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 more than $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 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’ve also included a monthly fundraising calendar, which provides tips and suggestions for you, the Team Captain, to help your team reach its fundraising goals. We truly consider our Team Captains to be Jimmy Fund Walk 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
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 $8.5 million.

Recruit your friends, family, and colleagues to join you on Sunday, October 4, 2020!

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
- And much more!

Choose from four distance options on Oct. 4, 2020:

- **Marathon Walk** (26.2 miles) from Hopkinton
- **Half Marathon Walk** (13.1 miles) from Wellesley
- **10K Walk** (6.2 miles) from Newton
- **5K Walk** (3.1 miles) from Dana-Farber

Can’t make it on Walk day? Register as a Virtual Walker

For more information

Contact the Walk Staff at 866-531-9255 or JimmyFundWalk@dfci.harvard.edu
early check-in — Jimmy Fund Walk participants may pick up their T-shirts, bibs, and other items at Wellesley High School on Saturday, September 21, 2019, from 1:30 PM to 3:30 PM. Participants who pick up their items in advance can start walking as soon as they arrive at their start location on Walk day.

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/coordinates, 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: $330, (includes registration fee), for participants 13 years or older; $130, (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. Hero signs line the course every half mile on Walk day.

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.

pacesetter — Any Jimmy Fund Walk participant who raises $1,500 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 $500 is a Young Pacesetter.

pacesetter exclusive event — Throughout the year, the Jimmy Fund Walk invites Pacesetters to attend special events, such as a reception and Red Sox game at Fenway Park, or an exclusive meet and greet with Dana-Farber faculty and staff.

For the full list of Jimmy Fund Walk Buzzwords, visit JimmyFundWalk.org/glossary
pacer setter team — Any Jimmy Fund Walk team that raises $15,000 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.

refueling station — The Jimmy Fund Walk has 12 refueling stations along the Boston Marathon® course with snacks, beverages, and restrooms, including one refueling station that provides a light lunch.

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 $30 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.

virtual walker — Registering as a Virtual Walker is a way to be involved in the Jimmy Fund Walk if you can’t be there on Walk day. Virtual Walkers have a $100 fundraising minimum, (includes a $5 registration fee), for participants 13 years or older; $25, (includes a $5 registration fee), for participants 12 years old or younger on Walk day. Virtual Walkers receive a personal fundraising page, can join a team, and can fundraise to help conquer cancer. Many Virtual Walkers hold their own walk on a date and location convenient for them. Be sure to check out the Virtual Walker toolkit!

young pacesetter — A Jimmy Fund Walk participant who is 12 years old or younger (as of Walk day) who raises $500 or more.

For the full list of Jimmy Fund Walk Buzzwords, visit 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 $1,500 or more ($500 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
grow your team

Teams are the best way for a group of any size to participate in the Boston Marathon® Jimmy Fund Walk together. Teams are formed in honor of a loved one, or to represent a company, organization, school, or family. Walk with a team and fight 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 walking
- Send an email to your entire network to encourage them to walk with you or to support your walk
- 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 your walk
- Put up a flyer in your workplace

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
- Share training tips, information about upcoming fundraising events, or training walks
- Plan a pre-Walk team dinner to help build comradery
- Share start locations and contact information for everyone on your team so they can easily be in touch on Walk day. If you have team members starting at different locations, choose someone to be a site lead for team members
- Send thank you notes to all team members sharing a team photo, total fundraising, a favorite Walk day memory, etc.
- Forward the monthly Team Captain update to your team
what is a pacesetter?

Pacesetters are an elite group of top fundraisers who receive special recognition, rewards, and invitations to exclusive events, including the Extra Mile Brunch. Both individuals and teams can be Pacesetters.

individual pacesetter levels

<table>
<thead>
<tr>
<th>Level</th>
<th>Minimum Raise</th>
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<tbody>
<tr>
<td>Star Pacesetter</td>
<td>$1,500 or more</td>
</tr>
<tr>
<td>Two-Star Pacesetter</td>
<td>$2,500 or more</td>
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<tr>
<td>Three-Star Pacesetter</td>
<td>$5,000 or more</td>
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<tr>
<td>Four-Star Pacesetter</td>
<td>$7,500 or more</td>
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<tr>
<td>Five-Star Pacesetter</td>
<td>$10,000 or more</td>
</tr>
<tr>
<td>Young Pacesetter*</td>
<td>$500 or more</td>
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</tbody>
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*12 or younger on Walk day

pacesetter team levels

<table>
<thead>
<tr>
<th>Level</th>
<th>Minimum Raise</th>
</tr>
</thead>
<tbody>
<tr>
<td>Star Pacesetter Team</td>
<td>$15,000 or more</td>
</tr>
<tr>
<td>Two-Star Pacesetter Team</td>
<td>$25,000 or more</td>
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<tr>
<td>Three-Star Pacesetter Team</td>
<td>$50,000 or more</td>
</tr>
<tr>
<td>Four-Star Pacesetter Team</td>
<td>$75,000 or more</td>
</tr>
<tr>
<td>Five-Star Pacesetter Team</td>
<td>$100,000 or more</td>
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individual rewards and recognition

• 2019 Pacesetter Gear Package - special Pacesetter blue personalized bib, Pacesetter shirt and hat (Young Pacesetter and above)

• Pacesetter Exclusive Event Invitations (Young Pacesetter and above)

• Extra Mile Brunch Package - invite to annual brunch, recognition on signage, and gift (Young Pacesetter and above)

• 2020 Walk Registration Promo Codes (Young Pacesetter and above)

• Name recognition on Walk Day in Copley Square (Three-Star and above)

• Meet and Greet with Dana-Farber Cancer Institute/Jimmy Fund Leadership (Four-Star and above)

teams rewards and recognition

• Team Name recognition at the Extra Mile Brunch

• Team Business Cards (Two-Star Team and above)

• Team Sign along route on Walk day (Three-Star Team and above)

• Reserved table at the Extra Mile Brunch (Four-Star Team and above)
where your money goes

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

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

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

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

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.

