

PANCREATIC
CANCER
NORTH AMERICA



Survival Series 2026:
*Special Events &
Fundraising Toolkit*

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Thank you from Pancreatic Cancer North America

We're so excited you've decided to join us in the fight against pancreatic cancer.

Whether you're jumping in for the first time or you're getting ready for another annual event, this presentation is full of tips and tricks for running an event as well as increasing your overall fundraising. We are excited you are joining us and will be here to support you every step of the way.

Let's make your event a success!

Why Your Support Matters

Pancreatic cancer is the world's toughest cancer to diagnose and treat. It is the third deadliest cancer today and is projected to become the second by 2030. By 2050, new cases are expected to rise by 95 percent, with one of the sharpest increases among people under 55.

Despite this devastating trajectory, pancreatic cancer remains underfunded, understudied and overlooked.

By raising funds for Pancreatic Cancer North America, you are helping redefine pancreatic cancer from a death sentence to a survivable disease. Every dollar you raise fuels research, advocacy, and support that patients and families urgently need.

**PANCREATIC
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NORTH AMERICA**

**SURVIVAL
SERIES**
EST. 2026

Survival Series 2026:

How to get Involved

How to get Involved

There are many ways to get involved with Pancreatic Cancer North America and this next section lists out quite a few, with guidance on how to make a difference.

Run your own Community Event

Run your own Virtual Event

Become a Sponsor or Partner

Participate in an Event

Make a Donation



Run Your Own Community Event

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Run your own Community Event

STEP 1: Choose a concept or brainstorm one of your own. Here are some ideas!

Special Events

Golf Tournament, Corporate Event, Dinner–Dance Gala, Auction Fundraiser, Fashion Show, Art Exhibition, Masquerade

Athletic Fundraising

Walkathon, Running Event, Team Sport Event, Cycling Event, Fitness Class Event, Hiking Event, Endurance Event, Dog Walking Event

Community Fundraising

Cook–off, Talent Show, Bake Sale, Face Painting Event, Craft Fair, Axe Throwing Tournament, Barbecue, Concert, Fitness Challenge

Run your own Community Event

STEP 2: Determine the team!

Event Lead

Determine who will lead the project and manage from the top (this person should oversee the budget, event promotion, fundraising, event execution, etc.)

Event Support Team

Find a team that wants to get involved and assign roles (roles should include recruitment/promo, fundraising support and event execution)

Participants and Spectators

Who are you recruiting for the event? Think of the audience you want.

Run your own Community Event

STEP 3: Complete an event plan and budget!

Your event plan should include everything from a website and promotional strategy to a logistics and event execution plan. Think about the ways you can promote your event (social media, email, printed materials) as well as what you need for event day (tents, tables, chairs, porta-potties, medical support, volunteers, etc)

You will also need a fundraising strategy. What types of things can amplify fundraising? (ticket sales, raffle prizes, silent auctions, 50/50 draws, etc.) It is also important to become familiar with your fundraising platform so that you know how to encourage participants properly.

Run your own Community Event

STEP 4: Find Sponsors!

Sponsorship is a huge part of the success of an event. Sponsors allow for increased funds and therefore more room to amplify parts of the event and make it a more memorable experience for participants.

Make a list of sponsors in your area.

Create a sponsorship presentation (PCNA can support you with this).

Make the ask.

Run your own Community Event

STEP 5: Thank your participants & donors!

It is so important to recognize the ones that came out to support the event as well as those that donated to the cause. A thank you email should go out within 2-3 days following the event to everyone involved, including volunteers and staff that played a role in the overall success of the event.

Run your own Community Event

A thank you message could look like this.

Dear [first name],

Thank you so much for supporting [event/fundraiser] in support of Pancreatic Cancer North America. Your generosity means the world, not only to me, but to everyone affected by pancreatic cancer. Because of you, we're driving vital research, expanding care and support, and igniting the visibility this disease urgently needs. Your gift is part of a movement to transform the experience of pancreatic cancer. Together, we are making survival possible.

Thank you again,
[Your name]



Run Your Own Virtual Event

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Run your own Virtual Event

STEP 1: Choose a concept or brainstorm one of your own. Here are some ideas.

Special Events

Trivia Night, Bingo Night, Gaming Event, Live Streams, Reading Challenges

Athletic Fundraising

Walkathons, Running Events, Cycling Events, Fitness Classes

Other Tactics

Raffle Draws, Fundraising Challenges

Run your own Virtual Event

STEP 2: Determine the platform.

Your virtual event can take place on multiple different platforms. Here are some ones you can explore to see what works best for you.

Google Hangout

Microsoft Teams

Webex

Zoom

GoToWebinar

Run your own Virtual Event

STEP 3: Do some research into online tools.

