CONTENTS

4  ABOUT THE PANCREATIC CANCER ACTION NETWORK
   4  Organizational Overview
   5  Our Progress

6  THE PURPLESTRIDE® STORY

7  WHY START A TEAM?

9  YOUR ROLE AS A TEAM CAPTAIN

10 GETTING STARTED
   10  Registering
   10  Building Your Team
   11  Motivating Your Team
   12  Fundraising Tools
   14  Fun Ways to Fundraise

15 FUNDRAISING BENEFITS
   15  Team Benefits
   16  Individual Benefits

16 THE EVENT EXPERIENCE
   16  Pre-Event and Event Day Details
   17  Post-Event Details
“AFTER BEING DIAGNOSED WITH PANCREATIC CANCER, SO MUCH WENT THROUGH MY MIND, AND I DIDN’T KNOW WHERE TO START. PANCAN WAS A GODSEND FOR ME AND MY FAMILY. PANCAN’S PATIENT CENTRAL SUPPLIED ME WITH ALL THE INFORMATION I NEEDED TO MAKE A DECISION REGARDING TREATMENT, SPECIALISTS AND MEDICAL FACILITIES EXPERIENCED IN TREATING PANCREATIC CANCER. FUNDS RAISED FROM PURPLESTRIDE ALLOW PANCAN TO PROVIDE THIS WONDERFUL SERVICE – AND MANY MORE – TO PATIENTS LIKE ME. I’M SO THANKFUL TO EVERYONE WHO JOINS PURPLESTRIDE AND FUNDRAISES FOR THE CAUSE, BECAUSE THEIR ACTIONS ALLOW PANCAN TO MAKE A DIFFERENCE IN THE PANCREATIC CANCER COMMUNITY.”

ROBERTA LUNA
ORANGE COUNTY, CALIFORNIA
17-YEAR PANCREATIC CANCER SURVIVOR
ABOUT THE PANCREATIC CANCER ACTION NETWORK

ORGANIZATIONAL OVERVIEW

Since the founding of the Pancreatic Cancer Action Network (PanCAN) in 1999, we’ve focused on attacking pancreatic cancer on all fronts, advancing a comprehensive strategy of funding private research, advocating for increased federal research funding, providing critical services and support to patients and raising awareness in communities nationwide.

Using this visionary approach – unique among pancreatic cancer organizations – and backed by the powerful voices of our relentless supporters, we’ve laid a solid foundation for continued progress against the disease. Today, we are passionately working to improve patient outcomes.

For 15 straight years, we’ve received a prestigious four-star rating – a distinction fewer than 0.5 percent of charities can claim – from Charity Navigator, the leading charity evaluator in the United States.

We’re rewriting the book on how to fight a deadly disease – and we’re committed to providing hope to patients and families battling pancreatic cancer.

OUR GOAL: ACCELERATE PROGRESS FOR PATIENTS

WE’LL GET THERE BY ADDRESSING 6 KEY NEEDS

- More researchers and resources
- Discover ways to detect disease earlier
- Increase clinical trial enrollment
- Bring new treatment options to patients faster
- Increase knowledge of the disease and how best to treat it
- More public awareness and visibility

WE’RE USING OUR PROVEN APPROACH TO MAKE IT HAPPEN

SCIENTIFIC RESEARCH

- We fund the most promising research and cutting-edge initiatives, including Precision Promise™ and Know Your Tumor®.
- Since 2003, we have awarded 174 grants to 170 scientists at 64 institutions and our total projected research investment is approximately $104 million to date, including our competitive Research Grants Program and leading-edge scientific and clinical initiatives.

PATIENT SERVICES

- We provide information about the disease, treatment options, clinical trial searches and more to patients and families.
- We share resources and speak with more pancreatic cancer patients than any other organization in the world.

GOVERNMENT ADOVACY

- We’ve helped increase National Cancer Institute pancreatic cancer research funding from $17 million in 1999, the year of our founding, to over $177 million in 2017.
- We drive legislative support for increased federal research funding.

COMMUNITY ENGAGEMENT

- We’ve inspired more than one million people to take action since our founding.
- We mobilize a national network of volunteers who raise awareness and funds through large-scale community events like PurpleStride®, the walk to end pancreatic cancer.
OUR PROGRESS

Our volunteers play a critical role in the progress we are making to improve patient outcomes and double pancreatic cancer survival.

