

 HYUNDAI PRESENTS

BOSTON  
MARATHON®  
JIMMY  
FUND  
WALK  
YOUR WAY

corporate  
team  
captain  
manual

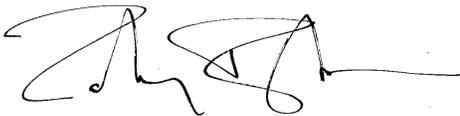
## Dear Team Captain,

On behalf of the staff of the Boston Marathon® Jimmy Fund Walk presented by Hyundai, I want to thank you for registering your team for this year's event. In 2019, the Jimmy Fund Walk raised nearly \$8.8 million to benefit groundbreaking research and compassionate patient care at Dana-Farber Cancer Institute. It is because of your leadership and support that the Jimmy Fund Walk is such a success year after year.

We understand that this year is unlike any other year. We created this Team Captain manual with you in mind. Enclosed, you'll find more information about the Jimmy Fund Walk, fundraising, planning an event, and more! We truly consider our Team Captains to be Jimmy Fund Walk: Your Way ambassadors and an extension of our staff. Please feel free to share these tools and any other tips you have with your teammates.

We sincerely appreciate your efforts!

Sincerely,



**Zack Blackburn**

Assistant Vice President,  
Boston Marathon Jimmy Fund Walk

jimmy fund walk overview **2**

---

jimmy fund walk glossary **3-4**

---

reach your fundraising goals **5**

---

sucess starters **6**

---

grow your corporate team **7**

---

creative ways  
to fundraise virtually **8**

---

where your money goes **9**

---

next steps for  
team captains **10**

---

contact us **11**

# jimmy fund walk overview

## about the jimmy fund walk

The Boston Marathon® Jimmy Fund Walk presented by Hyundai raises the most money of any single-day walk in the nation and has raised more than \$135 million since 1989 for Dana-Farber Cancer Institute's fight against cancer. In 2018, more than 9,200 participants took to the Boston Marathon® course and raised \$8.6 million.

**Recruit your friends, family, and colleagues to walk together, even when apart on Sunday, October 4, 2020!**



## your support makes a difference

Money raised for Dana-Farber Cancer Institute and the Jimmy Fund directly supports Dana-Farber's mission - to provide adults and children with all types of cancer with the best treatments available today while developing tomorrow's cures through cutting-edge research. The funds you raise will:

- Enable Institute leaders to apply monies rapidly when promising new research opportunities arise
- Advance Dana-Farber's signature total patient care philosophy by enhancing the programs and initiatives that serve patients and their families
- Allow Dana-Farber Cancer Institute to attract, develop, and retain the brightest minds who will lead the next generation of cancer care and research

## event basics

- Agree to raise \$100 (includes registration fee), for participants 13 years old or older. Agree to raise \$25, (includes registration fee), for participants 12 years old or younger on Walk day
- Receive a personal fundraising page with tips and tools to reach your fundraising goals
- Celebrate your accomplishments with a Walk medal

## choose from our four distance options or create your own on Oct. 4, 2020:

**Marathon Walk**  
(26.2 miles)

**Half Marathon Walk**  
(13.1 miles)

**10K Walk**  
(6.2 miles)

**5K Walk**  
(3.1 miles)

# jimmy fund walk glossary

continued on page 4 >

**extra mile brunch** — The Extra Mile Brunch, held annually in March, is a celebration of the Walk community and the success of the event. All Pacesetters, Young Pacesetters, Team Captains whose teams raised \$10,000 or more, sponsors, site captains/coordinators, and Jimmy Fund Walk Heroes, are invited with a guest.

**facebook fundraisers** — Facebook Fundraisers are a new great way to spread the word to family and friends about supporting your Walk fundraising. You can start a Facebook Fundraiser through your Participant Center. All money raised will go directly to your Walk fundraising page. Facebook Fundraisers are an easy way to let people know you are participating in the Walk, while also raising money!

**fundraising minimum** — Anyone who participates in the Jimmy Fund Walk is required to raise a minimum amount: \$100, (includes registration fee), for participants 13 years or older; \$25, (includes registration fee) for participants 12 years old or younger on Walk day.

**jimmy fund walk hero program** — The Hero Program matches adult and pediatric cancer patients and survivors with teams who fundraise and walk in their honor.

