



PanCAN
**PURPLE
STRIDE**

TAKING STEPS TOGETHER TO END PANCREATIC CANCER

PanCAN PURPLESTRIDE Participant Fundraising Toolkit

as of January 2024

Introduction

Local action. Nationwide impact. This is PanCAN PurpleStride, the ultimate walk to end pancreatic cancer. Join the movement to change the lives of pancreatic cancer patients right now. Your participation and fundraising make all the difference.

At nearly 60 PurpleStride events in communities nationwide, pancreatic cancer survivors, families, caregivers, researchers and supporters come together and honor everyone affected by the disease.

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

The money you raise helps pancreatic cancer patients get free, personalized support through PanCAN Patient Services, invest in groundbreaking research and early detection initiatives, and so much more.

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

Thanks to **YOU**, patients will know they can 100% count on PanCAN to be there for them, even during the most challenging times.

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Registering and Goal Setting

We've made registering easy! 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, Join or Bring Back a Team, or Create 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 needs to register and self-donate or raise \$50 by event day to earn an official PanCAN PurpleStride T-shirt.

Goal Setting

When you set your fundraising goal, we recommend starting at \$200. We recommend setting a fundraising goal of at least \$200. But if you want to make a greater impact, set your goal at \$1,000 or more – 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 'ABOUT', 'EVENT INFO', 'FUNDRAISING & TEAMS', and 'DONATE'. A main banner features a photo of people at a PurpleStride event with the text: 'Don't Miss Our Biggest Fundraising Event of 2024 PanCAN PURPLE STRIDE Happening across the nation Saturday, April 27, 2024'. Below the banner, a heading reads 'LET'S END PANCREATIC CANCER TOGETHER AT OUR BIGGEST FUNDRAISING EVENT OF THE YEAR. Happening across the nation in a community near you.' A grid of 24 cities is listed, including Alabama, Arkansas, Atlanta, Boise, Boston, Broward-Palm Beach, Central Florida, Charlotte, Chicago, Cincinnati, Cleveland, Colorado, Columbus, Connecticut, DFW, Delaware, Hampton Roads, Houston, 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. At the bottom, there are buttons for 'FIND AN EVENT', 'FIND A PARTICIPANT', and 'FIND A TEAM', followed by a search bar with 'Search by Zip' and 'OR Select a State' options.

Find your event here!

Your PanCAN PurpleStride Dashboard

The screenshot displays the PanCAN PurpleStride dashboard for the USA 2024 event. At the top, the PanCAN PurpleStride logo is visible with the tagline 'TAKING STEPS TOGETHER TO END PANCREATIC CANCER'. The dashboard shows a progress bar at 0% with a goal of \$200. Below this, a section titled 'COMPLETE THESE FOUR EASY STEPS FIRST' lists: 1. Customize Your Personal Fundraising Page, 2. Make a Personal Donation, 3. Connect to Facebook Fundraiser, and 4. You've Downloaded & Opened the PurpleStride App. A 'KEEP FUNDRAISING UNTIL EVENT DAY' section offers options to 'Send Fundraising Messages to Family & Friends', 'Thank Your Donors', and 'Use Fundraising Tips & Tools'. At the bottom, an 'EARN BADGES' section is partially visible.

Your **PanCAN PurpleStride Dashboard** is your one-stop shop for all your PurpleStride fundraising needs. From instructions on customizing your personal fundraising page and connecting to Facebook Fundraiser to emails and social media messages you can send your family and friends, your Dashboard has you covered. You can even send messages to family and friends asking them to register and join you in the fight against pancreatic cancer!

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 with pictures/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 completed 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 Facebook fundraiser.

Send Fundraising Messages to Family & Friends

Fundraisers who send emails 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 Fundraising Messages to Family & Friends.
2. Select your message and how you'd like to send it, then personalize and address 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 your message and how you'd like to send it, then personalize and address your message.