- **Revenue Doubles Every 3-5 Years: 2000-2019**
  - $200K to $40M

- **Cumulatively Invested**
  - $105M in research

- **1999 Pancreatic Cancer Research Fund at the National Cancer Institute**
  - $17M

- **By 2017, Advocacy Efforts Resulted In**
  - $178M

- **76,000 Emails +**
  - 14,000 Phone Calls +
  - 1,351 In-Person Hill Visits

- **Leads to the passing of the Recalcitrant Cancer Research Act**

- **PanCAN Early Detection Initiative**
  - Launches in 2019 as the largest cohort study of potential pancreatic cancer patients

- **Volunteers Stand Up To**
  - Take Action and PanCAN’s Volunteer Program

- **Team Hope**
  - Launched in 2000
  - Evolving into a 60-affiliate network across the United States

- **Since 2010, the Field Adopted**
  - 8 New Treatment Options for Patients
  - Prior to then, only 2 approved

- **PanCAN’s Know Your Tumor Program**
  - Shows survival benefit using precision medicine

- **PanCAN Talks To More Patients and Families Than Any Other Organization in the World**
  - 13,450 New Patient Contacts in 2019 representing a 65% increase over the prior year

- **Volunteers Stand Up To**
  - Take Action and PanCAN’s Volunteer Program

- **Team Hope**
  - Launched in 2000
  - Evolving into a 60-affiliate network across the United States

- **Since 2010, the Field Adopted**
  - 8 New Treatment Options for Patients
  - Prior to then, only 2 approved

- **PanCAN’s Know Your Tumor Program**
  - Shows survival benefit using precision medicine

- **PanCAN Talks To More Patients and Families Than Any Other Organization in the World**
  - 13,450 New Patient Contacts in 2019 representing a 65% increase over the prior year

- **Volunteers Stand Up To**
  - Take Action and PanCAN’s Volunteer Program

- **Team Hope**
  - Launched in 2000
  - Evolving into a 60-affiliate network across the United States

- **Since 2010, the Field Adopted**
  - 8 New Treatment Options for Patients
  - Prior to then, only 2 approved

- **PanCAN’s Know Your Tumor Program**
  - Shows survival benefit using precision medicine

- **PanCAN Talks To More Patients and Families Than Any Other Organization in the World**
  - 13,450 New Patient Contacts in 2019 representing a 65% increase over the prior year

QUESTIONS? VISIT PURPLESTRIDE.ORG OR CONTACT CUSTOMER SERVICE AT 877-2-PANCAN OR EVENTS@PANCAN.ORG
THE PURPLESTRIDE STORY

Since the first walk in 2008, PurpleStride has been PanCAN’s most powerful vehicle for fundraising and awareness. Each year, at more than 55 PurpleStride events across the country, survivors, families, researchers, caregivers and others touched by pancreatic cancer come together to rewrite the future of this deadly disease.

Our volunteers have raised more than $118.7 million for pancreatic cancer research and patient services through PurpleStride from 2008 to 2019. But the true impact of our work together is measured in progress, not dollars. The five-year survival rate has increased by three percentage points since 2014 and is now 10%. We have inspired more than 1 million people across the country to take action in the fight against pancreatic cancer. With each PurpleStride, we continue moving the needle for patients battling this devastating disease.

**Purple ribbons don’t rewrite the future of pancreatic cancer. You do.**

Thank you for joining me to change the course of history for pancreatic cancer.

JULIE FLESHMAN, PRESIDENT & CEO
PANCREATIC CANCER ACTION NETWORK
WHY START A TEAM?

“WE STRIDE BECAUSE WE WANT TO MAKE SURE THAT OTHER PEOPLE HAVE A FIGHTING CHANCE AGAINST THIS DISEASE. WE STRIDE BECAUSE A FIVE-YEAR SURVIVAL RATE OF 10% IS UNACCEPTABLE. WE STRIDE BECAUSE IT’S WHAT ‘PAPA Z’ WOULD HAVE DONE. CREATING ‘TEAM PAPA Z’ HAS BEEN ONE OF THE BEST DECISIONS I’VE EVER MADE.”

