

PANCREATIC
CANCER
ACTION
NETWORK

PURPLE
STRIDE®

TAKING STEPS TOGETHER TO END PANCREATIC CANCER

PanCAN PurpleStride® Participant Fundraising Toolkit

as of September 2021

Introduction

Local action. Nationwide impact. This is PanCAN PurpleStride, the ultimate event 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.

Thank you for being part of PanCAN PurpleStride! This toolkit is designed to help you fundraise for your event.

The money you raise gives pancreatic cancer patients and families **FREE** access to PanCAN Patient Services that can improve their lives.

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.

Contents

- 1** Getting Started
- 2** Tips To Kickstart Your Fundraising Efforts
- 3** Communicating With Your Donors
- 5** Additional Fundraising Ideas

Getting Started

Registering

Visit purplestride.org and use the “Find an Event” search box to select the event you wish to join.

Find your event by typing in the zip code or selecting your state.
Select Register.

Select the option that that applies to you: Register As An Individual, Join or Bring Back a Team or Create A Team.

You'll then be taken to an online registration form that asks you to set up an online account with a unique login.

Registration is free – kick start your fundraising today!



PURPLESTRIDE
TAKING STEPS TOGETHER TO END PANCREATIC CANCER

[ABOUT](#)
[EVENT INFO](#)

[FUNDRAISING & TEAMS](#)

[REGISTER](#)

[DONATE](#)

[LOG IN](#)

P.S. We're Back!

Taking Steps to End Pancreatic Cancer

April 30, 2022

PanCAN PurpleStride is back, in person, on one big day. Register now for an exclusive gift!

LOCAL ACTION, NATIONWIDE IMPACT.

FIND YOUR LOCAL EVENT AND REGISTER FOR FREE TODAY

Register now, then raise \$25 by October 6, and as a thank you, we'll send you a pair of **limited-edition PanCAN PurpleStride shoelaces** to wear on the big day!

Alabama
Arkansas
Atlanta
Austin
Boise
Boston
Broward-Palm Beach
Central Florida
Charlotte
Chicago

Cincinnati
Cleveland
Colorado
Columbus
Connecticut
Delaware
Detroit
DFW
Houston
Indianapolis

Iowa
Jacksonville
Kansas City
Las Vegas
Los Angeles
Louisiana
Louisville
Madison
Maryland
Miami

Milwaukee
Minnesota
Nebraska
New Jersey
New York City
Northeastern PA
Oklahoma
Orange County
Philadelphia
Phoenix

Pittsburgh
Portland
Puget Sound
Raleigh-Durham
Rhode Island
Richmond
Sacramento
San Antonio
San Diego
San Francisco

Silicon Valley
South Dakota
St. Louis
Tampa Bay
Tennessee
Utah
Virginia Beach
Washington D.C.
Western New York

Can't make it to a local PurpleStride? There's an event for everyone. Join [PurpleStride USA](#) to participate from anywhere!

FIND AN EVENT

FIND A PARTICIPANT

FIND A TEAM

OR

Find your local event by using the search fields above, or [view all events](#).

Tips to Kickstart Your Fundraising Efforts



By asking for support in the fight against pancreatic cancer, you're raising awareness and funds for a disease that is often overlooked. Here are some easy ways to help reach your fundraising goals:



Personalize Your Fundraising Page

Make it **EASY** for donors to support you by sharing your story. Participants who do this raise over **3x MORE** than others.

Here's how:

1. Log in to [My Strider Central](#)
2. Select your event
3. Select Edit Personal Page
4. Upload a photo or video



Make a Personal Donation

Yes, that's right! It turns out that participants who make a personal donation raise, on average, **2x MORE** than those who don't.

Here's how:

1. Go to purplestride.org to find your team or personal page online
2. Click the donate now button
3. Follow the instructions to submit and complete your donation



Connect Your Fundraiser to Facebook

Fundraising on Facebook easily broadens your outreach – raising on average **5x MORE** than those who don't use Facebook fundraising.

Here's how:

1. Log in to [My Strider Central](#)
2. Click Connect to Facebook
3. Follow the instructions to create your Facebook fundraiser

Questions? Click here for a list of [Frequently Asked Questions](#).



Send Emails Through My Strider Central

On average, fundraisers who send emails from [My Strider Central](#) raise **15x MORE** than those who don't. Emails sent from [My Strider Central](#) allow you to include links to your page, making it **INCREDIBLY EASY** for others to get involved.

Here's how:

1. Log in to [My Strider Central](#)
2. Choose the email tab
3. Follow the steps to personalize and send your email



Keep Telling Your Story

Record a video about why this cause is important to you to share on your social media accounts. See how many likes you can get! Sharing your story makes a difference.



Challenge Your Friends on Social Media

When you connect your personal fundraiser to Facebook, your network can help you reach your goal.

Fun Fact: Friendly competition is a great way to motivate people. Start a challenge and offer a gift card as the reward.

"I was able to raise a quick \$1,000 months before my event, all from Facebook donations. It was amazing!"

Lindsey Kennedy

Team Captain for #teamPoppy,
PurpleStride Virginia Beach

Communicating With Your Donors

Asking for donations. Updating your team on their current goals. Thanking those who do donate. These are all necessary actions you should take for a successful PanCAN PurpleStride.

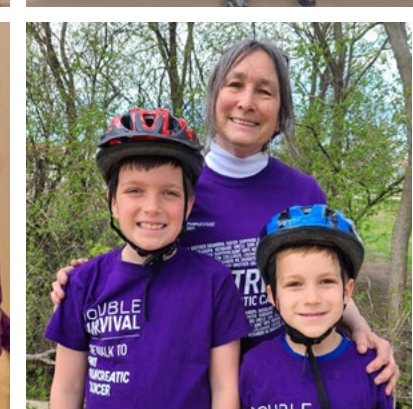
Luckily, we've made it easy for you!

You'll find everything you need on our [Fundraising Tools and Resources webpage](#).

- ✓ Personalize pre-written emails to send to your friends and team
- ✓ Use our social media prompts to share on your Facebook, Twitter and Instagram accounts
- ✓ Customize your Facebook profile picture with a PurpleStride frame we've created for you
- ✓ Learn about what you can do through [My Strider Central](#)

And remember, don't be afraid to get personal with your messages. Share your "why" to let everyone know how important improving pancreatic cancer patient outcomes is to you.





Additional Fundraising Ideas

Want to boost your fundraising? Here are more ways you can support PanCAN through PurpleStride.

Teach A Class

Skilled at cooking? Host a cooking class and ask for a \$10 donation. Love yoga? Teach a group yoga class and ask for a \$10 donation from everyone.

Restaurant Fundraiser

Host a fundraising event with your favorite local restaurant and ask them to donate 20% of the takeout order sales for the night to your fundraising efforts.

Get Crafty

Are you crafty? Knit scarves, sew pillows, paint flowers or make candles in your downtime? Sell on sites like Etsy and donate money to your team.

Letter Writing Campaign

A handwritten note will go a long way. Use the sample letters found in [My Strider Central](#) to help you draft your personal request.

Online Clothing Sales

Do some spring or fall cleaning and sell your items for a donation.

Text Campaign

Create a personal URL for your fundraising page and text your network the link. Ask friends/family/community members to donate, share your story and include a picture of who you are honoring.