

PANCREATIC
CANCER
ACTION
NETWORK

®

PURPLESTRIDE TEAM CAPTAIN GUIDE

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ABOUT PanCAN'S PURPLESTRIDE

The Pancreatic Cancer Action Network's (PanCAN) PurpleStride is a year-round national movement that funds life-changing programs and services to accelerate progress for pancreatic cancer patients.

At nearly 60 PurpleStride events in communities nationwide, pancreatic cancer survivors, families, caregivers, researchers and supporters passionate about changing the future of pancreatic cancer come together and honor everyone affected by the disease.

"PurpleStride is a fun, happy, energetic event. Pancreatic cancer is a difficult disease, so I love that PurpleStride brings together all the people who have been impacted. We have a shared bond. The sense of community I've gotten from PanCAN and PurpleStride is huge to me." **Anna Shen, caregiver**

PurpleStride is the signature way PanCAN raises money to fight pancreatic cancer. Thank you for making a difference for patients and families with your participation and fundraising!



"Thank you for taking action in a big way at PanCAN's PurpleStride by forming a team and being a Team Captain. I'm so grateful for your passion, commitment and leadership as we work together to speed progress for pancreatic cancer patients. We simply could not carry out our mission without your participation. As you head into event day, have fun – and remember how much of a difference you are making in patients' lives!"

Julie Fleshman, JD, MBA

President & CEO, Pancreatic Cancer Action Network

YOUR ROLE AS TEAM CAPTAIN

Most PurpleStride fundraising is done by teams – so **THANK YOU** for leading the way. Wondering what's next?

✔ SET A GOAL

Teams are typically 10 or more people, with each team member raising a minimum of \$200. We have some teams that raise \$10,000 or more! Talk with your PurpleStride committee or your staff partner about what you would like to raise as a team.

✔ RECRUIT

Ask people to walk and fundraise for your team. Your teammates do not need to live in your zip code. Invite loved ones all across the country to join as Virtual PurpleStride participants! Publicize the opportunity to join your team through social media.

✔ COACH

Provide fundraising tips, tools and resources to help your teammates reach their goals.

✔ STAY IN TOUCH

Support your teammates by sharing updates and regularly communicating, so they are aware of your team's fundraising efforts and event details.

✔ MAKE IT FUN, EASY AND MEANINGFUL!

Provide incentives or special recognition to team members who reach their fundraising goals. Motivate your team members by sharing your connection to PanCAN and passion for the fight.

✔ RECOGNIZE

Express gratitude to your donors and team members with personal phone calls, emails, notes and shout-outs on social media. Celebrate your team's successes!



GETTING STARTED

We're here to help you accomplish your goals. We've collected tips from team captains around the country and fundraising tools to support your team captain journey.

Participants who personalize their page raise over **3 times more** than those who don't!

REGISTERING

If you haven't yet created your team, we are here to let you know just how easy it is to get up and running!

- Visit purplestride.org and use the "Find an Event" search box to select the event you wish to join.
- Select "Register" at the top of the screen.
- Select "Create a New Team" from the drop-down menu. (If you had a team last year, select "Bring Back a Team" to have last year's info pre-populated.)
- Create a team name that has special meaning to you.
- Set a team recruitment goal of at least 10 members and a team fundraising goal (we suggest a goal of \$200 per team member).
- Make your own donation to get started.
- Personalize your team page and your personal fundraising page.
- Once your registration is complete, connect your personal fundraising page to Facebook to maximize your fundraising efforts! Check out purplestride.org/fbfundraising to find out how, or visit our [FAQs](#) to learn more.