ALLISON ZALESNY
PURPLESTRIDE CHICAGO

Together with your co-workers, friends and family by your side, you will make a greater impact than you could alone. PurpleStride teams play a vital role in the success of PurpleStride. Approximately 75% of all PurpleStride revenue comes from teams, and as a team captain, YOU can make a huge impact for your local event.

What does it mean to be a team captain? It certainly doesn’t mean that you do all the work! Your job as a team captain is to lead, motivate and encourage others to recruit and fundraise. This guide is here to help you. The possibilities for being a team captain are endless, but ultimately, there are simple things you can do to make a huge impact in changing the course of pancreatic cancer.
“I AM DEEPLY GRATEFUL TO PanCAN FOR SUPPORTING OUR WORK. AS AN EARLY CAREER INVESTIGATOR WHO CONSTANTLY FACES CHALLENGES IN THE CURRENT FUNDING CLIMATE, I COULD NOT EMPHASIZE ENOUGH HOW IMPORTANT IT WAS FOR ME TO RECEIVE A PANCAN CAREER DEVELOPMENT AWARD. PANCAN NOT ONLY PROVIDED THE FUNDING NECESSARY TO SUCCESSFULLY BRING THIS EXCITING PROJECT TO COMPLETION, BUT ALSO PROVIDED A WELCOMING AND SUPPORTIVE ATMOSPHERE BY SPONSORING OUR PARTICIPATION IN CONFERENCES THAT BRING TOGETHER BOTH EARLY-STAGE AND WELL-ESTABLISHED INVESTIGATORS WITH EXPERTISE IN PANCREATIC CANCER.”

NADA KALAANY, PhD
HARVARD MEDICAL SCHOOL AND BOSTON CHILDREN’S HOSPITAL
2015 PANCREATIC CANCER ACTION NETWORK – AACR CAREER DEVELOPMENT AWARD (GRANT FUNDED BY AN ANONYMOUS DONATION)
YOUR ROLE AS A TEAM CAPTAIN

RECRUIT TEAM MEMBERS
Ask people to run or walk and fundraise for your team. The more people you have, the easier it is to reach your fundraising goal. Plus, you can’t beat the team spirit you’ll have surrounding you on event day.

INSPIRE AND MOTIVATE
Fire up your team members by sharing your connection to PanCAN and your passion for the fight against pancreatic cancer. Share fundraising tools and tips to help them reach their goals, too.

CUSTOMIZE YOUR PERSONAL AND TEAM FUNDRAISING PAGES
Make sure your team members have updated their pages. Donors love to know more about who they are supporting.

MAKE IT FUN
Provide incentives or special recognition to team members who reach their fundraising goal. Social media shout-outs are always a fun way to highlight people.

SET UP A SCHEDULE OF EMAILS AND COMMUNICATIONS
Organize updates with team members so they are aware of your team’s fundraising efforts.

SHARE IMPORTANT INFORMATION
Alert the team about fundraising contests and event details.

PROMOTE AND PUBLICIZE YOUR TEAM
Spread the word through social media (Facebook, Twitter, Instagram, LinkedIn), email and the customizable team flier.

HOST A TEAM FUNDRAISER
Get creative with a personal event to support your team fundraising goal and raise awareness for PurpleStride.

THANK YOUR DONORS
Express your gratitude with a personal phone call, email, note or even a shout-out on social media.

FUNDRAISERS WHO MAKE A SELF-DONATION RAISE TWICE AS MUCH, ON AVERAGE, THAN THOSE WHO DON’T.
GETTING STARTED

We’re here to help you accomplish your goals. It’s simple to register for PurpleStride and we’ve also collected tips from team captains around the country to support your team captain journey.

REGISTERING

• 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 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 and team fundraising goal (we suggest a goal of $100 for each team member you would like to recruit), along with your personal fundraising goal. Complete the remaining information needed.

• Once the registration process is complete, personalize your team page and your personal fundraising page.

BUILDING YOUR TEAM

• Your team members are all around you! They are friends, family, co-workers and neighbors. All ages are welcome at PurpleStride!

• Recruit co-captain(s) to expand your sphere of influence.

• Help your team members register and be ready to answer questions.

• Invite everyone in your company to join your team. Then ask them to invite their friends and family to join, too! Send them a link to your team page for easier registration.

• Add a link to your team page in your Facebook status or send a tweet asking others to join your team or donate.

