

JIMMY FUND WALK

YOUR WAY

Jimmy Fund Walk Checklist

Plan your walk, your way!

Register & spread the word

- Start your team at www.JimmyFundWalk.org – recruit family, friends, neighbors, and co-workers to join
- Post on social media to raise awareness
 - Start your [Facebook fundraiser](#) through your Participant Center
 - Add your fundraising link to your bio on Instagram to ensure donations make it to your fundraising page. You can get this link in your Participant Center.
- Customize this [press release template](#) to spread the news in your town (copy & paste into browser if using Chrome)

Map your route & train

- Walk a standard distance of 26.2, 13.1, 10K, 5K or choose your own distance
- Plan a route in your neighborhood, town, or local walking trail (don't forget to factor in snacks, water and restrooms)
- Complete training walks to get ready for Walk Day – check out our [training guides](#), brought to you by SBLI
 - Download the [Charity Miles App](#) to track your distance, access Dana-Farber content, post your workouts to social media, and more!

Decorate your route - [make it festive!](#)

- Visit the Jimmy Fund Walk website to:
 - Order lawn signs to spread the word and help mark your route
 - Order Jimmy Fund Walk yellow roll banners – they make a great photo backdrop!
 - Download and decorate [inspirational banners](#) to hang along your route
 - Download and design your own personal [Hero posters](#) to honor and remember loved ones
- Create your start/finish line
 - Use red, yellow, and blue balloons and chalk to recreate the Jimmy Fund Walk start/finish line
 - Decorate driveways and sidewalks along your route to add words of inspiration

Get ready for Walk Weekend

- Download the [Jimmy Fund Walk Spotify playlist](#) – bring a wireless speaker or headphones
- Get your Walk Day gear ready – scheduled to arrive mid-late September
 - T-shirt (first 5,000 walkers), hat (first-time walkers), & [bib](#)
- Make sure to check back to [stay up to date](#) on Walk weekend news and check out Jimmy Fund Walk Heroes, Virtual Ribbon Wall, Celebration Video, etc.

Jimmy Fund Walk Day

- Use the [Charity Miles App](#) to track your distance, utilize photo filters and post to social media
- Post and tag photos throughout Walk Day! Be sure to include your personal fundraising link in all posts
 - tag @thejimmyfund or @thejimmyfundwalk on Facebook
 - use #JimmyFundWalk when using Instagram and Twitter

Post Walk

- Thank donors, teammates, and supporters via email and/or handwritten thank you notes
- Continue to fundraise leading up to the 10/31 deadline – don't forget you will be eligible to redeem your [Jimmy Fund Walk branded item](#) in October!