Thank you for your interest in helping us Wage Hope your way by organizing an event to benefit the Pancreatic Cancer Action Network! While no two events are the same, this list will provide some tips on what steps you can take when planning a Wage Hope My Way event to benefit the Pancreatic Cancer Action Network. Please keep in mind these are only suggestions, and not everything needs to be implemented in order to have a successful event.

GETTING STARTED

☐ What type of event are you hosting? Get inspired by these fun ideas or check out what some of our top fundraisers are doing.

☐ Visit www.pancan.org/diy to review our FAQ and guidelines and then register your event.

☐ Once you have registered, visit your Participant Center to customize your page, send emails to friends and family, check out our Resource page, make a self donation, and tell us more about your event!

PRE-EVENT

☐ You don’t have to plan the event all by yourself! Recruit volunteers to oversee different areas such as logistics, marketing, volunteers for the day of the event, sponsorship, entertainment, food & beverage, etc. This will divide the work load and engage others in the cause. Visit www.pancan.org/diy to review our FAQ and guidelines and then register your event.

☐ While selecting a venue, keep the following in mind:
  • Is a deposit required?
  • What kind of insurance is required by the venue?
  • Will you need permits for sound, food, etc.?
  • Is it available on your preferred date? Will you be able to set-up ahead of time or will this cost extra?
  • (If applicable) Are pets allowed? Is it stroller-friendly?

☐ Determine advertising needs and promotional materials.
  • Consider an email campaign, event website, media, signage, fliers, posters, postcards, etc.
  • Include the Wage Hope My Way logo on your materials, sending drafts to myway@pancan.org for review and approval before finalizing.
  • Once approved, print and distribute promotional materials in the local community.
  • Using information from our media center, draft a press release and contact local media stations for coverage.
  • Craft an event summary that can be submitted to local community calendars, papers, etc.
  • Submit your event details to our organization to be considered for posting on pancan.org.

☐ Secure any equipment or rentals necessary, such as tents, chairs, portable toilets or A/V equipment.
- Depending on the type of event, determine the types and amounts of food & beverage you will need to secure.
- Consider ways to make the event engaging, memorable and unique!
  - Make it personal! Share how you have been impacted by pancreatic cancer and ask others to do the same.
  - Drive home the impact and share how their donations can change lives.
  - Paint the venue purple! What kind of fun and creative purple décor can you incorporate?
  - Determine event giveaways for survivors, top fundraisers, top teams, sponsors, volunteers, etc.
  - Create an honor/memory banner for participants to sign and write messages to loved ones.
- Ask the Wage Hope My Way staff if there is a local volunteer group you can be connected with. When available, our local volunteers are excited to help you by providing support such as:
  - An emcee or guest speaker
  - Volunteers to staff an education and awareness table
  - Someone to attend a check presentation
- Create your event day script. Include messaging that educates and inspires attendees. Visit your Participant Center for pancreatic cancer facts and organizational information. Feel free to reach out to myway@pancan.org if you would like additional messaging. Be sure to include time for guest speakers or recognizing top fundraisers or supporters of the event.
- Determine event-day duties and create an event-day itinerary to share with important parties including event day volunteers, venue staff, and special guests.

**DAY OF EVENT**

- Don’t forget to post photos and updates to social media using #WageHope!
- The big day is here! All of your hard work has paid off, and it’s important to remember the reason you’re here: to Wage Hope and fight pancreatic cancer. While it’s normal to be nervous, enjoy it and have fun!

**AFTER THE EVENT**

- Tell us how the event went! We also love to see photos. Email event photos to myway@pancan.org.
- Do you have funds that need to be mailed in? Please visit our FAQ and guidelines for more information on how to mail us funds from your event. If you’re working directly with a staff member, give them a heads up that your funds are on their way.
- Send thank you notes to all of your sponsors, volunteers, and donors.
- It’s never too early to start planning for next year! Book your venue for next year and send out a save-the-date!

If you have any questions or are looking for additional tips, please contact our Wage Hope My Way team at 877-272-6226 or email us myway@pancan.org. We look forward to working with you to make your event a success. Thank you for your dedication in the fight against pancreatic cancer!