**matching gifts** — Hundreds of companies make matching gifts to Dana-Farber Cancer Institute on behalf of their employees. Increase the impact of your fundraising or volunteer efforts by asking your donors to submit a matching gift form to their company.

**mobile app** — Download the free Jimmy Fund Walk Mobile App for iOS or Android to update your personal fundraising page, ask for gifts, recruit team members, track team progress, and thank supporters. Think of it as the Participant Center right on your phone!

**opportunity drawing** — Collect and solicit different items such as gift cards, jewelry, or tickets to sporting events and concerts. Sell tickets for an entry to win the items. The money raised from opportunity drawing ticket sales can go directly to your Walk fundraising. If you're hosting an event, an opportunity drawing can be a great addition.

**order materials** — The Jimmy Fund Walk offers free items to download and be shipped by mail, including Jimmy Fund Walk note cards, Support My Walk flyers, lawn signs, and more.

*\*Please note that the Jimmy Fund Walk staff is currently working remotely and the shipping of your order may be delayed.*

**pacesetter** — Any Jimmy Fund Walk participant who raises \$1,000 or more is a Pacesetter and earns rewards and exclusive invitations. A participant who is 12 years old or younger on Walk day and raises \$300 is a Young Pacesetter.

**pacesetter exclusive event** — Throughout the year, the Jimmy Fund Walk invites Pacesetters to attend special events.

For the full list of Jimmy Fund Walk Buzzwords, visit [JimmyFundWalk.org/glossary](https://jimmyfundwalk.org/glossary)

# jimmy fund walk glossary

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**pacesetter team** — Any Jimmy Fund Walk team that raises \$10,000 or more is considered a Pacesetter Team and earns rewards. The more money that is raised to help conquer cancer, the higher the team can climb up the Pacesetter teams ladder and earn additional rewards!

**participant center** — Your Participant Center is your Jimmy Fund Walk online headquarters. Log in with your username and password to update your personal or team fundraising page with your story and a photo, access donor reports, track fundraising progress, view Walk day information, check your to-do list, and send emails to your contacts.

**participant ID** — Your participant ID is a unique number assigned to you when you register for the Jimmy Fund Walk. This number can be found in your Participant Center main screen, or your personal fundraising page. Please include your participant ID when you mail in checks to support your fundraising efforts.

**personal fundraising page** — Each registered Jimmy Fund Walk walker will receive a personal fundraising page. This page can be customized with why you walk, who you walk for, and a photo or video.

**personal page link** — Jimmy Fund Walk participants can set up a custom link to their personal fundraising page. This can be set up in your Participant Center by selecting “Create URL” in Next Steps.

**registration fee** — All Walk participants must pay fee upon registering. The registration fee is directly linked to your Participant Center, where you can track your fundraising and find your specific Walk day information. The registration fee is \$5 and all money raised goes towards patient care and research at Dana-Farber for things like clinical trials, state of the art equipment, and investing in future cancer breakthroughs.

**personal donation** — Making a donation to support your own Jimmy Fund Walk fundraising efforts demonstrates to your donors that you are asking them to give to a cause that you also support.

**team fundraising page** — Each registered Jimmy Fund Walk team will receive a team fundraising page. This page can be customized with why the team walks, who they walk for, and a photo or video.

**young pacesetter** — A Jimmy Fund Walk participant who is 12 years old or younger (as of Walk day) who raises \$300 or more.

For the full list of Jimmy Fund Walk Buzzwords, visit [JimmyFundWalk.org/glossary](https://jimmyfundwalk.org/glossary)

# reach your fundraising goals!



## take the first step with these quick tips

- 1 **Make a personal donation** to your own Jimmy Fund fundraiser: \$30, \$50, \$100, \$300, \$500, or any amount  
*It's easier to ask for support when you've made a gift yourself*
- 2 Send **personalized letters** or **emails** to your entire address book and **share why you are walking!** Don't be afraid to ask for specific dollar amounts  
Use our [gift pyramid](#) to help guide you
- 3 **Download the Boston Marathon Jimmy Fund Walk Mobile app** and use the hashtag **#JimmyFundWalk** to post updates and send pre-written messages through email, text, Facebook, Twitter, LinkedIn, and more
- 4 **Get personal!** Upload your story, pictures, and videos to your fundraising page via **the Participant Center**
- 5 Hold a **fundraising event**—it is an easy and fun way to raise money for your walk

## pacesetters: the heartbeat of the jimmy fund walk



**Pacesetters** are an elite group of top fundraisers who receive special recognition, rewards, and invitations to exclusive events by raising \$1,000 or more (\$300 or more for those 12 years old or younger on Walk day).



