



TAKING STEPS TOGETHER TO END PANCREATIC CANCER

PanCAN PurpleStride[®] Team Captain Guide

as of September 2021

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About PanCAN PurpleStride

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.

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 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!

“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**



“Thank you for your dedication, passion and commitment to PanCAN PurpleStride. By forming a team and being a team captain, you send a clear message that nothing can deter you from taking bold action to improve the lives of pancreatic cancer patients. We couldn’t do it without you and are so grateful for your leadership. Have a great event day and always remember that you are making a difference for everyone affected by pancreatic cancer.”

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 area; invite loved ones across the country to join your PurpleStride team and walk from home! Publicize the opportunity to join your team through social media.

✔ Coach

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

**Your local PanCAN PurpleStride is planned with the help of local Affiliate volunteers. Visit pancan.org to find your local Affiliate and learn how you can fight pancreatic cancer in your community.*

✔ 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 across the country and fundraising tools to support your team captain journey.

Participants who personalize their page raise over **3x 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.
- Find your event by typing in the zip code or selecting your state. Select Register.
- Select the option that applies to you: Join or Bring Back a Team or Create A Team.
- If you need to create a team, choose 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. A first gift of \$70, \$100, or more tends to prompt higher gifts from subsequent donors.
- 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 area to register as participants and stride from where they are!
- Text your loved ones and make personal phone calls. Host a happy hour or 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](#) 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

Do you love PanCAN swag?

Any participant who raises **\$1,000 or more** becomes an exclusive **Grand Club member**. Learn more on page 6.

Did You Know?

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

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.**

- 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 **[Fundraising Toolkit](#)** for creative ideas such as a cooking or yoga class.
- Encourage your team members to become **[Grand Club members](#)**. On average, teams with Grand Club members fundraise **10x more** than teams without a Grand Club member.
- Cheer on your team to hit fundraising milestones! Let them know about the special recognition they'll receive for hitting certain fundraising goals.
- Invite your teammates to post and share about PurpleStride on social media. Check out our **[Fundraising Tools & Resources](#)** web page for custom PanCAN social media graphics!
- Communicate with your team regularly via email, social media, phone calls and text. Keep them excited – you are their leader and #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.



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!

Go to My Strider Central

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!

Start a 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.

Ask for 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!

Print Our 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

Your fundraising [makes a difference](#). You give patients a place to turn to for support and guidance, fund groundbreaking research and much more.

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, **2x more** than those who don't.

Make An Impact:

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

Fundraising Incentives

PurpleStride would not be the success it is without our top fundraisers and top teams! We are excited to recognize these special groups on event day. Be sure to check your event website for updated information on team and individual recognition!

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.

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 gift (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

PurpleStride Event T-Shirts

All participants who raise \$50 or more on their personal fundraising page for 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.

*Visit pancan.org to find your local Affiliate and join their Facebook page.

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



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."

Celebrate

Share your successes with family, friends and donors. You should be proud of all that you accomplished! You can even host an 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 volunteers need 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!