

JIMMY FUND WALK

YOUR WAY

About Jimmy Fund Walk: Your Way

What's happening with the 2020 Jimmy Fund Walk this year?

While we will not be gathering on the historic Boston Marathon® course this year, the 2020 Jimmy Fund Walk will be **YOUR WAY**. The Jimmy Fund Walk will look different this year and we are encouraging participants to register as virtual walkers and to lace up their sneakers and walk in their own neighborhoods, on hiking trails, treadmills, wherever is safe on October 4, 2020. While the Jimmy Fund Walk will look different this year, we are all together, wherever, against cancer.

Will I still receive a T-shirt, bib and medal for participating?

Registered participants will receive a bib, medal, and T-shirt (T-shirts limited to the first 5,000 while supplies last) for participating in the **Jimmy Fund Walk: Your Way**. First-time walkers will also receive a Jimmy Fund Walk hat.

Will there be any virtual broadcast or virtual events throughout the summer and on October 4, 2020?

We are committed to making the **Jimmy Fund Walk: Your Way** experience the best it can be. We are still working out details and are considering things like step counting, opening and closing ceremonies, and more! We will be in touch with all participants as details are confirmed.

What distances are walkers being expected to walk this year?

This year it is up to you! While we are encouraging people walk one of the four typical distances – 5K, 10K, half marathon and marathon - the walk is YOUR WAY. You can make the walk anything that works for you!

As you begin to plan your walk, make sure to keep in mind places you can stop to use the restroom and carrying food/drink. Walkers must abide by their state and local regulations at the time of their Walk.

Can I still participate in the Walk if I cannot walk on October 4th?

Absolutely! While we are encouraging people to walk on October 4, 2020 and will have some virtual events that go along with Walk day on this day, you can complete your walk on whatever day and time work for you.

My company is interested in sponsorship opportunities, how can I have my company be involved?

We have some exciting new ideas for sponsors for **Jimmy Fund Walk: Your Way** please contact DFCI_CorporateInvolvement@dfci.harvard.edu for more information.

I am interested in volunteering for the Jimmy Fund Walk or I typically volunteer for the Jimmy Fund Walk—what can I do this year?

While we will not have our typical volunteer opportunities, we are encouraging all past volunteers to register as participants in **Jimmy Fund Walk: Your Way** for this year and walk virtually with us on

FOR MORE INFORMATION

Contact Jimmy Fund Walk Staff at
EM: JimmyFundWalk@dfci.harvard.edu
PH: 866-531-9255



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October 4, 2020. We will be in touch if / when specific volunteer jobs are needed, and our goal is to bring back our volunteer program for the 2021 Jimmy Fund Walk!

Do you have any tips on what to pack, where to pitstop or how to plan our walk?

We encourage all walkers who will be completing their own Walk to pack your phone, an extra pair of sweat wicking socks, an ID/credit card/some cash, sunglasses, sunscreen, a hat, perhaps layers depending on the weather and appropriate food and drink based on your route. To plan for your Jimmy Fund Walk we suggest MapMyWalk.com. We would recommend planning your walk around town or an area where you know you will be able to stop in local stores or coffee shops to use the restroom and purchase food and beverages. Please make sure to follow to social distancing protocol of the area where you are walking.

Will I be able to receive any promotional materials for use in setting up my virtual walk?

If you would like marketing materials (lawn signs, banners, note cards) to help make your **Jimmy Fund Walk: Your Way** a little more festive, please fill out the form on the [Tips & Tools](#) section of the website. We appreciate your patience as the Walk staff is working remotely so these requests will be filled as quickly as possible. If you have an urgent request, please contact us as soon as possible so that we can try to accommodate.

Why is the Walk October 4 instead of September like it usually is?

October 4 was set as the 2020 Walk date long before the COVID-19 pandemic came into play. This date was selected due to holidays and in coordination with the city of Boston who grants permits to large scale events like ours. When the decision was made to switch this year's event to be **Jimmy Fund Walk: Your Way**, we felt like so much was already changing that we wanted to keep with the consistent date (10/4) that we had already publicly announced.

