PARTICIPATE
FUNDRAISE
SUPPORT

PANCREATIC CANCER DOES NOT STOP OR SLOW DOWN, AND NEITHER DO WE!

VIRTUAL EVENT FUNDRAISING TOOLKIT
Thank you for being part of PanCAN’s Virtual PurpleStride! This toolkit is designed to help you with virtual event fundraising.

Your PurpleStride participation and fundraising are especially critical right now - pancreatic cancer doesn’t stop or slow down, and patients need you now more than ever.

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

Start by setting a goal to raise at least $200 for PurpleStride. Then use the tips in the 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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TIPS TO KICKSTART YOUR FUNDRAISING EFFORTS

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

**PERSONALIZE YOUR FUNDRAISING PAGE**

Go to My Strider Central, upload a picture and tell your story about WHY supporting PanCAN is so important to you.

FUN FACT: Participants who personalize their page raise over three times more than those who don’t.

**MAKE A PERSONAL DONATION**

Be the first to donate toward your fundraising goal!

FUN FACT: Fundraisers who make a personal donation raise twice as much, on average, as those who don’t.

**CONNECT YOUR FUNDRAISER TO FACEBOOK**

Connect your My Strider Central fundraising page to your Facebook account. Once connected to Facebook, invite friends, share updates, track progress and collect donations. For a step-by-step guide on how to connect your fundraiser, visit: purplestride.org/fbfundraising

FUN FACT: This is likely to become your favorite tool: quick, easy and gets great results.

**SEND EMAILS THROUGH MY STRIDER CENTRAL**

Ask 10 friends to donate $20 and you’ve raised an easy $200.

FUN FACT: On a team of 15, that’s $3,000!

**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!

FUN FACT: 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: By sharing tips and tricks with your followers, you can help them meet theirs too!

“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
INITIAL EMAIL TEMPLATE

SUBJECT
Your support matters now more than ever

Dear [Name],

As a proud supporter of PanCAN, I’m participating in their Virtual PurpleStride [Event Name] to honor [insert name and/or motivation].

The need is as urgent as ever to continue the fight for my [loved one’s name] and pancreatic cancer patients everywhere. This disease continues to affect thousands of patients and families every day.

During these uncertain times, I’m continuing to take action and support PanCAN’s important work to accelerate progress and improve outcomes for pancreatic cancer patients.

Please visit my personal page today at [insert link to fundraising page] to learn more about why this matters to me, and to make a donation. Your unrelenting support, especially at a time like this, is so deeply appreciated.

Best wishes,

[Your Name]

COPY AND PASTE THIS EMAIL LANGUAGE AND SEND IT TO FAMILY AND FRIENDS. WE RECOMMEND PERSONALIZING WITH YOUR “WHY.”

THANK YOU FOR HELPING US MAKE THIS VIRTUAL EVENT A BIG SUCCESS!

FOLLOW-UP EMAIL TEMPLATE

SUBJECT
Join me in the fight against pancreatic cancer!

Dear [Name],

I recently sent you an email telling you about my involvement with PanCAN’s Virtual PurpleStride event. Will you make a donation toward my PurpleStride fundraising goal? I’m working to change the pancreatic cancer statistics.

Pancreatic cancer is the world’s toughest cancer. It’s the third leading cause of cancer-related death in the U.S., killing more people each year than breast cancer.

PurpleStride is a year-round national movement that funds life-changing programs and services for pancreatic cancer patients and their families, and it is the No. 1 way PanCAN raises funds to fight this disease.

Every dollar makes a difference, and pancreatic cancer patients need us now more than ever before.

[Insert link to fundraising page]

Thank you!

Best wishes,

[Your Name]
Copy and paste this email language and send it to family and friends. We recommend personalizing with your “why.”

Thank you for helping us make this virtual event a big success!

**THANK YOU EMAIL TEMPLATE**

**SUBJECT**
Your Support Matters

Dear [Name],

Thank you for joining me in the fight against pancreatic cancer.

Your support means so much to me and the thousands of families affected by this disease each year. Thanks to your donation, PanCAN will keep changing patients’ lives with free, personalized resources and services to help them navigate next steps.

We can’t do this without you. The pancreatic cancer community needs you. You are an inspiration in our fight to improve outcomes for patients and their families.

Thank you,

[Your Name]
SOCIAL MEDIA SAMPLE MESSAGING

Copy and paste this language and share on your social media channels. Let your friends know how their donation makes a big impact. Follow and tag @PanCAN and use the hashtag #PurpleStride.

It’s now FREE to join my Virtual #PurpleStride team! Register as a Virtual PurpleStride participant today to help me and @PanCAN raise awareness and money for #pancreaticcancer! [add link to fundraising page]

I’m virtually striding with @PanCAN to fight #pancreaticcancer! Join my Virtual #PurpleStride team for free – then kickstart your own fundraising efforts for this great cause! [add link to fundraising page]

Your donation goes far for #pancreaticcancer! Anything you can give makes a difference in the lives of patients and their families! [add link to fundraising page]

When you donate to my Virtual #PurpleStride team, you ensure pancreatic cancer patients receive vital 1-on-1 support. Please help if you can! [add link to fundraising page]

Raid your piggybank and make a donation to my @PanCAN #PurpleStride team! Every contribution makes a difference for pancreatic cancer patients. [add link to fundraising page]

To download these shareable images and more, go to: purplestride.org/resources
FACEBOOK FRAME

Share your PurpleStride pride! Let your friends and family know you’re participating in PurpleStride to support #pancreaticcancer patients by updating your profile picture with any of our frames!

