

 HYUNDAI PRESENTS

BOSTON  
MARATHON®  
JIMMY  
FUND  
WALK

team  
captain  
manual

## Dear Team Captain,

Thank you for registering your team for the 2024 Boston Marathon® Jimmy Fund Walk presented by Hyundai. In 2023, we raised more than \$9 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, creative ways to fundraise, and more. 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,

**Jimmy Fund Walk Staff**

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# 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 \$176 million since 1989 for Dana-Farber Cancer Institute’s fight against cancer. In 2023, more than 8,400 walkers raised over \$9 million.

Recruit your friends, family, and colleagues to walk together on Sunday, October 6, 2024!



## your support makes a difference

Money raised for Dana-Farber Cancer Institute and the Jimmy Fund is part of The Dana-Farber Campaign, our ambitious, multi-year fundraising effort to prevent, treat, and defy cancer by accelerating revolutionary science, extraordinary care, and exceptional expertise. The money you raise will help support:

- Needs-based assistance for families going through financial hardships related to a cancer diagnosis
- Funding for Dana-Farber’s Cancer Care Equity Program, which aims to reduce disparities in cancer through access to cancer screening, detection, and treatment
- Advancement of genetic testing to help those with a strong family history of cancer manage their risk
- And much more!

## event basics

- Agree to raise the following:
  - \$330 Adult In-person (includes \$30 registration fee)
  - \$130 Youth In-Person (Under 18 on Walk day, includes \$30 registration fee)
  - \$100 Adult Virtual (includes \$10 registration fee)
  - \$30 Youth Virtual (includes \$10 registration fee)
- Receive a personal fundraising page with tips and tools to reach your fundraising goals.
- Celebrate your accomplishments with a Walk medal, T-shirt, and bib.
- Send checks, including your Participant ID, to Boston Marathon® Jimmy Fund Walk  
P.O. Box 3595  
Boston, MA 02241-3595

## choose from four in-person distance options on Oct. 6, 2024:

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](mailto:JimmyFundWalk@dfci.harvard.edu)

# jimmy fund walk glossary

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**dana-farber campaign** — The Dana-Farber Campaign supports revolutionary science, extraordinary care, and exceptional expertise. [Learn more](#) about the three key campaign priorities the Institute is tackling: Immunotherapy; Access to Care; and Prevention, Early Detection, and Interception.

**donor advised fund** — Supporters can give donations from Donor Advised Funds. To make a donation via an existing Donor Advised Fund, donors should utilize the Donor Advised Fund link on the “Donate” page and reach out to their Donor Advised Fund contact to confirm. Donors should always be sure to note the donation designation (e.g. Boston Marathon Jimmy Fund Walk/walker name).

**early check-in** — Jimmy Fund Walk participants may pick up their T-shirts, bibs, and other items at Wellesley High School on Saturday, October 5, 2024. Participants who pick up their items in advance can start walking as soon as they arrive at their start location on Walk day.

**facebook fundraisers** — Facebook Fundraisers are a 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 commitments** — Anyone who participates in the Jimmy Fund Walk is required to raise a minimum amount. Youth participants include anyone under 18 years of age.

\$330 for Adults In-person (*includes \$30 registration fee*)

\$130 for Youth In-person (*includes \$30 registration fee*)

\$100 for Adults Virtual (*includes \$10 registration fee*)

\$30 Youth Virtual (*includes \$10 registration fee*)

*\*Please note: fundraising commitments are tied to individuals and not teams and are due by 10/31.*

**in-person vs. virtual walker** — In-person means you’re walking on the Boston Marathon® route and virtual means you’re walking in your community.

**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 on Walk day and serve as inspiration to our community of walkers.

**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.

**merchandise** — Free items are [available to download](#) and be shipped by mail, including Jimmy Fund Walk note cards, Support My Walk flyers, lawn signs, and more.

**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.

# jimmy fund walk glossary

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**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 under 18 years old 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.

**pacesetter 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 defy 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 center mobile app** — Download our Participant Center mobile app from the [Apple](#) or [Google Play](#) stores to amplify your fundraising. Easily update your fundraising page, share on social, and ask for donations on the go.

**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 participant will receive a personal fundraising page. This page can be customized with why you walk, who you walk for, and a photo or video. Jimmy Fund Walk participants can set up a custom link to their personal fundraising page.

**refueling station** — The Jimmy Fund Walk has 11 refueling stations along the Boston Marathon® course with snacks, beverages, and restrooms, including one refueling station that provides a light lunch.

