share Page icon.

Make a Self-Donation

- Tap the Make a Self-Donation badge, then tap Earn Badge.
- Select your donation type (Credit Card or Check Deposit) and fill out the donation form in your own name.

Send Fundraising & Thank-You Messages

- Tap the Messages icon in the bottom navigation bar.
- Select which pre-written message you'd like to send, add the recipient's email address and personalize your message.

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

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 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

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 \$50+ by event day will receive the official PanCAN PurpleStride 2025 T-shirt, available for pick up at your event. We'll do our best to ensure supply and preferred sizes, but T-shirts are subject to availability.

All pancreatic cancer survivors who register for PurpleStride are eligible to receive a special Survivor T-shirt with no fundraising minimum required.



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 Grand Club 2025 pullover.
- A Grand Club badge on your Personal Fundraising Page.
- Recognition on your local Affiliate Facebook page.*

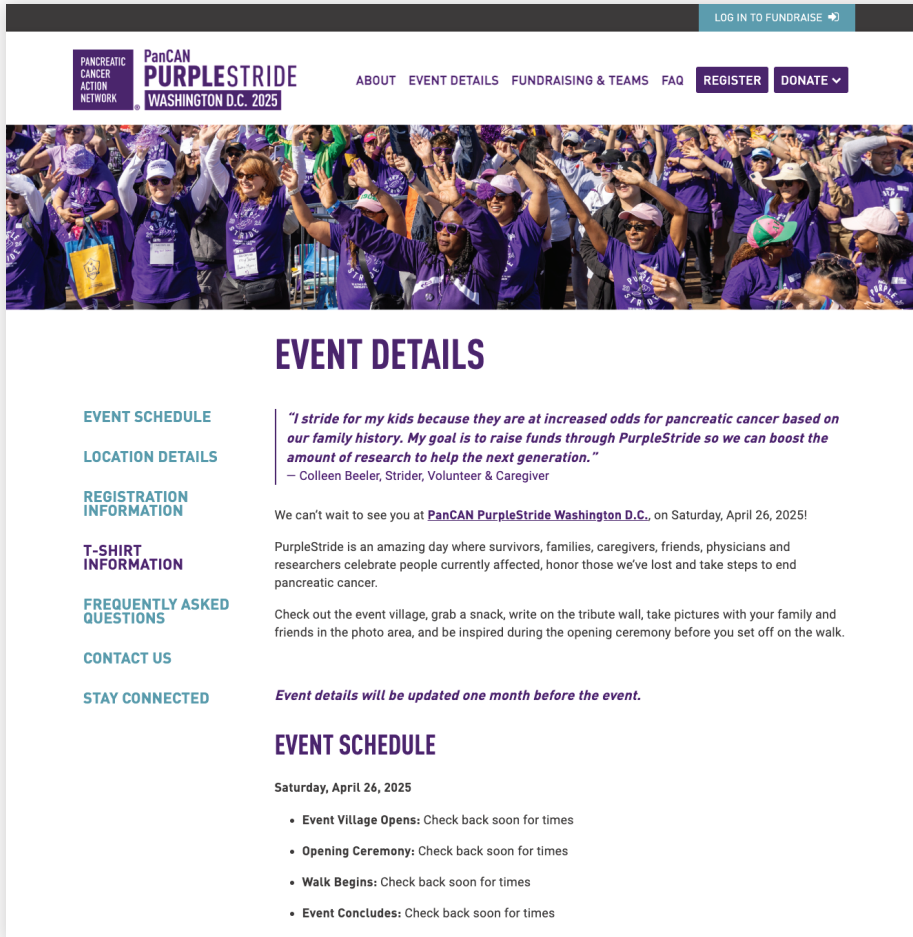
You have until June 30, 2025, to become a Grand Club member!

*Visit 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.



The screenshot shows the 'EVENT DETAILS' page for PanCAN PurpleStride Washington D.C. 2025. The page features a large banner image of a crowd of people in purple shirts. The navigation bar includes links for ABOUT, EVENT DETAILS, FUNDRAISING & TEAMS, FAQ, REGISTER, and DONATE. The left sidebar contains links for EVENT SCHEDULE, LOCATION DETAILS, REGISTRATION INFORMATION, T-SHIRT INFORMATION, FREQUENTLY ASKED QUESTIONS, CONTACT US, and STAY CONNECTED. The main content area includes a quote from Colleen Beeler, Strider, Volunteer & Caregiver, and a list of event schedule items for Saturday, April 26, 2025.

PanCAN PURPLESTRIDE
WASHINGTON D.C. 2025

ABOUT EVENT DETAILS FUNDRAISING & TEAMS FAQ REGISTER DONATE

EVENT DETAILS

EVENT SCHEDULE

LOCATION DETAILS

REGISTRATION INFORMATION

T-SHIRT INFORMATION

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 Washington D.C.**, on Saturday, April 26, 2025!

PurpleStride is an amazing day where survivors, families, caregivers, friends, physicians and researchers celebrate people 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 details will be updated one month before the event.

EVENT SCHEDULE

Saturday, April 26, 2025

- **Event Village Opens:** Check back soon for times
- **Opening Ceremony:** Check back soon for times
- **Walk Begins:** Check back soon for times
- **Event Concludes:** Check back soon for times

- Review the transportation/parking options on your event's **Event Details** page on purplestride.org.
- If your family and friends are participating with you, pick a place for everyone to meet. At the T-shirt tent? Near the stage? With a large event space, it's best to coordinate beforehand.
- Review the **Event Schedule** on 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, too. Those who registered and raised \$50+ by event day will be able to pick up their PurpleStride T-shirt on event day unless otherwise specified.
- 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.

Post-PurpleStride

You've had a hugely successful and fun day! But the PurpleStride fundraising season doesn't end until June 30, 2025! 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 June 30, 2025, to become a Grand Club member and earn this year's gear!

Here are some helpful hints following the event:

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 Committee? Go to pancan.org/affiliates to learn more and get involved today.