BUILDING YOUR TEAM

- Some teams have 10 members and others have over 100. How to start recruiting, you ask? Your team members are all around you! They are friends, family, co-workers and neighbors.
- Engage teammates all across the country. Invite your loved ones outside of your zip code to register as Virtual PurpleStride participants.
- Text your loved ones and make personal phone calls. Host a Zoom happy hour or virtual coffee to share your team fundraising goals and ask for participation.
- Help your team members register and be ready to [answer questions](#).
- Invite co-workers from your company 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.
- Log in to [My Strider Central](#) (a.k.a. Participant Center) to customize your team URL and make it more user-friendly!
- Add a link to your team page on your social media accounts inviting others to join your team and/or donate (Facebook, Twitter, Instagram, LinkedIn, etc.).
- Send emails from My Strider Central. It's easy! Content is already created for you in our handy templates.

GETTING STARTED

MOTIVATING YOUR TEAM TO FUNDRAISE

Once your team is built, it's time to start coaching and motivating your team members to fundraise. **All fundraising resources noted below can be found at purplestride.org/resources.**

- Set a team recruitment goal of at least 10 members and a team fundraising goal (we suggest a goal of \$200 per team member).
- Coach your team members to personalize their fundraising pages and send out donation emails.
- Share the **4 Easy Fundraising Tips** with all your teammates.
- Lead by example. Be the first one to hit your fundraising goal.
- Organize a team rally and/or team fundraiser! Check out the Virtual Event **Fundraising Toolkit** for creative ideas such as a Netflix party or yoga class.
- Encourage your team members to become Grand Club members.
- Cheer on your team to hit fundraising milestones! Learn more about special recognition on page 7.
- Invite your teammates to post and share **PanCAN's social media infographics and Facebook Frames**. Be sure to share why you stride and a link to your personal fundraising page.
- Communicate with your team regularly via email, phone calls and text. Keep them excited – you are their leader and No. 1 motivator.
- Plan a team challenge to build morale and work toward your fundraising goal.
- Acknowledge team member successes, notify the team when goals are met and thank everyone for their hard work. You can never show enough gratitude!
- Prompt your team to send a final reminder email to their loved ones who have not yet donated. In today's busy world, it often takes three asks before someone acts.



DID YOU KNOW?

Fundraisers who send emails through My Strider Central raise **15 times more** than those who don't.

DO YOU LOVE PanCAN SWAG?

Any participant who raises **\$1,000 or more** becomes an exclusive **Grand Club member**. Learn more on page 7.

FUNDRAISING

FUNDRAISING TIPS & TOOLS

We offer many ways to make fundraising accessible and to help you reach your goals. Check out the resources you have at your fingertips below!

DID YOU KNOW?

There are email templates in My Strider Central. Simply personalize the template and upload your contacts to gain support in the fight.

DID YOU KNOW?

Participants who make a self-donation raise, on average, **twice** as much as those who don't.

MAKE AN IMPACT:

Connect your personal fundraiser to Facebook today! People who connect raise **5 times more** than those who don't.

MY STRIDER CENTRAL (A.K.A. PARTICIPANT CENTER)

This is your hub for all things PurpleStride. You can send emails, customize your page with photos and your story, thank your donors and more! Make sure to log in to [My Strider Central](#) today!

FACEBOOK FUNDRAISER

Expand your reach and meet your goal faster by creating a Facebook Fundraiser for PurpleStride from [My Strider Central](#). Here's how to do it: purplestride.org/fbfundraising

1. Log in to My Strider Central
2. Connect to your Facebook from My Strider Central and grant permission
3. Personalize your Facebook Fundraiser and invite friends and family to donate without ever leaving Facebook

Donations on your fundraising page on My Strider Central and your Facebook will be connected and count toward your individual fundraising goal. This is the fastest and easiest way to reach your entire network! [Check out our FAQs to learn more.](#)

**Facebook connects to individual fundraising pages only, not team pages.*

MAKE A PERSONAL DONATION

Be the one to kick off your fundraising efforts. Make a gift to your personal or team page at the time of registration, or anytime.

MATCHING GIFTS

Share the impact of matching gifts and have team members inquire about matching charitable contributions at their place of employment. It's an easy way to double your fundraising dollars!

OFFLINE DONATION FORM

Share the downloadable donation form for those who would like to mail donations to the PanCAN office. [Access the form here.](#)

SHARE PANCAN'S IMPACT

The money you raise funds research, patient services, clinical initiatives and more. Being an ambassador for PanCAN and the opportunity to improve patient outcomes makes your fundraising meaningful.

