



# WAGE HOPE<sup>®</sup>

TOGETHER

YOUR GUIDE TO A PERFECT PURPLE PARTY!

PANCREATIC  
CANCER  
ACTION  
NETWORK<sup>®</sup>



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## TOGETHER

### What is a Purple Party?

A Purple Party is a fun way to make a difference during Pancreatic Cancer Awareness month in November. Think of it as a do-it-yourself fundraiser hosted by supporters to benefit the Pancreatic Cancer Action Network. It's also a fantastic way to recognize November 17 as World Pancreatic Cancer Day.

We encourage you to get creative with your ideas! Because these events are so flexible, they can be held in almost any way that works best for you.

To start, think about what you'll already be hosting this November and turn it into an

opportunity for friends, family or co-workers to, at the same time, make a donation for a good cause. Maybe it's your Thanksgiving feast (complete with purple décor you can purchase from our [ShopPurple store](#), and/or food) or the annual family and friends touch football game. Or, consider hosting a viewing party to watch your favorite sports team. Hosting a Purple Party at work is another popular idea.

It's all about getting creative and asking your friends to make a donation to support the fight against pancreatic cancer.

We provide a platform, Wage Hope My Way, where you can easily create a personalized webpage for your fundraiser that can be shared with family and friends. Register your Purple Party now at [www.pancan.org/diy](http://www.pancan.org/diy).

## Need Inspiration for Purple Party Ideas?

We have lots of great ideas to help you plan your Purple Party! Remember, if you've already got something planned, why not paint it purple?

Here are additional ideas to get you started:

- Hold a Jeans Day or Wear Purple Day at your office or school and tell everyone you will donate \$1 for each person who wears jeans that day, or ask them to make a donation in exchange for getting to wear jeans (and purple, of course!)
- Organize a Favorite Foods cook off
  - Hold a pumpkin pie baking contest
  - Challenge your friends to see who can make the best purple recipe
- Create a friendly sporting event tournament
  - Tag team football for the family Thanksgiving gathering
- Throw a party for Monday Night Football and charge your friends "admission"
- Make Thanksgiving extra special in memory of a loved one by asking for a donation in their honor
- Set up a lemonade stand or host a bake sale
- Arrange for a special workout class and collect donations

Get inspired by others and create the type of fundraiser that's right for you! Click [here](#) for many more ideas.



## Now That You Have Your Idea, You're Only Two Steps Away From Making an Impact!

1. Set up your page at [www.pancan.org/diy](http://www.pancan.org/diy)

Register for your Purple Party and customize your webpage with your story and a photo. It will only take a few minutes and you will have all the tools you need for success.

2. Make an impact!

Spread the word among friends, family and co-workers by sharing the link to your donation page, and watch the much-needed funds roll in!

## How to Wage Hope and Promote Your Purple Party in Your Community

As you reach out to your network to make sure they know that November is Pancreatic Cancer Awareness month, enthusiastically suggest they host a Purple Party, or join yours, or both! Holding an event can inspire friends, family and co-workers to champion the fight against pancreatic cancer.

When drafting emails to family, friends and co-workers, include the sample language found in the Wage Hope My Way website's Participant Center and a link to the landing page – [www.pancan.org/diy](http://www.pancan.org/diy).

Encourage your friends, family and co-workers who choose to hold a Purple Party to share pictures on our landing page at [www.pancan.org/wagehope](http://www.pancan.org/wagehope), and on Facebook, Instagram and Twitter using the hashtag #PANCaware and #WageHope. They will be entered to win our weekly prizes as well as be celebrated on our landing page action wall.

## We Are With You Every Step of the Way as You Wage Hope Your Way!

Access your participant center at [www.pancan.org/diy](http://www.pancan.org/diy) for your one-stop shop for helpful tools such as fundraising tips and printable materials.

You will also have the opportunity to request additional materials to use during your event, and you can download the Wage Hope My Way logo, if desired. Please note that any and all promotional materials that you create must be submitted to the Pancreatic Cancer Action Network at [myway@pancan.org](mailto:myway@pancan.org) for approval prior to printing, display or use.

Be sure to share your event details with us. Qualifying events can be posted to

the Pancreatic Cancer Action Network's calendar of events, if desired. And, we cannot guarantee availability, but if there are volunteers nearby, they are often happy to host an awareness table, give a short speech or accept a check on behalf of the organization.

## How Your Purple Party Will Make a Difference for the Pancreatic Cancer Community

Did you know that pancreatic cancer has surpassed breast cancer to become the third leading cause of cancer-related death in the United States? While the relative five-year survival rate for pancreatic cancer increased slightly to 8 percent this year, it is still the lowest survival rate of any major cancer. The Pancreatic Cancer Action Network has an ambitious goal to double survival for the disease by 2020. But we need your help to achieve this goal. That's why hosting a Purple Party is a fun way to really make an impact, especially in November, the month of giving.

We know we can do it, with you by our side. Last year, people just like you held personal fundraiser events that helped us create a brighter tomorrow for pancreatic cancer patients.

Here is the impact fundraisers made last year:

- Ensured that we can continue to directly fund scientific research to accelerate medical breakthroughs and scientific advances
- Helped us continue our aggressive advocacy efforts on Capitol Hill
- Provided resources, information and hope to patients and caregivers, including no-cost access to the world's most comprehensive pancreatic cancer clinical trials database
- Increased national awareness of pancreatic cancer

Thank you for everything you do to Wage Hope with us all year long. It's only with your support that we are able to share resources and speak with more pancreatic cancer patients and caregivers than any other organization in the world, and to fund innovative research dedicated to accelerating progress in pancreatic cancer.

It's because of YOU that we will be able to reach our goal of doubling pancreatic cancer survival by 2020.

We're glad that you have chosen to Wage Hope Together with us this November!

## Do you have more questions?

See our [Wage Hope My Way FAQ](#)