• Send emails from My Strider Central (a.k.a., your Participant Center) or the PurpleStride app. It’s easy! Content is already created for you in our handy templates.

PARTICIPANTS WHO PERSONALIZE THEIR PAGE RAISE OVER 3 TIMES MORE THAN THOSE WHO DON’T!
**MOTIVATING YOUR TEAM**

- Once your team is built, it’s time to start encouraging and motivating them. Send an email within one week of registering and ask your team members to send out donation emails.

- Lead by example. Be the first one to hit your fundraising goal.

- Organize training activities, group fundraisers or social events.

- Share stories, videos, quotes and stats about pancreatic cancer to remind people that their participation and contributions make a difference.

- Communicate with your team regularly via email, phone calls and text. Keep them excited – you are their leader and No. 1 motivator.

- Acknowledge team member successes, notify the team when goals are met and thank everyone for their hard work.

- Incentives don’t have to cost money. Use creativity when it comes to motivating team members – e.g., “the top fundraiser gets a home cooked meal” or “whoever recruits the most members gets to choose the restaurant we go to after PurpleStride.”

- Encourage all team members to make a list of establishments they visit on a regular basis (e.g., dry cleaner, dentist, car dealer, grocery store, gym, etc.) and challenge them to ask these establishments for a donation.

- Share the impact of matching gifts and have team members inquire about matching funds at their place of employment. It is an easy way to double your fundraising dollars!

- Prompt your team to send a final reminder email to their family and friends who have not yet donated. In today’s busy world, it often takes three asks before someone acts.
FUNDRAISING TOOLS

We offer an array of tools to make fundraising accessible and allow you to reach your goals. Check out the options you have at your fingertips below!

MY STRIDER CENTRAL (aka Participant Center)

Your hub for all things PurpleStride. You can send emails, customize your page with photos and your story, thank your donors and more!

FACEBOOK FUNDRAISERS*

Expand your reach and meet your goal faster by creating a Facebook Fundraiser for PurpleStride from My Strider Central. Here’s how to create your Facebook Fundraiser for PurpleStride:

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! Check out our FAQ to learn more.

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

PURPLESTRIDE APP

Download our app on your mobile phone to easily recruit and fundraise. Use the app to track your progress, send emails and texts to ask for donations, edit/share your story and post on Twitter and LinkedIn.
PERSONALIZED FUNDRAISING VIDEO

You will receive a personalized fundraising video after registration to give your efforts a boost. This one-minute video features your name, fundraising goal and the person or people you are striding for and asks the viewer to support your efforts by making a donation. Share your video and let it tell your story about why it’s important to support you in this cause. Find it in My Strider Central on the “My Video” tab.

CUSTOMIZABLE TEAM FLIER

Teams have access to a flier that can be customized to drive participation and donations specifically for your team!

OFFLINE DONATION FORM

Downloadable for those who would like to mail in their donations. Access the form.
FUN WAYS TO FUNDRAISE

In a clever fundraising idea, young student William Skelton sold pieces of duct tape at his school as a fundraiser. Every piece of tape sold was used to tape him to a wall – momentarily. He raised nearly $1,000 for team David’s Daredevils in New York City.

QUESTIONS? VISIT PURPLESTRIDE.ORG OR CONTACT CUSTOMER SERVICE AT 877-2-PANCAN OR EVENTS@PANCAN.ORG
# FUNDRAISING BENEFITS

## TEAM BENEFITS

In addition to any incentives or programs you may customize or work on for your team, there is already a benefit program in place! You will automatically receive the benefits below if you fundraise at these levels!

