

Fundraising Platforms



ONLINE FUNDRAISING

Online fundraising sites are simple, fun, and customizable. Plus, they make it easy for your family and friends to donate to Dana-Farber and the Jimmy Fund. Here are some of our favorites:

1. **Jimmy Fund Event Site:** Whether you're walking, running, golfing, or hosting any kind of fundraiser, the Jimmy Fund can set you up with a personalized [online fundraising page](#). Contact your Jimmy Fund liaison to discuss if this option is right for you.
2. **Rally Up:** Rally Up is a one-stop shop for virtual fundraising. Create an account and choose between several online fundraising options, including sweepstakes, a-thons, online auctions, and more. Rally Up offers lots of innovative add-ins, such as a built-in option to incorporate a livestream into your fundraising campaign. Best of all, setting up a campaign is quick, intuitive, and easy, so you can spend more time conquering cancer and less time troubleshooting.
3. **Custom Ink:** Custom Ink allows you to design and sell t-shirts that benefit Dana-Farber. Learn more on their website or contact your Jimmy Fund liaison.



SOCIAL MEDIA

1. **Facebook Fundraising:** Creating a Facebook Fundraiser is an easy way to show your support for Dana-Farber and the Jimmy Fund through social media. Setting up a Facebook Fundraiser takes less than 5 minutes and has the potential to reach thousands. See our [Facebook Fundraiser guide](#) for quick tips to get started.
2. **Instagram Donations:** Fundraising on Instagram is simple through the donation sticker tool on Instagram Stories. Select "donation" in the sticker section and chose "the Jimmy Fund" as your charity of choice. Instagram Stories last 24 hours.



AUCTION MANAGEMENT

If you can secure in-kind donations or have other goods and services people can bid on, an online auction is a great way to generate funds for Dana-Farber. We recommend:

1. **AccelEvents:** AccelEvents is an online auction management platform that complements live and virtual events. Auction participants can place bids on the auction website or through text, making it easy for bidders-on-the-go. Contact your Jimmy Fund liaison to learn more about making an account.
2. **32 Auctions:** Want to host an online silent auction? 32 Auctions makes it easy to upload auction items and customize your auction page. Once the auction goes live to your donors, you can sit back and relax—32 Auctions sends instant notifications to bidders to keep them engaged.
3. **eBay for Charity:** Looking to donate items to benefit Dana-Farber and the Jimmy Fund? Sell for charity on Dana-Farber's eBay for Charity page. This is a great way declutter, all while benefiting world-class cancer research and care.



VIDEO GAMES and LIVESTREAMING

1. **Tiltify:** Tiltify is a fantastic online platform that allows video gamers and streamers of all kinds to raise money for the causes most important to them.
1. **Jimmy Fund Let's Game:** The Jimmy Fund's new video gaming initiative allows you to play video games all while fundraising for Dana-Farber.



FITNESS

1. If you are hosting a virtual fitness fundraiser, you can use FitBit or Strava to share your fitness progress with followers on social media; sharing updates on your training is a great way to ask for donations! Reach out to your Jimmy Fund liaison to learn more about how this could support your efforts.