



HYUNDAI PRESENTS

BOSTON
MARATHON®

JIMMY
FUND
WALK

YOUR WAY

corporate team captain manual

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. For the first time ever, in 2020, the Jimmy Fund Walk went virtual due to the COVID-19 pandemic, raising more than \$6.2 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 truly consider our Team Captains to be **Jimmy Fund Walk: Your Way** 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

* All photos were taken prior to the COVID-19 pandemic.

jimmy fund walk overview **2**

jimmy fund walk glossary **3-4**

reach your fundraising goals **5**

success starters **6**

creative ways
to fundraise virtually **7**

where your money goes **8**

next steps for
team captains **9**

contact us **10**

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 \$150 million since 1989 for Dana-Farber Cancer Institute's fight against cancer. In 2020, more than 6,000 participants took to the Boston Marathon® course and raised \$8.8 million.

Recruit your friends, family, and colleagues to walk together, even when apart on Sunday, October 3, 2021!



event basics

- Agree to raise \$100 (includes registration fee), for participants over 18. Agree to raise \$25, (includes registration fee), for participants 18 years old and under on Walk day.
- Walk as an individual or as a team in your neighborhood, on a local walking trail, on a treadmill, or wherever works for you.

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

choose from four distance options or create your own on Oct. 3, 2021:

Marathon Walk
(26.2 miles)

Half Marathon Walk
(13.1 miles)

10K Walk
(6.2 miles)

5K Walk
(3.1 miles)



for more information

Contact the Walk Staff at 866-531-9255 or JimmyFundWalk@dfci.harvard.edu

jimmy fund walk glossary

continued on page 4 >

corporate challenge — A challenge that will run for an entire month with teams being awarded points for every task or challenge they complete. The team with the most amount of points at the end of the challenge will take home the coveted Corporate Challenge award.

corporate awards — Compete against other corporate Jimmy Fund Walk teams for a chance to win Top Team Award, Newcomer, Biggest Leap, and the Corporate Spotlight award.

extra mile brunch — The Extra Mile Brunch, held annually in March, is a celebration of the Walk community and the success of the event. Everyone who participated in the Walk are invited to attend for a virtual celebration.

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: \$100, (includes registration fee), for participants over 18; \$25, (includes registration fee) for participants 18 and under 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.

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.

charity miles app — Download the [Charity Miles App](#) to track your miles, train with friends or teammates, gather donations, and receive important news related to the Jimmy Fund Walk: Your Way!

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.

**Please note that the Jimmy Fund Walk staff is currently working remotely and the shipping of your order may be delayed.*

pacesetter — Any Jimmy Fund Walk participant who raises \$1,000 or more is a Pacesetter and earns rewards and exclusive invitations. A participant who is 18 and under on Walk day and raises \$300 is a Young Pacesetter.

pacesetter exclusive event — Throughout the year, the Jimmy Fund Walk invites Pacesetters to attend special events.

For the full list of Jimmy Fund Walk Buzzwords, visit [JimmyFundWalk.org/glossary](#)

jimmy fund walk glossary

◀ continued from page 3

pacesetter team — Any Jimmy Fund Walk team that raises \$10,000 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.

registration fee — All Walk participants must pay fee upon registering. The registration fee is \$5 for everyone and goes towards your fundraising minimum of \$25 for youth walkers or \$100 for adult walkers.

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.

young pacesetter — A Jimmy Fund Walk participant who is 18 years old and under (as of Walk day) who raises \$300 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 Walk page: \$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 Charity Miles 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 **virtual fundraising event**—it is an easy and fun way to raise money for your walk. [Order supplies](#) to help promote your event.

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 \$1,000 or more (\$300 or more for those 18 years old and under 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

success starters

Find your leaders — The most successful corporate teams include participation from everyone in the organization, including senior leaders.

Organizational support is key — Consider paying for employees' \$5 registration fees or have the organization make a gift toward each employee participating to cover a portion of their \$100 fundraising commitment.

Virtual Information Session — Plan a virtual information session with your employees and have a Walk staff member host a video call with your organization to discuss the event, provide information about registering, how to ask for contributions, event weekend, fundraising tools, and more!

Sponsor the Walk — Learn more about various corporate sponsorship opportunities.

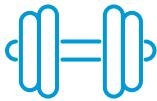
Join the Corporate Community — Receive updates through our Corporate Quarterly Newsletter, compete with other Walk teams for the Corporate Awards.

Expand Beyond your Company — The Jimmy Fund Walk is a family-friendly event. Encourage colleagues to invite family members and friends to join the team.

Get Creative — Our staff can help brainstorm ways to engage employees throughout the year through virtual fundraising events, rewards for employees, custom business cards and T-shirts, and more!



creative ways to fundraise virtually



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 **\$1,000 Pacesetter goal**.

Use FitBit and MapMyRun to stay on track and wear your Walk gear in your posts.



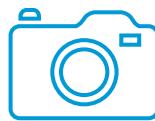
GET CRAFTY

Create bracelets, paintings, pottery, or other artwork you can sell online to support your Walk.



HOST A VIRTUAL GAME NIGHT

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



FRONT PORCH PHOTOGRAPHY

Help friends and neighbors capture special moments while in quarantine—take photos of families on their front porches and ask for a suggested donation.

Your favorite fundraising ideas with a virtual twist!

YOU USED TO DO THIS:	MAKE IT VIRTUAL:
Bake Sale	Drop baked goods off curbside or take orders now and deliver them later
Paint Night	Gather art supplies and find a design online, then host a virtual event via FaceTime, Zoom, or Skype
Concert or Karaoke Night	Stream the concert on FaceTime, Zoom, Skype, or on social media
Prom or Gala	Encourage your past attendees to get dolled up, make a suggested donation, and post photos on social media
Workout Class	Teach a fitness class on FaceTime, Zoom, Skype, or on social media
Dinner Party	Host a cooking class on FaceTime, Zoom, or Skype
Happy Hour	Organize a “Zoom Happy Hour” and ask for donations

Even when physically apart, we are still **#TogetherAgainstCancer**.

where your money goes



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

Resources to **KEEP PATIENTS SAFE DURING THE PANDEMIC**, including added PPE, procedures, and additional staff members.



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



for more information

Contact the Walk Staff at 866-531-9255 or JimmyFundWalk@dfci.harvard.edu

team captain checklist

fundraising

- Update your personal and team fundraising pages with your story and photos.
- Donate to your own walk! Take the first step in reaching your fundraising goal.
- 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 to reach out to.
- Download the Charity Miles 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!

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 virtual team building events to help build comradery. Some ideas: Zoom Happy Hour, Virtual Cooking Class, Bingo, or trivia.
- Send thank you notes to all donors and team members sharing a team photo, total fundraising, a favorite Walk day memory, etc.

recruitment/retention

- Create a distribution list of former team members and potential new team members.

- Challenge each of your team members to recruit one additional person to join your team.
- 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.
- Post team photos and use hashtag #JimmyFundWalk.

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.
- Create a flyer to email to your colleagues.

thankning donors

- Be sure to thank donors promptly when you receive a donation. Use our pre-scripted [email templates](#), 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*

Contact: Samantha Rose

Phone: 617-582-7427

Email: Samantha_Rose@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

* Please note: the walk staff is currently working remotely

* 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.