<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>TOP THREE TEAMS</th>
<th>TOP TEN TEAMS</th>
<th>ELITE TEAM ($10,000)</th>
<th>PASSION TEAM ($5,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>NAME ON EVENT WEBSITE</td>
<td><img src="#" alt="Purple Circle" /></td>
<td><img src="#" alt="Green Circle" /></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(CURRENT TOP TEAMS LISTED THROUGH EVENT DAY)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TEAM NAME ON BACK OF EVENT T-SHIRT</td>
<td><img src="#" alt="Purple Circle" /></td>
<td><img src="#" alt="Green Circle" /></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(BASED ON FUNDRAISING TOTALS. SEE DEADLINES.)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>INCLUSION IN POST EVENT EMAILS</td>
<td><img src="#" alt="Purple Circle" /></td>
<td><img src="#" alt="Green Circle" /></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CERTIFICATE PRESENTED ON STAGE AT EVENT CEREMONY TO TEAM CAPTAIN</td>
<td><img src="#" alt="Purple Circle" /></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(BENEFIT DETERMINED 11:59 P.M. THE DAY BEFORE THE EVENT.)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIP TEAM AREA WITH BANNER</td>
<td><img src="#" alt="Purple Circle" /></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SPECIAL GIVEAWAY ON EVENT DAY</td>
<td><img src="#" alt="Purple Circle" /></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TEAM SIGN</td>
<td><img src="#" alt="Purple Circle" /></td>
<td><img src="#" alt="Yellow Circle" /></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ACCESS TO PASSION TEAM AREA</td>
<td><img src="#" alt="Purple Circle" /></td>
<td><img src="#" alt="Yellow Circle" /></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Passion and Elite Team benefits are based on team fundraising total as of event deadline (see “Team Benefits and Deadlines” on event website). Please allow up to 3 weeks for mailed donations to be processed and included in fundraising total.
INDIVIDUAL BENEFITS

In addition to any incentives or programs you may customize or work on for your team, there is already a benefit program in place! You will automatically receive the benefits below if you fundraise at these levels!

TOP INDIVIDUAL FUNDRAISERS

Each PurpleStride website has a leaderboard highlighting the Top 10 fundraisers, updated in real time! The Top 3 fundraisers as of the night before the event also receive special recognition during event day ceremonies.

PURPLESTRIDE GRAND CLUB

A nationwide program recognizing participants who individually raise $1,000 or more for their PurpleStride event. As a member of the prestigious PurpleStride Grand Club, you are eligible to receive an exclusive and complimentary Grand Club shirt. Wear this shirt with pride in your community to engage others in our fight against pancreatic cancer.

THE EVENT EXPERIENCE

PRE-EVENT AND EVENT DAY DETAILS

Planning ahead makes for a seamless and enjoyable event day. Below are some suggestions to make it the best day possible for you and your team members. If your team earns Passion or Elite Team status, you will have special benefits on event day! (See Team Fundraising Benefits section on page 15 for details.)

COMMUNICATE

Leading up to event day, make sure you’ve been in touch with all your team members, so they know what to expect and have the details necessary to make the day a success. Create a group communication text or email to help streamline your messages. The Event Info section of the website has a lot of helpful information and details for event day to share with your team.

PACKET PICK-UP

Most events host a packet pick-up prior to the event – this is a great opportunity for you to pick up all your team shirts! You can either host a “pick-up” event for your team or just bring them all on event day, so your team members don’t have to wait in line for their shirts!

MEETING SPOT

Designate a meeting spot in advance. If you’re a Passion or Elite Team, you will have a pre-designated area, but if not, that’s ok! You can still identify a spot within the event village for your team to meet up. Choose a spot perhaps by a specific tree or other notable structure or even by a specific tent, such as Food & Beverage, or by the stage.

QUESTIONS? VISIT PURPLESTRIDE.ORG OR CONTACT CUSTOMER SERVICE AT 877-2-PANCAN OR EVENTS@PANCAN.ORG
GET IN THE SPIRIT
Encourage your team to break out their purple gear or have something special your team members will wear! Share your photos and stories on your social media pages and with us! Remember to use #PurpleStride.

HONOR YOUR “WHY”
Consider bringing photos of friends and loved ones for the Honor Wall.

HAVE FUN
Most importantly, have fun! Take a moment to remember and recognize why all of you are there. Enjoy all the festivities the day offers and make lasting memories with your team.

LAST, BUT NOT LEAST!
Make sure all team members are registered, turn in any additional donations and allow enough time to park, find your team and get organized before the walk begins. Don’t forget to thank your dedicated team members who have worked so hard to raise funds and awareness for PurpleStride!

POST-EVENT DETAILS
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 chose 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 could even host an appreciation party for everyone.

IT’S NOT OVER
This is just the beginning. There are many other ways to stay involved and make an impact all year long. AND fundraising for your team remains open so you can still send reminders to those who have yet to donate.

THANK YOU FOR CHOOSING TO BE A TEAM CAPTAIN!