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.

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**for more information**
Contact the Walk Staff at 866-531-9255 or JimmyFundWalk@dfci.harvard.edu
host an event

host a fundraising event

Hosting a fundraising event is a great way to supplement your fundraising efforts. The Jimmy Fund Walk staff can walk you through an event planning form and the event approval process prior to your event. Fill out the event planning form today. Once your event is approved, we can send you materials such as banners, lawn signs, flyers, and more!

how do I submit event proceeds?

After your event, contact the Jimmy Fund Walk staff at JimmyFundWalk@dfci.harvard.edu or 866-532-9255 for instructions on submitting proceeds. Proceeds should not be sent to the Jimmy Fund Walk P.O. Box.

what sort of events can I host?*

Cookout
Opportunity drawing
Trivia night
Canister collection
Yard sale
Bake sale
Fitness class

* Fundraising events should complement the mission and image of Dana-Farber Cancer Institute and the Jimmy Fund. Under no circumstances may an event associate itself with a tobacco company or product. Gambling, alcohol-themed events, or events that contain an element of risk may not be permitted.

event success

The Greene Team hosted a Spin-A-Thon fundraiser at the Raynham Athletic Club. RAC members and the surrounding community came together to exercise, support Dana-Farber and the Jimmy Fund, and socialize. They advertised by posting flyers, hanging up signs, and informing members about the event during classes. It was a great success!
monthly team captain calendar

<table>
<thead>
<tr>
<th>February</th>
<th>March</th>
<th>April</th>
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| **Event Idea**: Hold a dinner party for close friends and ask for a $25 contribution toward your Walk. Consider doing this around Super Bowl Sunday, Valentine’s Day or the Oscars.  
**Recruitment Idea**: Post your team link on Facebook to encourage past and new team members to register. | **Event Idea**: Host an event such as a bake sale or trivia night to raise money for your team!  
**March 1 – Extra Mile Brunch** | **Event Idea**: Ask your employer if you can host a “Dress down Friday” where employees make a contribution to your Walk fundraising and wear jeans on a predetermined Friday. |

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<tr>
<th>May</th>
<th>June</th>
<th>July</th>
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| **Interested in creating team t-shirts? Contact a walk staff member**  
**Event Idea**: Do some spring cleaning by planning a garage sale, with all proceeds benefiting your fundraising efforts. | **Event Idea**: Hold a cornhole tournament in honor of Father’s Day and ask for gifts from those attending  
**Recruitment Idea**: Ask existing team members to each recruit two new team members. | **Start training for the Half Marathon Walk and the Marathon Walk! Follow up with your donors who have not supported you yet and let them know your training has started.**  
**Post training photos to Facebook and/or Instagram with your personal and team link to gain support.**  
**Event Idea**: Celebrate the Fourth of July by inviting friends and family over to enjoy a day of sunshine. Have a Jimmy Fund Walk canister upon entry with a suggested gift of $20. |
### August
- Start training for the 5K and the 10K Walk. Follow up with donors who have not supported you and let them know how your training is going.
- Post training photos to Facebook and/or Instagram with your personal and team link to gain support.
- **Event Idea:** Ask your yoga instructor, personal trainer or local gym to offer a free class. Supporters sign up for the class by making a contribution to your Walk.
- Offer to donors that you will write the names of those they give in honor or in memory of on your Walk t-shirt.

### September
- Post a daily countdown to Walk day on social media with a photo of who you walk for and why you walk. Include your fundraising link.
- Connect with team members regarding Jimmy Fund Walk day logistics.
- **Event Idea:** Plan a potluck pasta party on Walk weekend.
- September 21 – Early Check-In: pick up your team’s bibs, T-shirts, etc. in advance.

### October
- Send a thank you note to your teammates for helping you reach/surpass your goals this year.
- Final call for gifts for the 2019 Jimmy Fund Walk – post to social media or email any donors who have not yet given and let them know they have until October 31. Include photos and stories from Walk day.
- October 31 – fundraising closes.

### November
- Pull final list of donors and team members from MyPC.
- Save your personal and team page text and pictures, so you can use these again in 2019.
- Plan a thank you event and tour of Dana-Farber Cancer Institute – contact your walk staff member for help with this.

### December
- Complete thank you notes and personalized emails.
- Prep your donor list and team roster for recruitment in 2019.
- Make sure to redeem your fundraising recognition item.
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 press release to your local newspaper.
- 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.
- 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 an 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.
- Establish traditions (i.e. training walks, pre-Walk pasta party, post-Walk dinner, etc.) with your team.
- 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 from Walk day. Utilize the Jimmy Fund Walk notecards we have available for you!
contact us

all general questions and assistance

Phone: 866-531-9255
Fax: 617-632-4070
Email: JimmyFundWalk@dfci.harvard.edu
Office Hours: Monday-Friday, 8:00 a.m. - 5:00 p.m.

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.