



WAGE HOPE[®]

TOGETHER

This November, we invite you and your organization to join us as we Wage Hope Together.

November is our time in the spotlight – time to cast our brightest purple light on the country and around the world – because it's Pancreatic Cancer Awareness month! Each year, throughout the month of November, we ask supporters like you to take actions that drive our goal of doubling pancreatic cancer survival by 2020.

Use this guide and join the Wage Hope Together campaign this November, rally your staff and make a big impact. By participating, you will shine as a leader among our fiercely loyal supporters and increase awareness for your organization across the country.

Visit www.pancan.org/wagehope for more information and to download supporting documents.

We would love the opportunity to talk with you about ideas to amplify Pancreatic Cancer Awareness month. Please contact corporaterelationspancan.org or call 877-573-9971.

It's our time to shine – and it's yours, too!
Let's Wage Hope Together in November!

Here's how you can inspire your team to Wage Hope Together this November



Purple Party Fundraisers

A Purple Party is a do-it-yourself fundraiser to benefit the Pancreatic Cancer Action Network. Explore how your organization or staff can organize an event in support of Pancreatic Cancer Awareness month.

Purple Parties can be simple:

- Host a Jeans Day, when staff can make a donation to wear jeans to work.
- Have a bake sale or a pizza party - collect donations for sweets or a slice.

And all month long, don't forget to wear purple to show your support!

Visit pancan.org/diy for lots more Purple Party ideas!



Matching Gifts

We rely on the generosity of our supporters to continue our urgent work. Please consider matching the donations of your staff or making a larger gift that we can leverage for matching gifts from the public. People love knowing that their donations will be matched!



Social Media

There are several great ways to Wage Hope Together through your social networks.

- Use #PANCaware #WageHope and win weekly prizes!
- Post a photo on your organization's Twitter, Facebook or Instagram, or upload at pancan.org/wagehope showing your purple spirit.
- Turn your social media purple! Use our suggested messages on Facebook,

Twitter and our Wage Hope Together images for all your social media pages this November.

- Have a blog? Write a post inspiring others to Wage Hope this November.

Be sure you are a part of the conversation on World Pancreatic Cancer Day - November 17.

Your Company Communications

Engage your entire staff:

- Announce all your November activities at staff meetings.
- Write a story for your organization's newsletter or intranet.
- Download our 2016 poster and display it around your office.
- Ask staff to use our Wage Hope Together email signature for November, linking it to pancan.org/wagehope.



Donate Ad Space

Help us spread the word by donating space on your website or in newsletters. Attached are some digital ads in standard sizes that can be inserted.



Review the Know Your Pancreas Information Sheet and Distribute to Your Employees

Help spread awareness about pancreatic cancer by sharing our Know Your Pancreas information sheet with your staff and clients. You can email the information sheet, post it in a conspicuous place in the break room and/or upload it to your organization's intranet.



Go Purple at Work

Align with us for the month of November by displaying purple everywhere!

- Replace outdoor lighting with purple bulbs.
- Switch to a purple screensaver or computer display.
- Have a contest between departments, with the team displaying and wearing the most purple winning a prize.

Check our online [ShopPurple](#) store for fun items like tutus and capes to get you started.

Thank you for everything you do for us all year long. We couldn't Wage Hope Together without you! It is only with your support that we can reach our goal of doubling survival by 2020.

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