



PURPLESTRIDE®

the opportunity to

MAKE A DIFFERENCE

Every year, in communities across the country, thousands of people participate in PurpleStride, one of the signature awareness events for the Pancreatic Cancer Action Network. These events range in size from brief walks to longer timed-runs, but they all share one goal: to end pancreatic cancer.

PurpleStride events contribute millions of dollars toward the mission of the Pancreatic Cancer Action Network to advance research, support patients and create hope.

It is a time to honor loved ones who are fighting or have lost the fight with pancreatic cancer. It is a journey toward hope that is filled with inspiration.

Please join us by creating one or more employee teams to participate in this inspiring event!

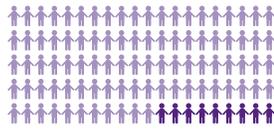
CREATE A COMPANY TEAM

HOW YOUR COMPANY CAN SUPPORT YOUR EMPLOYEES' FUNDRAISING EFFORTS

- Match employees' fundraising dollars.
- Provide incentive prizes for the individual and/or team that raises the most money.
- Recognize team captains and top fundraisers online and in the office.
- Provide space for teams meetings.
- Engage company leadership to walk with employees – great for visibility and morale!
- Promote the event on company bulletin boards and newsletters.

ABOUT PANCREATIC CANCER

NO early detection tools
NO cure


5-Year Survival 9%

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Back Pain
Abdominal Pain
Digestive Issues
Weight Loss
SYMPTOMS ARE VAGUE & INCONCLUSIVE

Pancreatic cancer has the LOWEST five-year relative survival rate of all major cancers

BENEFITS FOR YOUR COMPANY TEAM

- Online fundraising site with invitation templates
- Customizable personal and team pages
- Team and individual fundraising recognition and incentives
- Printable fundraising and event materials to display
- Top teams can receive a VIP Team tent with a personal event-day concierge, event website and social media inclusion, and on-stage recognition

BENEFITS FOR YOUR COMPANY

- Great team-building activity
- Community visibility as a company that cares
- Leadership opportunity for employees
- Natural opportunities for friendly competition between branches, departments, offices, etc.
- Enjoy special event marketing and day-of recognition



REGISTER

To register, go to www.purplestride.org and select "Find an Event." Navigate to your local PurpleStride event. During your individual registration process, you can choose to join as an individual, join a team, or start your own team.



SET UP YOUR PERSONAL PAGE

Once registered, set up your own personal page to write about what inspired you to sign up for PurpleStride. Include a photo of yourself or a loved one. Participants who customize their photo and story raise four times as much to help fight pancreatic cancer.

ASK FOR SUPPORT

Create a list of everyone you know. Decide if you want to ask them to join your team or simply request a donation.



REACH OUT

Whether in-person or by e-mail, it's important to share your personal story and explain why you are asking for donations. Try to be as brief as possible. Download the event poster to post at your work and around your community.

USE SOCIAL MEDIA

Post information and updates to Facebook and Twitter. Invite friends to join our Facebook even. Be sure to use #PurpleStride!



EMAIL TIPS

DEFINE PANCREATIC CANCER AND HOW YOU HAVE BEEN AFFECTED

For example: "Did you know pancreatic cancer is the third leading cause of cancer-related death in the United States? It has a five-year survival rate of just 9%. My father passed away from pancreatic cancer. I don't want to see others suffer like he did."

TELL PEOPLE WHY YOU ARE PARTICIPATING

"I am participating to help raise funds and awareness to help advance research, support patients and create hope. To learn more, visit my fundraising page."

FINISH BY ASKING FOR THEIR SUPPORT

"Can I count on you for a \$50 donation?" Keep track of your responses. Follow up with those who haven't responded, then follow up again.

PurpleStride.org

FUNDRAISING TIPS

We suggest that each participant set a fundraising goal of at least \$175. By asking for support for the fight against pancreatic cancer, you are also helping to raise awareness for a disease that is too often overlooked.

EASY WAYS TO RAISE

\$175

Ask 5 family members and friends to sponsor you for \$35 each.

Ask 6 coworkers to contribute at least \$15 and ask your employer to match their donations.

Invite 12 friends over for movie night and ask them each to contribute at least \$15.

Post a Facebook appeal challenging 35 people to give up their coffee drink for a day and donate \$5 to pancreatic cancer research instead.

MORE TIPS!

- ASK YOUR EMPLOYER TO DONATE CASUAL DRESS OR A HALF-DAY FOR EMPLOYEES WHO JOIN YOUR TEAM OR DONATE.
- HOST A GARAGE SALE AND INCREASE THE AMOUNT YOU RAISE BY ASKING FOR A \$1 DONATION ON EVERY TRANSACTION.
- ASK FRIENDS TO MAKE A DONATION IN LIEU OF BIRTHDAY OR HOLIDAY GIFTS.
- CONTACT YOUR OLD FRATERNITY OR SORORITY AND SEE IF THEY WILL SPONSOR OR EVEN JOIN YOUR TEAM!
- DON'T FORGET TO POST APPEALS AND UPDATES TO YOUR FACEBOOK ACCOUNT! (BE SURE TO USE #PURPLESTRIDE)

IT'S ALL IN HOW YOU PHRASE IT...

