

WAGE HOPE[®]

TOGETHER

TURN THE WORLD PURPLE THIS NOVEMBER

This November, we're asking the world to shift from pink to PURPLE in support of **Pancreatic Cancer Awareness month** and **World Pancreatic Cancer Day** on November 17, 2016!

Wouldn't you like to see your community illuminate PURPLE in support of our cause?

Here Are Some Easy Steps to 'Purple Your Town' This November:

- Work with your Affiliate or Community Advocate to identify local landmarks, monuments, buildings and venues to illuminate purple (i.e. downtown buildings, a bridge, a well-known welcome sign, a prominent fountain, schools, government buildings, etc.).
- Create a list of buildings to contact.
- Identify a person(s) who will be responsible for securing permission to illuminate the building.
- Contact the identified landmarks and ask to speak with the Community Relations/Public Affairs/Public Relations department.
- Use the included phone script and/or email template to make a customized ask for the building to illuminate purple during November and/or on World Pancreatic Cancer Day (Nov. 17). Make sure to personalize the email template to reflect your chosen location(s).
- Once you've made the ask, follow-up with the building representative via phone and/or email. Don't forget to remind your contact of the reason(s) why they should illuminate purple this November.
- Once you've secured interest, connect with your Affiliate's Media Relations Chair to coordinate potential media opportunities.
 - Be sure to loop in your Affiliate Chair or Community Advocate so the team is aware the building will illuminate purple.
 - Connect with the Advocacy Leader if outreach is to be made to a government building.

- Media Relations Chairs will work with a member of the Pancreatic Cancer Action Network's PR Team to track all buildings and landmarks supporting the campaign.
- In the case there is no Media Relations Chair, connect with a member of the Pancreatic Cancer Action Network's PR Team: Kylee Burkholder (kburkholder@pancan.org) for Regions 1, 4 & 5 and Zahra Nealy (znealy@pancan.org) for Regions 2 & 3.
- SHARE, SHARE, SHARE!
 - If you're successful in getting a landmark to illuminate purple, make sure you tell people about it in your local community and beyond! Share it with friends, family and colleagues on social media and pitch it to your local media with help from the Media Relations Chair. The landmark may even appear on the November and/or World Pancreatic Cancer Day website!
 - Be sure to use the hashtags #PANCaware and #WageHope throughout November!
 - Tag us in all of your images!

Please note: The Pancreatic Cancer Action Network is unable to cover a cost if the opportunity is contingent on a fee. In this case, please thank them for their time and hopefully we will be able to partner with them in the future.

Phone Script/Email Template

Suggested Subject (for email): **(Pleasantville Towers)** to go PURPLE this November!

Hello *(Name)*,

I am reaching out to you today as a local volunteer for the Pancreatic Cancer Action Network (www.pancan.org). November is Pancreatic Cancer Awareness month and November 17 is World Pancreatic Cancer Day. We're asking local buildings and landmarks throughout the country to join in our efforts by shifting from pink to purple this November.

*We hope you will join us in the fight against the nation's deadliest major cancer by illuminating **(Pleasantville Towers)** purple.*

Other buildings and landmarks illuminating purple this month include the Chicago Skyline (including the Willis Tower formerly Sears Tower), Niagara Falls, the Great Wheel in Seattle and several others internationally!

Your support matters. Here are a few pancreatic cancer facts highlighting why your support is so important:

- *Pancreatic cancer will kill more people than breast cancer this year.*
- *Pancreatic cancer is currently the third leading cause of cancer death in the United States, anticipated to become the second by 2020.*
- *Pancreatic cancer has a five-year survival rate of just 8 percent.*

- *This year, more than 53,000 Americans will be diagnosed with pancreatic cancer, and approximately more than 41,000 will die from the disease.*

Please let me know if you need any further information to accommodate this request. Thank you again. I hope you have a wonderful day and I look forward to connecting again soon.

*Sincerely,
(Name)*

Unable to secure a building or landmark in your community to 'Purple Your Town' this November? Don't Worry! Get your neighbors and friends involved by asking them to illuminate their homes and offices purple to increase awareness for pancreatic cancer.

Purple Your Home or Office Ideas:

- Display purple lights indoors or outdoors.
- Cover fixtures with purple swag (i.e. ribbons, signs, streamers etc.)
- Bring in purple cookies or desserts to share with your friends, colleagues and family.
- Show your SPARKLE SPIRIT!
- Share images on social media and don't forget to tag us and use hashtags #PANCaware and #WageHope. Promote it.

Follow Us:

Facebook: facebook.com/jointhefight

Twitter & Instagram: [@PanCan](https://twitter.com/PanCan)

Keep an Eye on Our Global Efforts During World Pancreatic Cancer Day!

Follow WPCD:

Facebook: facebook.com/worldpancreaticcancerday

Twitter & Instagram: [@worldpancreatic](https://twitter.com/worldpancreatic)

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