

PANCREATIC  
CANCER  
ACTION  
NETWORK

WAGE HOPE  
MY WAY

# VIRTUAL IS THE NEW PURPLE

VIRTUAL EVENT FUNDRAISING TOOLKIT

# INTRODUCTION

**As this unprecedented “Virtual is the New Purple” season kicks off, patients need us now more than ever, as they continue to be diagnosed every day.** Please tap into this Tool Kit for tips on how best to continue to fundraise in our fight against pancreatic cancer.

It’s stories like yours that matter to people. Your fundraising/financial support – and that of your friends and family – gives pancreatic cancer patients and families **FREE access to PanCAN’s Patient Central** resources and services that can improve their lives.

Setting a fundraising goal of at least \$200 will ensure that one thing is certain: patients can 100% count on PanCAN.

Thank you for leading the way, with your flexibility, tenacity and commitment to continuing to fight for patients and against this tough disease.

In true PanCAN spirit – and with your personal flair – we’ll continue to fight for pancreatic cancer patients and their families.

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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:

## 1. PERSONALIZE YOUR FUNDRAISING PAGE

Go to your Participant Center, upload a picture and tell your story about WHY supporting PanCAN is so important to you.

Participants who personalize their page raise over three times more than those who don't.

## 2. MAKE A SELF-DONATION

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

## 3. SEND EMAILS THROUGH YOUR PARTICIPANT CENTER

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

## 4. KEEP TELLING YOUR STORY

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

Now, more than ever, it's important to make personal connections and let people know what's important to you.

## 5. CHALLENGE YOUR FRIENDS ON SOCIAL

When you share your personal fundraiser on Facebook, your network can help you reach your goal. By sharing tips and tricks with your followers, you can help them meet theirs too!

# EMAIL SAMPLE MESSAGING

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!

## INITIAL EMAIL TEMPLATE

### SUBJECT

Your support matters now more than ever

Dear [Name],

As a proud supporter of Pancreatic Cancer Action Network, I’m fundraising 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]

## 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.

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.

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

Join me in the fight against #pancreaticcancer! Every dollar makes an impact and moves me closer to my fundraising goal of \$XX to support patients and their families! [add link to fundraising page]

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

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



To download these shareable images and more, visit the Resources section of your Participant Center.

And don't forget to share pictures, videos and stories from your event or fundraiser on your social pages and tag @pancan.

Tag your local news outlets too! They are looking to share more personal stories right now.

# FACEBOOK FRAME

Add this Facebook frame to your profile picture to show your support for PanCAN.

## TO ADD A FRAME TO YOUR PROFILE PICTURE:

1. Go to: [facebook.com/profilepicframes](https://facebook.com/profilepicframes)
2. Select a frame from the menu or search for the frame you want to use
3. Click Use as Profile Picture to save



# 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 (i.e. sit-ups, lunges, burpees, handstand, cartwheel).

**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

You can still have fun and raise money virtually

**NETFLIX PARTY:** Create your own movie night with a laptop, Google Chrome browser, and Netflix. Navigate to Netflix Party to install, open your movie in Netflix, send out the invite link to friends and family. 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, CashApp, or Venmo info 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 most kids being home from school, have them join in on the fundraising!

**JOG-A-THON:** Go on a walk 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 a \$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 & friends to donate \$5 for every 5 chapters read.

# VIRTUAL EVENT FUNDRAISING IDEAS

CAN'T WAIT TO DO MORE? HERE ARE SOME ADDITIONAL 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 scarfs, 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 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. Utilize 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.