**registration fee** — The registration fee is \$30 for all in-person walkers and goes toward the fundraising minimums. The registration fee for Virtual Walkers is \$10 and goes toward the fundraising minimums.

**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.

# reach your fundraising goals!



## take the first step with these quick tips

- 1 **Log into your Participant Center to customize your fundraising page and URL.** Participants who update their page with a story or photo on average raise more than those who do not.
- 2 **Get personal!** Upload your story, pictures, and videos to your fundraising page via the Participant Center.
- 3 **Start a Facebook Fundraiser to support your fundraising goal** and let family and friends know you are raising money for the Jimmy Fund Walk.
- 4 **Plan an event.**

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

### family/friends:

- Family
- 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

# what is a pacesetter?



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



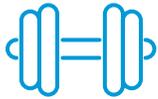
individual pacesetter levels	
★	<b>Star Pacesetter</b> Raise \$1,500 or more
★★	<b>Two-Star Pacesetter</b> Raise \$2,500 or more
★★★	<b>Three-Star Pacesetter</b> Raise \$5,000 or more
★★★★	<b>Four-Star Pacesetter</b> Raise \$7,500 or more
★★★★★	<b>Five-Star Pacesetter</b> Raise \$10,000 or more
★	<b>Young Pacesetter*</b> Raise \$500 or more <small>*Under 18 years old on Walk day</small>

pacesetter team levels	
★	<b>Star Pacesetter Team</b> Raise \$15,000 or more
★★	<b>Two-Star Pacesetter Team</b> Raise \$25,000 or more
★★★	<b>Three-Star Pacesetter Team</b> Raise \$50,000 or more
★★★★	<b>Four-Star Pacesetter Team</b> Raise \$75,000 or more
★★★★★	<b>Five-Star Pacesetter Team</b> Raise \$100,000 or more



Check the [Fundraising Rewards page](#) to stay updated on any new promotions and incentives!

# Creative Ways to Fundraise



## 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 GAME NIGHT

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



## BAKE SALE

Make and sell your favorite baked goods. Set up a table or have customers come pick them up curbside.



## DINNER PARTY OR HAPPY HOUR

Host a dinner or happy hour, in person or virtually, and ask guests to donate to support your walk.



## SPREAD THE WORD

Send personalized letters or emails to your entire address book and share why you are walking!



## START A FACEBOOK FUNDRAISER

A Facebook Fundraiser is an easy and effective way to raise money for your Jimmy Fund Walk and help you reach your fundraising goal.

**#TogetherAgainstCancer**

# team captain checklist

## fundraise

- Donate to your own Walk! Take the first step in reaching your fundraising goal.
- Create a distribution list of past donors and potential future donors and reach out (via email or snail mail).
- Download the Participant Center Mobile App. Access the app through the [Apple](#) or [Google Play](#) stores.
- Follow Dana-Farber Cancer Institute and the Jimmy Fund on social media and [share updates](#) to show your donors how their support helps.
- 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.

## recruit team members

- Send an email to your entire network, including former team members and potential new team members, to encourage them to walk with you or to support your Walk.
- Post on social media calling for friends to join your team.
- Challenge each of your team members to recruit friends, family, or colleagues to join your team.
- Create an outreach schedule to follow up with people who have not registered or supported your walk.

## cultivate and engage team members

- Every time a new member joins, send a personalized email to thank them for registering.
- [Share](#) the impact of your giving.
- Create a communications calendar to stay in touch with team members.
- Share training tips, information about upcoming fundraising events, or training walks. Tip: forward the monthly Team Captain update to team members.
- Post team photos and use hashtag #JimmyFundWalk.
- Plan team building events to help build comradery. Some ideas: training walks, happy hour, cooking class, bingo, or trivia. These can be in-person or virtual events.
  - Encourage team members to join the [Jimmy Fund Walk Facebook Community Group](#).
- Post-Walk, send thank you notes to all team members sharing a team photo, total fundraising, a favorite Walk day memory, etc.

## thank 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 social media 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

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## all general questions and assistance

**Phone:** 866-531-9255

**Email:** [JimmyFundWalk@dfci.harvard.edu](mailto:JimmyFundWalk@dfci.harvard.edu)

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

## address to send checks\*

Boston Marathon\* Jimmy Fund Walk

PO Box 3595

Boston, MA 02241-3595

*\* Make 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.*