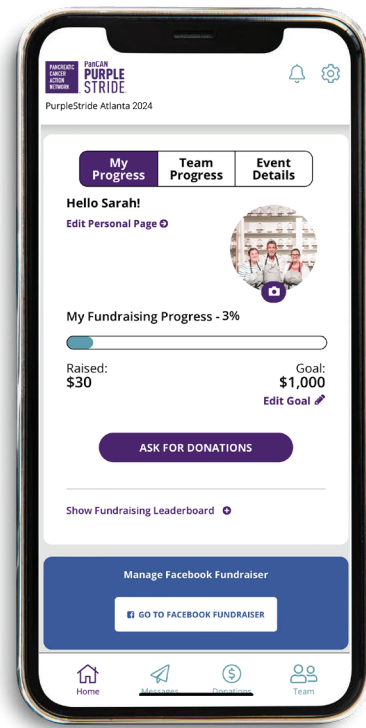
Pro Fundraising Tip: Ask for Matching Gifts. Those who donate to you will receive an email about matching charitable contributions at their place of employment. Inquire about matching gifts at your place of employment, too! Find out more at purplestride.org/matchinggifts.

PanCAN PurpleStride Fundraising App

Fundraise on the go with the PanCAN PurpleStride app!

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

To login: 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:

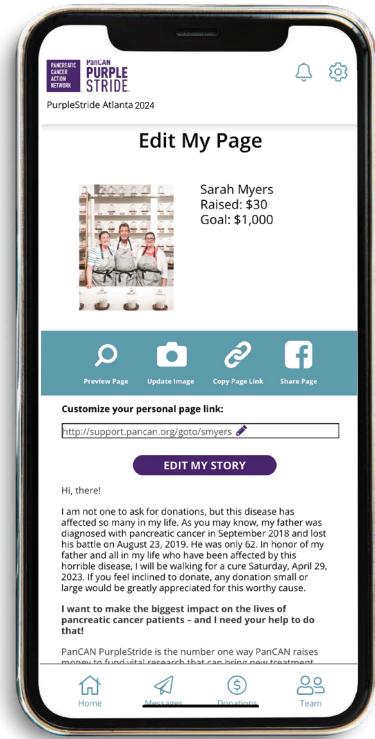
- Customize your personal fundraising page with your photo and story.
- Create your Facebook Fundraiser.
- Access and share a QR code to your personal fundraising page.
- Ask for donations and thank donors through Facebook, Twitter, LinkedIn, Snapchat, WhatsApp, text and email.
- Earn badges to celebrate the steps you're taking.
- View your fundraising progress.
- Easily increase your fundraising goal.

And you can send messages to recruit family and friends to participate with you ... all in the palm of your hand!

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

PanCAN PurpleStride Fundraising App

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



To 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.

To 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.

To send messages and thank your donors

- Tap the Messages icon in the bottom navigation bar.
- Select your message and how you'd like to send it, then personalize and address 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!)



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 or more by event day will receive the official PanCAN PurpleStride 2024 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 or more 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 gift.
- A Grand Club badge on your participant fundraising page.
- Recognition on your local Affiliate Facebook page.*
- Invitations to exclusive PanCAN programs and events.

You have until June 30, 2024, to become a Grand Club member!

*Visit pancan.org/affiliates to find your local Affiliate and join their Facebook page.

PanCAN PurpleStride USA

If there's not an in-person event in your community, PanCAN PurpleStride USA is the perfect way to participate. Through PurpleStride USA, you can take steps from wherever you are and however you'd like.

Those who register for PanCAN PurpleStride USA and raise or self-donate \$50 by event day, Saturday, April 27, 2024, will have a T-shirt mailed to them. Those who register for PurpleStride USA as a survivor will be sent a survivor T-shirt with no minimum fundraising required.

Here are some creative ways you can participate. However you decide to take steps, have fun doing it and make sure to ask your family and friends to join you! Don't forget to take pictures and post on social media – tag us **@pancan** and use **#PanCANPurpleStride**.



“I’ll be spending the day doing things my dad would have done, like saying hello to strangers on the street or buying a serviceperson an unexpected meal. Just paying it forward.”

Liz Fragoza

PanCAN PurpleStride USA participant

Take a Walk

Walk around your neighborhood or go to a park.

Go for a Hike

Find a trail that's right for you and enjoy the great outdoors.

Ride your Bike

Take a spin around your community.

