

PanCAN  
**PURPLE  
STRIDE**

TAKING STEPS TOGETHER TO END PANCREATIC CANCER

# PanCAN **PURPLESTRIDE** Team Captain Guide

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.**

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.

The screenshot shows the PurpleStride website interface. At the top, there's a navigation bar with links for ABOUT, FUNDRAISING & TEAMS, FAQ, and DONATE. The main header features the PanCAN PurpleStride logo and a banner for the 2025 event on Saturday, April 26. Below this, a section titled 'LET'S END PANCREATIC CANCER TOGETHER AT OUR BIGGEST FUNDRAISING EVENT OF THE YEAR.' lists various locations where the event is happening across the nation. A call-to-action button 'Find your event here!' is overlaid on the left. The bottom section contains search filters for 'FIND AN EVENT', 'FIND A PARTICIPANT', and 'FIND A TEAM', with a search bar and a dropdown menu for 'Select a State'.

Find your event here!

Click [here](#) for additional resources on Company Teams.

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

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 – when you raise \$1,000+, you'll become a PanCAN PurpleStride Grand Club member and earn exclusive gear!

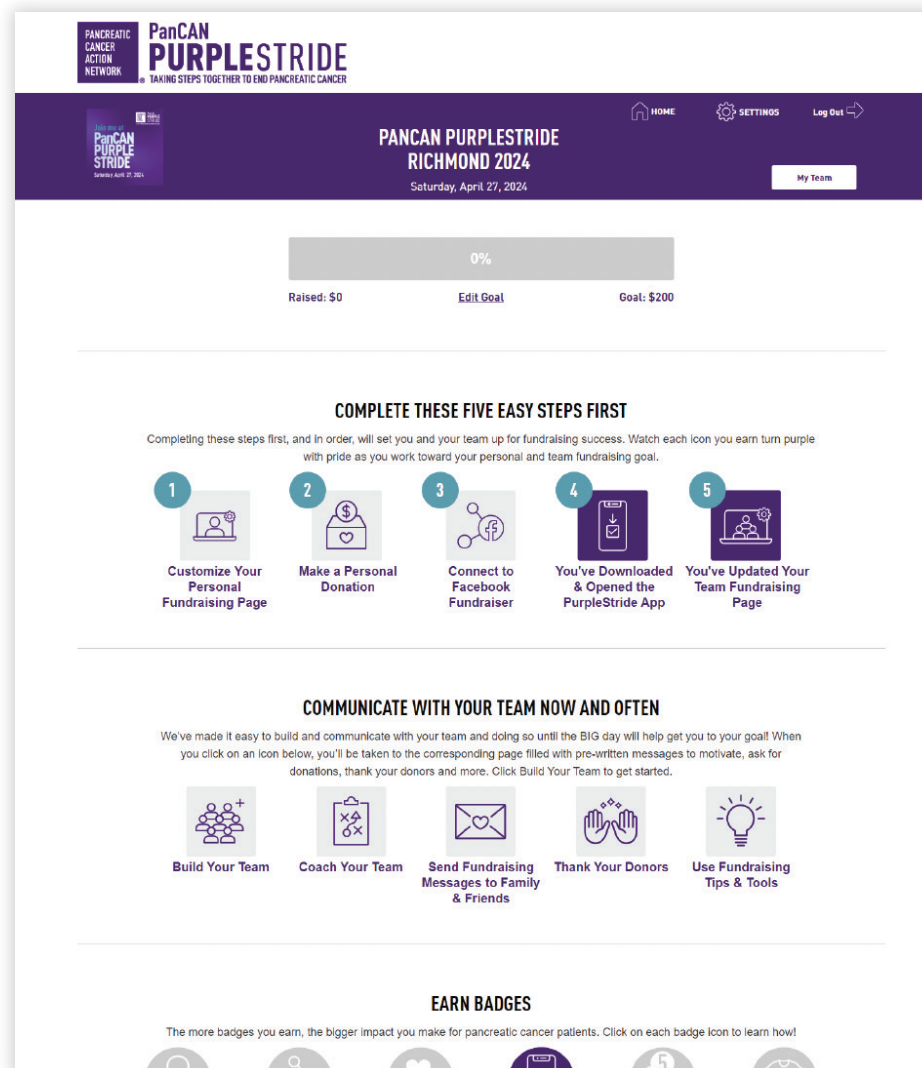
On average, teams with Grand Club members raise 10x more than teams without a Grand Club member!

