



WORLD PANCREATIC CANCER DAY Celebrity and Influencer Engagement Guide

This World Pancreatic Cancer Day (WPCD) we are creating a global conversation about the symptoms and risks associated with pancreatic cancer. Our message this year starts **“Hello Pancreas”** — as a way to reintroduce everyone to the power of this important organ.

If you have connections to celebrities and influencers through your organization, we highly encourage you to reach out to them to ask them to help us raise awareness on WPCD.

While there are many ways people can support, one of the easiest is to ask them to use their social platforms to help raise awareness.

GETTING STARTED

- ➔ In the weeks leading up to WPCD, begin engaging with the celebrities and influencers in your network. You can send them an email or letter or if you are able, make direct contact with them or their teams. See below for an example email.
- ➔ Don't get discouraged if you don't connect with them right away. Celebrities and influencers receive dozens, if not hundreds, of similar asks every single week. For this reason, you may have to engage with a single person multiple times over the course of a few weeks.
- ➔ Once the celebrity or influencer engages with you, consider sending that person WPCD swag like a sign to hold or a pin to wear to encourage that person to share a photo. You can send items like these to the celebrity's or influencer's management company.
- ➔ Your celebrity or influencer contact may agree to support the cause on WPCD. Even so, make sure to stay in contact as you approach WPCD. This will help them remember to participate when the time comes.
- ➔ As a final note, engaging with celebrities and influencers is all about relationship building. While your focus at this time of year is WPCD, don't forget to stay involved with your key celebrities and influencers year-round. It will pay off as you approach WPCD and other key days in the future.

16 NOV 2023



EXAMPLE EMAIL

Dear [Name],

My name is [insert your name] and I'm the [insert your position] at [insert organization]. As you know, we are dedicated to improving the lives of pancreatic cancer patients and caregivers all year long, but each November we ramp up our outreach for World Pancreatic Cancer Day (WPCD) on 16 November 2023.

Pancreatic cancer is one of the world's deadliest cancers. Each day, more than 1,358 people worldwide will be diagnosed with pancreatic cancer, and an estimated 1,277 will die from the disease. We need more attention, awareness and progress to help patients fight and survive this disease.

That's why we're requesting that you support [insert your nonprofit's name]'s mission to raise much needed awareness for the world's toughest cancer.

We'd love if you could participate this year by doing the following:

- Promote involvement with [insert your nonprofit's name] by sharing messaging on social media on World Pancreatic Cancer Day on 16 November with the hashtags #WPCD and #HelloPancreas and the link to our website, www.hellopancreas.com.
- Wear purple on WPCD and share on social media.

I've provided some suggested social media copy/paste for you to use as a guide below, but please feel free to personalize your message:

- I'm wearing purple on #WPCD to help raise #pancreaticcancer awareness. Say #HelloPancreas to raise more awareness for everyone who has been impacted by this cancer. Check out this link to learn more: www.hellopancreas.com.
- #PancreaticCancer is one of the world's deadliest cancers. Say #HelloPancreas to learn the symptoms and risks. Check out this link to learn more: www.hellopancreas.com.

Also attached, please find some engaging graphics emphasizing our campaign, which is all about the functions of the pancreas and the risks and symptoms of pancreatic cancer. You can use these images to accompany the language. [ONLY USE THIS IF YOU ARE INCLUDING GRAPHICS]

Please join us as we start a global conversation about pancreatic cancer. By standing in unison against this deadly disease, we can create a brighter future for people fighting pancreatic cancer around the world.

Warmly,

[Insert Your Name]

16 NOV 2023