Host a Meal

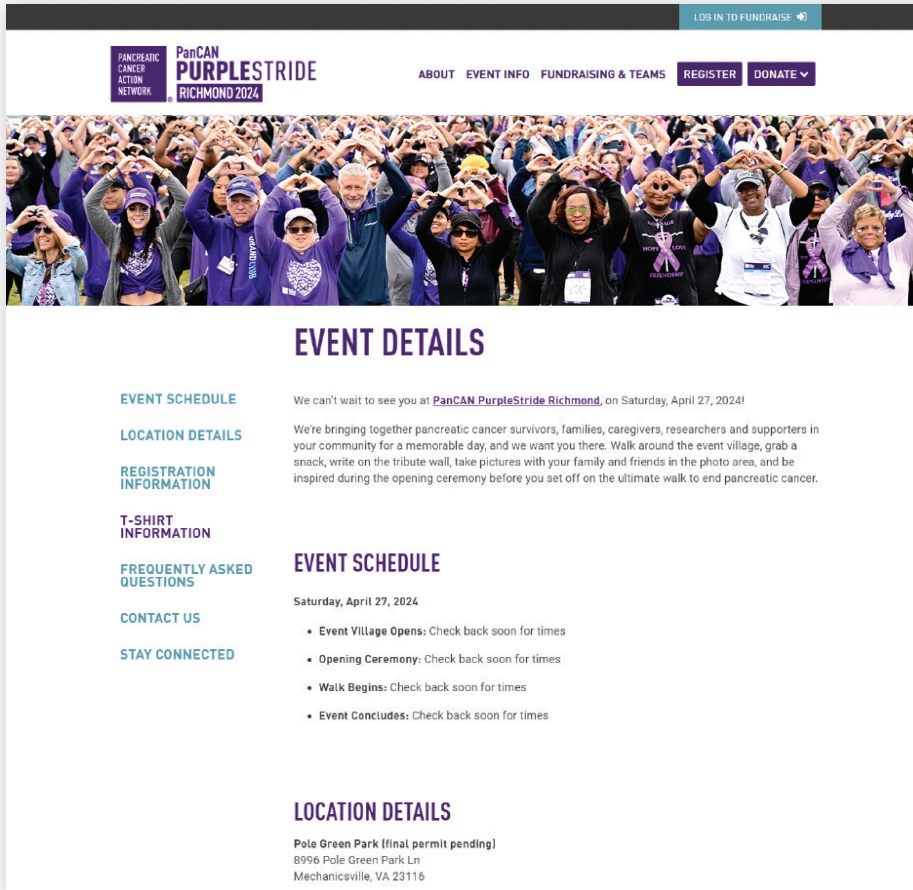
Have the family and friends who donated to your fundraiser over for a meal.

Honor a Loved One

Spend the day honoring the person you're taking steps for by doing their favorite activity.

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 website for PanCAN PurpleStride Richmond 2024. The header includes the PanCAN logo, the event name 'PURPLESTRIDE RICHMOND 2024', and navigation links for 'ABOUT', 'EVENT INFO', 'FUNDRAISING & TEAMS', 'REGISTER', and 'DONATE'. A 'LOG IN TO FUNDRAISE' button is also present. Below the header is a large image of a crowd of people in purple shirts making heart shapes with their hands. The main content area is titled 'EVENT DETAILS' and includes a sidebar with links for 'EVENT SCHEDULE', 'LOCATION DETAILS', 'REGISTRATION INFORMATION', 'T-SHIRT INFORMATION', 'FREQUENTLY ASKED QUESTIONS', 'CONTACT US', and 'STAY CONNECTED'. The main text under 'EVENT DETAILS' reads: 'We can't wait to see you at PanCAN PurpleStride Richmond, on Saturday, April 27, 2024! We're bringing together pancreatic cancer survivors, families, caregivers, researchers and supporters in your community for a memorable day, and we want you there. Walk around 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 ultimate walk to end pancreatic cancer.' Below this is the 'EVENT SCHEDULE' section, which lists the date as 'Saturday, April 27, 2024' and includes four bullet points: 'Event Village Opens: Check back soon for times', 'Opening Ceremony: Check back soon for times', 'Walk Begins: Check back soon for times', and 'Event Concludes: Check back soon for times'. The 'LOCATION DETAILS' section is also visible, listing 'Pole Green Park (final permit pending)', '8996 Pole Green Park Ln', and 'Mechanicsville, VA 23116'.

- 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 check-in? 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 or more 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, 2024! 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, 2024, 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 shoutouts 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 joining the PurpleStride Committee, raising awareness and volunteering year-round to educate your community about PanCAN? Go to pancan.org/affiliates to learn more and get involved today.