How do you recommend we build community amongst our team?

We encourage you to organize small, socially distant training walks or host team FaceTime, Zoom or Google Hangouts. Want to brainstorm further? Contact us at JimmyFundWalk@dfci.harvard.edu.

Registration

What if I am already registered?

We've gone ahead and converted your registration to be virtual – nothing to do on your end!

How much will the registration fee be this year?

The registration will be \$5 for both adult and youth walkers.

What if I already registered and paid a registration fee of more than \$5?

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Anyone who paid a higher registration fee for the 2020 Walk will receive a promo code for a \$5 registration fee for the 2021 Walk.

My whole family is planning to walk. Does everyone have to register?

Yes. Every member of your family is an important part of our Jimmy Fund Walk community, so we ask that all walkers register. For more information and help to register, contact us at JimmyFundWalk@dfci.harvard.edu

Can I still form a team?

Definitely! You do not have to physically walk with your team members to have them be a part of your team. We are encouraging our walkers to recruit their family, friends, colleagues, and neighbors to walk with them.

Fundraising

What is the fundraising minimum?

The fundraising minimum for adults is \$100 (including a \$5 registration fee) and \$25 (including a \$5 registration fee) for those under the age of 12. Kids under two-years of age and pets (for this year only!) are encouraged to walk with you with no fundraising requirement!

Are the individual and team Pacesetter levels changing?

Yes – in 2020 individual and team Pacesetter levels will be adjusted to the below:

Individual Pacesetter levels:

- Star Pacesetter - \$1,000
- 2-Star Pacesetter - \$2,000
- 3-Star Pacesetter - \$3,000
- 4-Star Pacesetter - \$4,000
- 5-Star Pacesetter - \$5,000
- Young Pacesetter: \$300

Pacesetter Team Levels:

- Star Pacesetter Team: \$10,000
- 2-Star Pacesetter Team: \$20,000
- 3-Star Pacesetter Team: \$30,000
- 4-Star Pacesetter Team: \$40,000

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5-Star Pacesetter Team: \$50,000

How can I collect donations for my fundraising page?

We encourage supporters to donate online through your personal fundraising page. Donors can also search all registered walkers and teams [here](#). If your donor prefers to write a check, you can mail it to the following address:

Boston Marathon® Jimmy Fund Walk
P.O. Box 3595
Boston, MA 02241-3595

**Checks should be made out to Boston Marathon Jimmy Fund Walk and should include your Participant ID (found on your fundraising page or in your participant center) in the memo line.

Please note: we cannot accept cash.

Can I create a Facebook Fundraiser for my Jimmy Fund Walk?

Yes! Participants are encouraged to start a Facebook Fundraiser through your Participant Center. You can find more information on how to create a Facebook Fundraiser [here](#).

What special fundraising tools do you have available for me?

We have many virtual fundraising resources that are available to you to help with your fundraising. Check out some of our resources here – [how to host a virtual Bingo Night](#), [how to host a Facebook Live](#), and [Creative Ways to fundraise virtually](#).

Can I hold a virtual event to support my fundraising?

We encourage all participants to think about hosting a virtual event to engage other team members, family and friends even while we are all apart. Check out the [plan a virtual fundraiser page](#) for more information and great tips and tools to get you started.

Do you have emails/talking points for us to use to promote the virtual event to team members and donors?

We have updated all of the [email templates](#) in the Participant Center to reflect the virtual nature of the event. We encourage you to personalize these templates. You are also welcome to send our and share our [Jimmy Fund Walk: Your Way frequently asked questions guide](#) and our [new video](#).

What is the fundraising deadline?

The fundraising deadline is October 31, 2020. Any walker who has not reached the \$100 (or \$25) fundraising commitment at this time will have the credit card they registered with charged for the difference.

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