## use this helpful donor checklist and get the ask out!

### family/friends:

- Family (parents, siblings, etc.)
- Friends
- Colleagues/Former Colleagues
- Neighbors
- Alumni Groups (from high school, college, etc.)
- Team Members (sports, scouts, etc.)
- School Networks (parents of students, teachers, etc.)

### other networks:

- Dentist/Orthodontist
- Electrician
- Financial Planner
- Nutritionist
- Optometrist
- Pediatrician/Physician
- Realtor
- Religious Groups
- Veterinarian

### local businesses:

- Car Dealerships
- Fitness Studios
- Florists
- Nail Salons
- Coffee Shops
- Deli

# success starters

**Find your leaders** — The most successful corporate teams include participation from everyone in the organization, including senior leaders.

**Organizational support is key** — Consider paying for employees' \$5 registration fees or have the organization make a gift toward each employee participating to cover a portion of their \$100 fundraising commitment.

**Virtual Information Session** — Plan a virtual information session with your employees and have a Walk staff member host a video call with your organization to discuss the event, provide information about registering, how to ask for contributions, event day logistics, fundraising tools, and more!

**Sponsor the Walk** — Learn more about various corporate sponsorship opportunities.

**Join the Corporate Community** — Receive updates through our Corporate Quarterly Newsletter, compete with other Walk teams for the Corporate Awards.

**Expand Beyond your Company** — The Jimmy Fund Walk is a family-friendly event. Encourage colleagues to invite family members and friends to join the team.

**Get Creative** — Our staff can help brainstorm ways to engage employees throughout the year through virtual fundraising events, rewards for employees, custom business cards and T-shirts, and more!



# grow your corporate team

Creating a corporate team will show your organization's commitment to a leading cause. Walking with a team helps build morale and camaraderie through fighting cancer together.



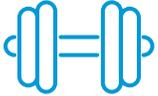
## recruit

- Once registered, set team recruitment and fundraising goals
- Within your Participant Center, customize your team URL so you can easily share on social media and via email
- Customize your team page with a photo and explanation of why you're your organization is walking
- Send an email to your colleagues to encourage them to walk or support the team
- Create a sub committee to help with planning within the workplace
- Post on Facebook calling for friends to join your team
- Encourage teammates to recruit friends and family members
- Create an outreach schedule to follow up with people who have not registered or supported the team
- Contact your HR department to see if they will help support your efforts

## cultivate and engage

- Create a communications calendar to stay in touch with team members
- Every time a new member joins, send a personalized email to thank them for registering
- Host a virtual information session, contact the Jimmy Fund Walk staff
- Share training tips, information about upcoming fundraising events, or training walks
- Continue to share updates to your organization about the team and fundraising progress
- Send a recap email to the company sharing a team photo, total fundraising, a favorite Walk day memory, etc.

# creative ways to fundraise virtually



## FITNESS CHALLENGES

Post about your Walk training on social media, and challenge the community to help you reach your fundraising goals.

### Examples:

- If I get **20 donations** by midnight, I will **walk 10 miles**.
- Today I will do **52 push-ups** for the **52 Walk Heroes**.
- I am taking **1,500 steps** to reach my **\$1,500 Pacesetter goal**.

Use FitBit and MapMyRun to stay on track and wear your Walk gear in your posts.



## GET CRAFTY

Create bracelets, paintings, pottery, or other artwork you can sell online to support your Walk.



## HOST A VIRTUAL GAME NIGHT

Challenge friends and family to a game of bingo or trivia match to raise funds. Want to incorporate a Walk theme? We can help!



## FRONT PORCH PHOTOGRAPHY

Help friends and neighbors capture special moments while in quarantine—take photos of families on their front porches and ask for a suggested donation.

## Your favorite fundraising ideas with a virtual twist!

YOU USED TO DO THIS:	MAKE IT VIRTUAL:
Bake Sale	Drop baked goods off curbside or take orders now and deliver them later
Paint Night	Gather art supplies and find a design online, then host a virtual event via FaceTime, Zoom, or Skype
Concert or Karaoke Night	Stream the concert on FaceTime, Zoom, Skype, or on social media
Prom or Gala	Encourage your past attendees to get dolled up, make a suggested donation, and post photos on social media
Workout Class	Teach a fitness class on FaceTime, Zoom, Skype, or on social media
Dinner Party	Host a cooking class on FaceTime, Zoom, or Skype
Happy Hour	Organize a “Zoom Happy Hour” and ask for donations

Even when physically apart, we are still **#TogetherAgainstCancer**.