There are many online tools you can use depending on your event type. Some ideas could include:

Trivia Night: <https://kahoot.com>

Bingo: <https://myfreebingocards.com>

Live Streams: Facebook Live, Instagram Live, YouTube Live, Twitch

Scavenger Hunts: <https://www.quickhunts.com/free-scamenger-hunt-list.html>

Online Games: <https://www.jackboxgames.com>, Discord

Crowdfunding: <https://www.gofundme.com>

Raffle Draws (requires licenses): <https://rallyup.com>

Run your own Community Event

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Thank you again,
[Your name]



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Become a Sponsor or Partner

Visit [our website](#) to see a list of existing events under the Survival Series

Contact us: jcarey@pancreaticcancerna.org

Contact a local event organizer in your area



Participate in an Event

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Participate in an Event

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Contact us: jcarey@pancreaticcancerna.org

Contact a local event organizer in your area



Make a Donation

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Make a Donation

[Make a donation](#)

[Join an event](#)

[Create a fundraising page](#)

Contact us: jcarey@pancreaticcancerusa.org

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Fundraising Strategies:

Tips & Tricks

Fundraising Strategies

To run an effective fundraiser, you need to get the word out. You can plan an amazing event, but if no one knows about it, you'll never meet your fundraising goals.

In this next section we have compiled tips and tricks to help you bring your fundraising efforts to the next level.

Fundraising Strategies

TIP 1: Write an exciting title for your event.

The title of your event is the first thing catching attention, and is a very important aspect of your fundraiser. Here are some tips:

- The title of your fundraiser should be clear, concise, and memorable. Include names (if applicable) to personalize the fundraiser, as well as detailing what the cause is supporting.
- Try to start the event title with a verb, such as 'help,' 'support,' or 'donate.' This will inspire new supporters to take action and encourage online donations.

Fundraising Strategies

TIP 2: Write a compelling fundraising story.

When writing your fundraising campaign story, put yourself in your reader's shoes. Ask yourself: What would turn you from a passive observer to an active supporter? The goal is to make the reader feel something, and motivated to support. Some tips:

- Introduce yourself and explain why the cause is important to you.
- Make sure your story explains how donations will make a difference.
- Write in an honest and heartfelt way, using emotive language.
- Aim for at least 550 characters to tell your story.

Fundraising Strategies

TIP 3: Choose the best photos to support your event promotion.

One of the best fundraising strategies is to personalize the event and create emotion by adding photos and video content.

- Choose a clear, high-resolution feature photo for your main fundraiser image.
- If you have more images or a YouTube video that will help tell your story, you can add them as well.
- Use photos from previous events or fundraisers if possible. The best photos are going to be the ones people can connect to. Stock photography should only be used if absolutely necessary.

Fundraising Strategies

TIP 4: Set and communicate your fundraising goal.

Setting a clear goal allows supporters to check in on your progress and provides incentives for them to donate. It also helps with outreach by giving you a reason to post about how your fundraiser is going. Here's how you can do it:

- Decide on a realistic goal.
- Keep your supporters informed by sharing when you reach milestones.
- Thank your supporters and encourage them to help you hit that next milestone .

Fundraising Strategies

TIP 5: Share your event and fundraising progress through different channels.

To be successful, you need to reach beyond loved ones and local community members. Sharing your fundraiser on social media is an effective fundraising tool and will help you reach a broader network of potential donors. Remember to be specific and direct, understanding that through social media you want to get the point across quickly.

In addition to social media, there are many other tactics : Try word of mouth, emails, flyers, and mailers. And don't hesitate to ask friends, family, and local community members to help share information.

Fundraising Strategies

TIP 6: Seek Community Support

Look into obtaining community donations or sponsorships for your event

Check with your employer to see if they have a matching gift program

Fundraising Strategies

TIP 7: Capture the Moment

Take plenty of pictures at your event – we would love to see them, and they can be used when promoting next year's event!

Fundraising Strategies

TIP 8: Bring a Donation Form

Have a physical donation form at your event to collect cash donations, for those who prefer that method over giving online.

Be sure to collect the following information: amount donated, first and last name, and mailing address (this information is needed for PCNA to issue a tax receipt).

You could also include sections for phone number and email address, to keep in contact with participants and promote next year's event!

Fundraising Strategies

TIP 9: Thank your supporters

Thanking your supporters is an important way to show your gratitude and ensure support in the future. Elevating the donor experience with a personalized note or gift shows them how much their support means.

Thank your supporters through different ways, choose what works best for you:

- Thank you emails
- Posts on social media
- Phone calls
- Small gifts