FUNDRAISING

FUN IN FUNDRAISING

There are so many creative ways to fundraise virtually, and now more than ever, you're encouraged to engage supporters all across the country! You can use platforms such as Zoom, Google Hangouts and Skype.

Consider organizing a virtual game night with all your friends and loved ones, for example. Everyone can join from the comfort of their own homes and donate what they would have spent on a night out or make donation bets on who will win.

Trying to stay active? Encourage your teammates to join you in a fitness challenge. Ask your supporters to pledge a certain amount per lap/mile you walk or sit-ups you do!

For more creative virtual fundraising tips, check out the [Fundraising Toolkit](#).



FUNDRAISING INCENTIVES

TEAM RECOGNITION

In addition to any incentives or programs you may customize or work on for your team, there is already a recognition program in place! Learn more on the **Fundraising Incentives** page of your event website. You will receive the recognition below if you fundraise at these levels.

TOP THREE TEAMS

- Team Name on Website Leaderboard
- Team Name on Back of Event T-shirt
- Recognition in Virtual Ceremony and/or Affiliate Facebook Group
- Team Recognition in Post-event Email

TOP TEN TEAMS

- Team Name on Website Leaderboard
- Team Name on Back of Event T-shirt
- Team Recognition in Post-event Email

PASSION AND ELITE TEAMS

Special opportunities will be available to your team at your local event. Learn more on the **Fundraising Incentives** page of your event website.

INDIVIDUAL RECOGNITION

GRAND CLUB

Your participation in PurpleStride fuels PanCAN's mission. As a registered participant, you'll receive recognition and rewards once you reach Grand Club status (once you've raised \$1,000)!

All Grand Club members receive:

- PurpleStride event T-shirt
- Exclusive Grand Club shirt (limited edition—collect one every year!)
- Grand Club badge on your participant fundraising page
- Recognition on your local Affiliate Facebook page
- Invitations to exclusive PanCAN programs and events



Raised \$1K to be in the Grand Club

PURPLESTRIDE EVENT T-SHIRTS

All participants who raise \$25 or more on their personal fundraising page for Virtual PurpleStride will be eligible to receive a PurpleStride event T-shirt. T-shirt distribution will be determined by local Affiliate volunteers of each event in accordance with safety guidelines.

TOP THREE INDIVIDUAL FUNDRAISERS

- Name on Website Leaderboard
- Recognition in Virtual Ceremony and/or Affiliate Facebook Group
- Name Recognition in Post-event Email

Encouraging your team members to reach **Grand Club status** helps your team reach and exceed your goal!



PURPLESTRIDE EVENT EXPERIENCE

EVENT DAY DETAILS

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

As always, 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 learn about activities you can do on event day. To find your event, go to purplestride.org.

JOIN YOUR LOCAL AFFILIATE FACEBOOK GROUP

Connect with your community and share pictures and videos 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 print your Honor Bib. Whether you're walking around the neighborhood, running a 5K, cooking your loved one's favorite meal or doing something else meaningful – Stride your own way! Go to purplestride.org/resources to download your Honor Bib.

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!

POST-PURPLESTRIDE

You've had a hugely successful and fun day! Now what? PurpleStride doesn't stop at the end of the day – 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. However you choose to do it, make sure you don't forget to say, "Thank you."

"The smallest act of kindness is worth more than the grandest intention." **Oscar Wilde**

CELEBRATE

Share your successes with family, friends and donors. You should be proud of all that you accomplished! You can even host a virtual appreciation party for your team.

IT'S NOT OVER

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 up until 60 days post-PurpleStride.

GET INVOLVED

Your local PanCAN Affiliate of volunteers needs you! Interested in joining the PurpleStride Committee, raising awareness and volunteering year-round to educate your community about PanCAN? [Click here to learn more and get involved today.](#)

Thank you for stepping up to be a Team Captain!