



PanCAN  
**PURPLE  
STRIDE**

TAKING STEPS TOGETHER TO END PANCREATIC CANCER

# PanCAN PURPLESTRIDE

## Team Captain Guide

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.

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.

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 build a world where pancreatic cancer patients will thrive.



“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

We've made registering as a Team Captain easy! 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: 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 needs to register and self-donate or raise \$50 by event day to earn the official PanCAN PurpleStride T-shirt.

If you've already registered for PurpleStride as an individual but would like to be a Team Captain, contact Customer Service 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. But remember, teams of any size can make a big impact!**

# Your PanCAN PurpleStride Dashboard

Your **PanCAN PurpleStride Dashboard** is your one-stop shop for all your PurpleStride fundraising needs. From instructions on customizing your personal and team fundraising pages and connecting to Facebook Fundraiser to recruitment, coaching and fundraising emails and social media messages you can send your family and friends, your Dashboard has you covered.

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.

**PanCAN PURPLESTRIDE**  
TAKING STEPS TOGETHER TO END PANCREATIC CANCER

HOME SETTINGS Log Out

**PANCAN PURPLESTRIDE RICHMOND 2024**  
Saturday, April 27, 2024

My Team

0%  
Raised: \$0 Edit Goal Goal: \$200

**COMPLETE THESE FIVE EASY STEPS FIRST**  
Completing these steps first, and in order, will set you and your team up for fundraising success. Watch each icon you earn turn purple with pride as you work toward your personal and team fundraising goal.

- 1 Customize Your Personal Fundraising Page
- 2 Make a Personal Donation
- 3 Connect to Facebook Fundraiser
- 4 You've Downloaded & Opened the PurpleStride App
- 5 You've Updated Your Team Fundraising Page

**COMMUNICATE WITH YOUR TEAM NOW AND OFTEN**  
We've made it easy to build and communicate with your team and doing so until the BIG day will help get you to your goal! When you click on an icon below, you'll be taken to the corresponding page filled with pre-written messages to motivate, ask for donations, thank your donors and more. Click Build Your Team to get started.

- Build Your Team
- Coach Your Team
- Send Fundraising Messages to Family & Friends
- Thank Your Donors
- Use Fundraising Tips & Tools

**EARN BADGES**  
The more badges you earn, the bigger impact you make for pancreatic cancer patients. Click on each badge icon to learn how!

# 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 with pictures/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. 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.
2. 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 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.

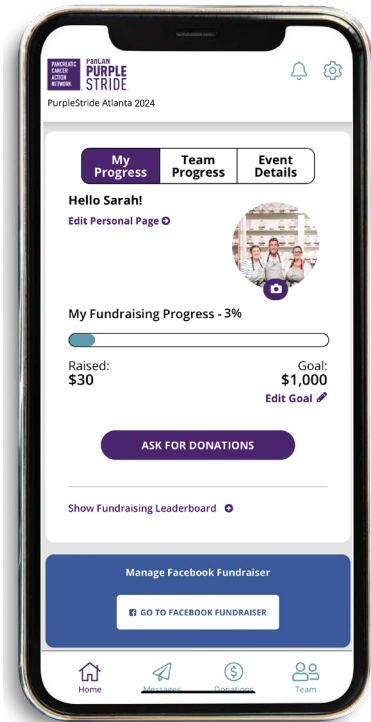
1. Click Thank Your Donors.
2. Select your message and how you'd like to send it, then personalize and address your message.

# PanCAN PurpleStride Fundraising App

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



## With the app, you can:

- Update 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 fun 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

## To 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.

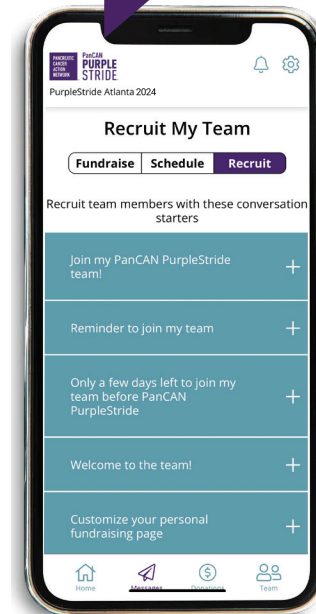
## To recruit new team members, ask for donations or thank donors through social media, text, and email

- 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.

## To view your team 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 the Build Your Team icon, 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 Guide** available on purplestride.org's **Fundraising Tools & Resources** page.

Using your 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 the Coach Your Team icon, then select one of the pre-written coaching messages. Personalize it and send it to your teammates. We suggest getting started with the following messages:

- **Welcome to my PanCAN PurpleStride 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 pictures 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 your PurpleStride fundraising from anywhere.
- **Send fundraising messages.** This message encourages your teammates to use their PurpleStride Dashboard to send fundraising messages via email and social media.

**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 inquire 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 **PanCAN PurpleStride 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 towards their fundraising goal.

Encourage your team to get creative with their PurpleStride fundraising! They can turn their passion into progress for patients by planning a community fundraising event doing something they already enjoy. Check out the **Participant Fundraising 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!

## Team Recognition

We recognize the top 10 fundraising teams at every PurpleStride event, with the top 3 teams receiving special recognition!

In addition, Passion Teams are recognized with:

- A team sign customized with their team name.
- Access to an exclusive Passion Teams area on event day, where they can gather and meet their team members and other teams who have also hit this status.

And Elite Teams are recognized with:

- A team sign customized with their team name.
- Their very own VIP area.
- A banner featuring their team name.
- A special giveaway on event day.

Learn more on the [Fundraising Deadlines and Incentives](#) page of your event website.

## Individual Recognition

### 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](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 for you and your team easy. Just follow the tips below and everyone's PurpleStride experience will be awesome.

**PanCAN PURPLESTRIDE RICHMOND 2024**

ABOUT EVENT INFO FUNDRAISING & TEAMS REGISTER DONATE

## EVENT DETAILS

**EVENT SCHEDULE**

We can't wait to see you at [PanCAN PurpleStride Richmond](#), on Saturday, April 27, 2024!

**LOCATION DETAILS**

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.

**REGISTRATION INFORMATION**

**T-SHIRT INFORMATION**

**FREQUENTLY ASKED QUESTIONS**

**CONTACT US**

**STAY CONNECTED**

### EVENT SCHEDULE

Saturday, April 27, 2024

- **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

### LOCATION DETAILS

**Pole Green Park (final permit pending)**  
8996 Pole Green Park Ln  
Mechanicsville, VA 23116

- Review the transportation/parking options on the **Event Details** page under the Event Info tab on [purplestride.org](#).
- 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 team does as well. Participants who 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.
- If you are a Passion Team or Elite Team and have been notified beforehand, you may be given access to a special area. Be on the lookout for your team's name on a Passion or Elite Team sign or banner!

# 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 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, 2024.

Here are some helpful hints following the event.

## Appreciation

Thank your team members and 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! You can even host an appreciation party for your team.

## Get Involved

Your local PaCAN 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](https://pancan.org/affiliates) to learn more and get involved today.



**Thank you for stepping up to be a Team Captain!**