TAKE THESE EASY STEPS AND WEAR YOUR SUPPORT FOR PANCAN LIKE A VIRTUAL BADGE OF HONOR:

1. Go to your profile picture and click “Update”
2. Select “Add frame”
3. Type “Pancreatic Cancer Action Network” in the search bar and select your frame
4. Click “Use as profile picture”
 EVENT DAY!

On the day of your Virtual PurpleStride, consider these ideas to join in on the fun and spread awareness for pancreatic cancer.

As always, please share your photos on social media tagging @PanCan and using #PurpleStride so everyone can see how you are honoring your loved ones. Don’t forget to include a link to your personal fundraising page.

VISIT YOUR PURPLESTRIDE WEBSITE

Start off your Virtual PurpleStride by visiting your event website to watch event day ceremonies, post on the Honor Wall and learn about other event day activities.

JOIN YOUR LOCAL AFFILIATE FACEBOOK GROUP

Connect with your community and share pictures and video of your Virtual PurpleStride. Visit pancan.org/socialmedia to find your local Affiliate Facebook group.

WEAR PURPLE AND STRIDE YOUR OWN WAY

Put on your purple and personalize your Virtual Honor Bib. Whether you’re walking around the neighborhood, running a 5K, cooking your loved one’s favorite meal or something else meaningful – Stride your own way!

If you want new gear, order it in time for your event at shoppurple.pancan.org.

UNITE AS A TEAM

Rally your teammates on event day. FaceTime during your neighborhood walk and/or consider hosting a virtual coffee date, brunch or happy hour with your team to celebrate!
VIRTUAL EVENT FUNDRAISING IDEAS
CAN’T WAIT TO DO MORE? HERE ARE SOME ADDITIONAL FUNDRAISING IDEAS.

There are some perks that come with staying home and needing something to do! Get creative with one, or many, of these virtual fundraising ideas as you continue to support PanCAN in the fight against pancreatic cancer.

GO VIRAL
Use video and live streaming to connect with others. Get creative and make it a challenge.

BE BOLD: For every donation you get, complete a challenge. For example, duct tape yourself to a wall; every $5 donation adds another strip of tape. If you raise $1,000, dye your hair purple or shave your beard. The ideas are endless.

BE ACTIVE: Ask for $1 for each physical activity you can complete. Challenge others to complete more than you (e.g., sit-ups, lunges, burpees, handstands or cartwheels).

MAKE IT FUN: Do you have a favorite song or dance move? Do you like creating your own? Here are some examples of dances that you can do and post to TikTok. Once you do be sure to post the TikTok to your social media pages, nominate three friends to join you, donate and tag @PanCAN and use #PurpleStride.

VIRTUAL PARTIES
Have fun and raise money virtually.

TELEPARTY: Create your own movie night with Teleparty (formerly Netflix Party). Teleparty coordinates video playback and adds group chat to Netflix, Disney, Hulu and HBO. Have fun with the real-time chat feature while you’re all watching “together.” Ask each ‘movie-goer’ to donate $5 and drop your PurpleStride fundraiser link in the chat!

VIRTUAL BINGO NIGHT: Organize your own bingo game night with friends and family via Skype or Zoom. Ask those who lose the round of bingo to donate $5.

VIRTUAL HAPPY HOUR: Host a virtual happy hour on Skype or Zoom and ask each participant to donate $5. Raise awareness by sharing facts on pancreatic cancer and PanCAN.

VIRTUAL GAME NIGHT: Ask your network and their families to put together a puzzle or play board games for an extended period of time. Ask for donation bets on who will win.

VIRTUAL PAINT & SIP: Bring the fun of Paint & Sip to your own home. Gather a group together and host a Paint Night through Skype or Zoom.

‘THONS
With many kids doing distance learning, have them join in on the fundraising!

JOG-A-THON: Go on a walk or jog in your neighborhood and ask friends/family to pledge a certain amount of money for the number of blocks you walk.

MATH-A-THON: Utilize the math worksheets on this site and see how many math problems your child can complete. Have family members donate $1 for every problem that they complete in 2-5 minutes, depending on age and skill set.

READ-A-THON: Set aside a 2-week period and realistic goal for reading. Ask family and friends to donate $5 for every 5 chapters read.
VIRTUAL EVENT FUNDRAISING IDEAS
STILL CAN’T WAIT TO DO MORE? HERE ARE EVEN MORE FUNDRAISING IDEAS.

TEACH A CLASS
Use your skills to virtually teach friends. Skilled at cooking? Host a virtual cooking class and ask for a $10 donation. Love yoga? Teach a group yoga class and ask for a $10 donation from everyone.

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.

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

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.

“NO SHOW” GALA
Invite people to a “No Show” Gala and encourage people to attend by making a donation. Get creative with donation asks: Not having to travel: $25; No babysitter: $50; No buffet dinner: $75; No new outfit: $100

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.

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.