# where your money goes



To fund hundreds of important **CLINICAL TRIALS** that lead to the development of new cancer-fighting drugs.

To advance Dana-Farber's signature **"TOTAL PATIENT CARE"** by enhancing programs including support groups, nutrition education, art and music therapies, and our pediatric "Back to School Program."



To support **PROFILE**, Dana-Farber's research study that tests the tumors of all consenting patients for every DNA mutation in more than 400 cancer-related genes.



To buy **STATE-OF-THE-ART EQUIPMENT** that enables revolutionary research discoveries.



To fund the Institute's renowned **ADULT AND PEDIATRIC SURVIVORSHIP PROGRAMS**, including a dedicated research center as well as programs that focus on the long-term physical, emotional, and social effects of cancer treatment.

To invest in **FUTURE CANCER BREAKTHROUGHS** by providing flexible funding for Dana-Farber's areas of greatest need.



To maintain a **WORLD-CLASS FACULTY** by attracting and retaining the highest caliber faculty, and recruiting innovative scientists and clinicians from around the globe.



To **IMPROVE THE HEALTH OF OUR COMMUNITIES** through initiatives like the Blum Family Resource Center Van, Mammography Van, and our partnerships with health centers throughout the community.



## for more information

Contact the Walk Staff at 866-531-9255 or [JimmyFundWalk@dfci.harvard.edu](mailto:JimmyFundWalk@dfci.harvard.edu)

# next steps for team captains

## fundraising

- Update your personal and team fundraising pages with your story and photos. Be sure to add in fundraising and recruitment goals and update as you achieve them!
- Donate to your own walk! Take the first step in reaching your fundraising goal—plus it's easier to ask others for support when you have already made a donation yourself.
- Send donors a letter to ask for gifts with a pre-addressed and stamped envelope to send back checks to support your participation.
- Review the Participant Center Guide to familiarize yourself with the website.
- Create a distribution list of past donors and potential future donors and compose an email to this list sharing why you walk.
- Download the Jimmy Fund Walk Mobile App.
- Send a Kick-off email to your colleagues letting them know your organization has a walk team.
- Add your personal fundraising link to your email signature.
- Check with your employer to see if they have a matching gift program and encourage your donors to do the same!

## recruitment/retention

- Create a distribution list of former team members and potential new team members and create a communications calendar to stay in touch regularly with relevant Jimmy Fund Walk updates.
- Challenge each of your team members to recruit one additional person to join your team.
- Create an e-newsletter or Facebook page to keep your team members and donors up to date on your fundraising progress.
- Post on your company's internal bulletin board to communicate Walk-related updates and advertise the team.
- Follow Dana-Farber Cancer Institute on Facebook and share updates to show how the money raised makes a difference.
- Forward the monthly Team Captain update to your team members - it is jam-packed with helpful information!
- Plan a virtual event together: invite team members to help in the planning process and let them know anyone who helps to plan it, will get a portion of the proceeds directed to their Walk fundraising.
- Post team photos and use hashtag #JimmyFundWalk.

## thanking donors

- Be sure to thank donors promptly when you receive a donation. Use our pre-scripted [email templates](#), say thank you through the mobile app, or thank them on Facebook to publicly recognize their support.
- Post-Walk, send a handwritten thank you note including a photo of how you celebrated Jimmy Fund Walk: Your Way. Utilize the Jimmy Fund Walk notecards we have available for you!

# contact us

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## all general questions and assistance\*

**Contact:** Samantha Rose

**Phone:** 617-582-7427

**Email:** Samantha\_Rose@dfci.harvard.edu

**Office Hours:** Monday-Friday, 8:00 a.m. – 5:00 p.m.

*\* Please note: the walk staff is currently working remotely*

## address to submit collected contributions only\*

Boston Marathon® Jimmy Fund Walk

PO Box 3595

Boston, MA 02241-3595

*\* Be sure to include name, # of checks included, and Participant ID on the outside of your envelope. Include your name and Participant ID on each check's memo line.  
Please note: We cannot accept cash. Please do not send event proceeds to PO Box.*