When asking for a donation, try to specify an amount and how it relates to the fight against pancreatic cancer.

“Donate \$10 to represent the fact that every 10 minutes someone new is diagnosed with pancreatic cancer.”

“Donate \$20 to help double pancreatic cancer survival by 2020.”

“Donate \$55, to represent the more than 55,000 people diagnosed with pancreatic cancer this year.”

“Donate \$445 because since 2003, the Pancreatic Cancer Action Network has invested more than \$44.5 million in innovative pancreatic cancer research studies through its competitive peer-reviewed Research Grants Program.”

MY CONNECTIONS

Use the chart below to help you think about all the people in your life to invite to be part of your support of the Pancreatic Cancer Action Network. Before you know it, you'll have a full list to contact!

FRIENDS

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CO-WORKERS/PAST COLLEAGUES

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PARENT/STUDENT GROUPS

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VOLUNTEER GROUPS

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BOOK CLUB

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FAITH GROUPS

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NEIGHBORS

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COLLEGE ALUMNI

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EMAIL SUGGESTIONS

Here are some ideas for emails you can use in your fundraising efforts!

INITIAL EMAIL

Subject: Please support my efforts to end pancreatic cancer.

I'm striding for/because [[insert name and/or motivation]].

Did you know that more than 55,000 Americans will be diagnosed with pancreatic cancer this year? The five-year survival rate is just 9%, and we recently learned that pancreatic cancer is anticipated to move from the third to the second leading cause of cancer-related death in the United States around 2020.

We CAN change these statistics. Join me in supporting the Pancreatic Cancer Action Network's effort to fight this disease!

I'm participating in PurpleStride because I want to join the fight and make a difference. On event day, I'll be striding with thousands of other people impacted by this disease, and together our efforts can lead to change.

Your donation will help fund research, provide support for patients and caregivers, and most importantly create hope!

Please visit my personal page today at [insert link] to learn more about why this cause is important to me, and to make a donation.

Thank you for your support!

FOLLOW-UP EMAIL

Subject: Join me in the fight against pancreatic cancer!

A while ago I sent you an email telling you about my involvement with PurpleStride and the Pancreatic Cancer Action Network. I would love your support as I raise funds for this important cause.

Everyone likes to root for the underdog and in the world of cancer research, the underdog is pancreatic cancer. This horrible disease is the third leading cause of cancer death, and it is anticipated to move to the second leading cause of cancer-related death in the United States around 2020. It's up to us to step in and fight for the more than 55,000 Americans who will be diagnosed with pancreatic cancer this year.

That's why I'm participating in PurpleStride on [insert date]. I would love to have you join me, by making a donation or even turning out to participate!

Please consider making a donation in any amount, but here are some suggestions:

- * \$32 can give free one-on-one support to someone facing pancreatic.
- * \$60 can train 10 volunteer advocates to speak up for research funding on Capitol Hill.
- * \$110 can provide free educational packets to 10 patients diagnosed with pancreatic cancer.

Any amount will help! Be sure to check with your employer's Human Resources department to see if your company will match your gift!

Please visit my personal fundraising page at [insert link] to learn more about why this cause is so important to me, and consider making a donation or striding with me on event day.

Thank you for your support!

THANK-YOU EMAIL

Subject: Thank you for supporting me!

Thank you very much for donating to the Pancreatic Cancer Action Network and supporting my participation in PurpleStride. Your gift will not only help me achieve my goal, it will help the Pancreatic Cancer Action Network Demand Better against pancreatic cancer.

Please let me know if you are interested in striding with me on [insert event day]. It's going to be a powerful day with a sea of purple-clad heroes! You can learn more at www.purplestride.org.

Thank you again for stepping up in the fight against pancreatic cancer. Together we can end this disease!

PURPLE STRIDE®



TEAM BLUEPRINT FOR SUCCESS

Our Team Name:

OUR GOALS

Team Fundraising Goal:

Consider making your goal a number that is meaningful to you or the cause.

For example:

- \$550 – a penny for every American diagnosed with pancreatic cancer this year
- \$2020 – the year by which we hope to double the survival rate
- \$55,000 – a dollar for every American diagnosed with pancreatic cancer this year

Team Recruitment Goal: # of team members

Goal Per Team Member: \$

Weekly Fundraising Goal: \$

TOP TEAMS RECEIVE RECOGNITION BEFORE, DURING AND AFTER THE EVENT!

Don't forget to check the Team Benefits Overview available on the event website to see if your team can qualify for additional incentives.

OUR LEADERS

Teams work best when everyone pitches in! Divide up responsibilities to help everyone feel they have a role. Some suggestions are:

Person in charge of sending weekly inspirational emails:

Person in charge of arranging "training" strides or a get-together before event day:

Person in charge of creating a facebook event and sharing team updates:

Person in charge of event-day logistics and spirit:

OUR AWARDS

You may decide to offer an inexpensive but funny, poignant or commemorative prize to your top fundraiser and recruiter. This could be as simple as a framed team photo, homemade cookies or the right to hold a team sign on event day.

Prize for Top Team Fundraiser:

Prize for Top Recruiter:

Thank you and each of your team members for all that you are doing to help fight pancreatic cancer! Every dollar raised helps bring us one stride closer to ending this disease.



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