**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!**

# Your PanCAN PurpleStride Dashboard

Your **PurpleStride Dashboard** allows you to send pre-written fundraising, team-building and thank-you messages, track your progress toward your fundraising goal and connect to Facebook Fundraiser. You can also send your team members encouraging fundraising messages to cheer on their efforts!

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**.





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

## 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 \$50+ 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 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.



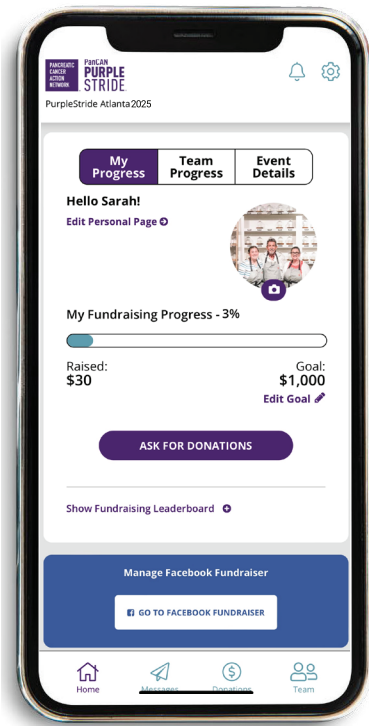
**Keep in mind that once you've connected to Facebook Fundraiser, any edits you make to your Personal Fundraising Page going forward will not carry over. Connecting to Facebook Fundraiser is NOT the same as posting about your fundraiser on Facebook, but feel free to keep sharing your fundraiser on your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

# PanCAN PurpleStride Fundraising App

The PurpleStride app lets you do the same things as you can on the **PurpleStride Dashboard** — but on the go! Use the app to fundraise and check your progress.

**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.

## In addition, Team Captains can:

- Send coaching messages to recruit friends and family to join your team.
- View your team's fundraising goal and progress.
- Send coaching messages to individuals on your team or your team as a group.

... all from the palm of your hand!

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

# PanCAN PurpleStride Fundraising App

## Edit Your Team Page

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

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

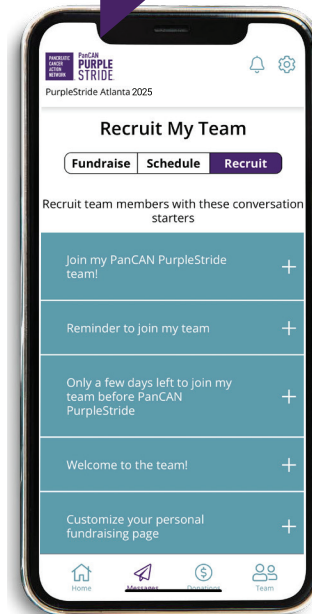
## Recruit Team Members, Send Fundraising & Thank-You Messages via Social Media, Text & Email

- Tap the Send Messages icon in the navigation bar, then
- The Fundraise, Schedule, or Recruit tab, then
- The plus icon next to the message, then
- The channel you'd like to send from ... then personalize the message and send.

## View Your Team's Fundraising Progress or Update Your Team Goal

- Tap the Home icon, then Team Progress. The bar shows how you are progressing toward your fundraising goal!
- Tap the pencil icon next to your team goal to enter a new goal.

This app makes fundraising easier than ever, and might even help you and your teammates become **Grand Club members!**



# 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 or PurpleStride app 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. From the PurpleStride app, click Messages then Recruit to personalize and send the pre-written messages.
- Recruit teammates across the country. Invite your family and friends outside of your area to register as participants and stride from where they are!
- 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](https://purplestride.org)'s **Fundraising Tools & Resources** page.

Using your PurpleStride Dashboard or the PurpleStride app 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 2x 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!
- **Use the PurpleStride app.** Your team will appreciate you sending this message because having the PurpleStride app on your phone means they can manage their PurpleStride fundraising from anywhere.
- **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 and the PurpleStride app. 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 a special Grand Club pullover to wear. 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](https://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 for the fight against 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 6, 2025, 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.
- Priority packing of T-shirts.
- 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: Friday April 25, 2025, at 11:59 p.m. PT**

- 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 2025 T-shirt.  
*(Deadline: Sunday, March 16, 2025, at 11:59 p.m. PST)*
- Your team's name in post-event emails.  
*(Deadline: Friday, April 25, 2025 at 11:59 p.m. PST)*
- Exclusive use of the Top 10 Team Photo Frame on event day.  
*(Deadline: Friday, April 25, 2025, at 11:59 p.m. PST)*

### Top 10 National Teams

**Deadline: Sunday, April 6, 2025, 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 \$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!

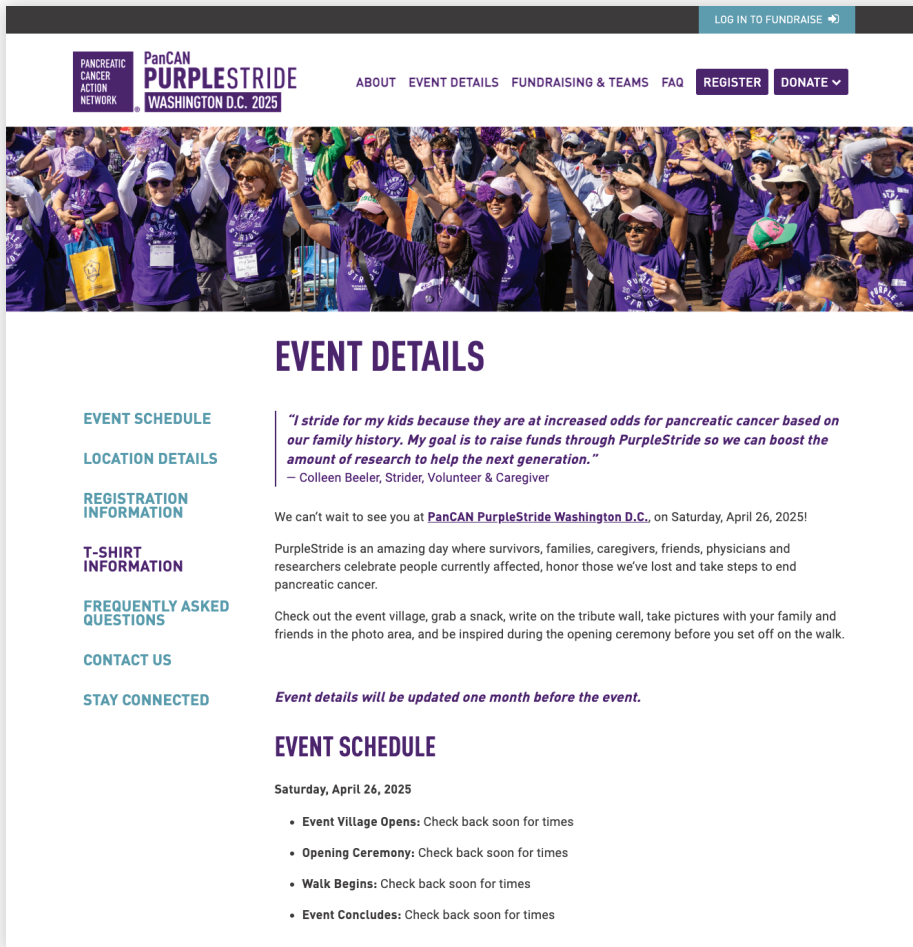
\*Visit [pancan.org/affiliates](https://pancan.org/affiliates) to find your local Affiliate and join their Facebook page.



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.



**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 the **Event Details** page under the Event Info tab on [purplestride.org](https://purplestride.org).
- 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](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 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 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 can also become Grand Club members until June 30, 2025.

Here are some helpful hints following the event:

## 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!**