



Social Media Toolkit

Thank you for participating in the #JimmyFundWalk and supporting our mission to conquer cancer!

Jumpstart your fundraising on social media with these tips and tricks. Here is our comprehensive guide to help you reach your fundraising goals.

Engage your friends and family in **why you walk**

- Share a personal message in your social media posts about why you got involved in the Jimmy Fund Walk. Some helpful places to start include:
 - Describe what it means to you to support Dana-Farber and the Jimmy Fund's lifesaving mission.
 - What is your relationship to Dana-Farber and the Jimmy Fund? Why do you dedicate your time, energy, and support to this cause? Why do you encourage others to as well?
- [Download our shareable social media images](#) and choose your favorite
 - Or include personal photos or videos that help tell your story
- Don't forget: Use the hashtag **#JimmyFundWalk** so we can see your social posts!
- Post often! Share your fundraising page or Facebook Fundraiser, encourage friends and family to join your team, and remind your networks why you walk, especially as October 3 gets closer.

At a loss for words? Here are some ideas to get started

These messages can be shared on Facebook, Twitter, Instagram, LinkedIn, and more—whichever social media platform is your favorite!


- Every step we take at the Jimmy Fund Walk makes a difference for cancer patients at Dana-Farber—and around the world. Will you support my walk? #JimmyFundWalk
- I'm taking steps to conquer cancer at the Jimmy Fund Walk. Every donation to my walk will make an impact on the lives of patients and families at Dana-Farber. #JimmyFundWalk
- Together, our impact adds up. Donate to my walk and help fuel groundbreaking cancer research and compassionate patient care at Dana-Farber. Every dollar helps! #JimmyFundWalk
- We walk together, wherever we are, against cancer. Join my team in the Jimmy Fund Walk on October 3 to benefit cancer research and care at Dana-Farber. #JimmyFundWalk

Fundraise directly on Facebook and Instagram

- [Create a Facebook Fundraiser](#) for your Jimmy Fund Walk!
 - This is an **easy** and **effective** way to help you reach your fundraising goal. In fact, on average, **walkers who do create Facebook Fundraisers raise 86% more than those who do not**

- Please note: You must create your Facebook Fundraiser through your Participant Center for the funds to flow directly to your Walk fundraising page.
- Here are step-by-step instructions to help you create your Fundraiser today:

1 Log in to your Participant Center and select “Start Fundraiser” from your Next Steps.



3 On the next pop-up window, allow the Jimmy Fund to receive your name, profile photo, and manage your Facebook Fundraiser by clicking the “Continue as [Your Name]” button.

2 Log in to your Facebook account through the pop-up window on-screen.

4 The pop-up will close, and the link to access your Facebook Fundraiser will appear in your Participant Center’s Next Steps section.

5 Personalize your Facebook Fundraiser through your Facebook account with a photo and the reasons you are raising funds. Your Fundraiser will automatically post to your News Feed to spread the word to your family and friends!

- Find FAQs and more information by visiting this [How-To Guide on our website](#)

- Fundraise on Instagram!
 - Instagram Story:
 - Find the “Donation” sticker within the Tools section of Instagram Stories (where you can add emojis and gifs)
 - Choose “The Jimmy Fund” as your nonprofit
 - P.S. Add our special Jimmy Fund Walk gifs to your Story
 - Please note: This type of fundraiser is not directly synced to your fundraising page, so tell a Jimmy Fund Walk staff member you created one and expect these donations to take 4-6 weeks to appear
 - Instagram profile:
 - Don’t forget to add your fundraising page to the link in your bio!

Dana-Farber’s Impact: Facts to help you fundraise

- In 1980, there were fewer than 5 million cancer survivors in the United States. Today, with help from the Jimmy Fund Walk, there are more than 16.9 million.
- Dana-Farber helped raise the recovery rate to as high as 90% in some forms of childhood cancer. We walk so that one day, it is 100%.
- In 1975, the 5-year survival rate for breast cancer was 75%. Today, it is over 90%. We walk so that one day, it is 100%.

- Dana-Farber has provided more than 1,100 clinical trials. That’s 1,100 opportunities to discover a breakthrough—all made possible with help from generous Jimmy Fund supporters.

About Dana-Farber

Share with friends and family that are not local to Boston and may not be familiar with Dana-Farber and our cause

- **Dana-Farber is one of the world’s leading centers of cancer research and treatment.** Dedicated to a unique and equal balance between cancer research and care, Dana-Farber’s mission is to reduce the burden of cancer through scientific inquiry, clinical care, education, community engagement, and advocacy. Supporting Dana-Farber benefits patients in Boston—and everywhere.
- Dana-Farber has been named one of the world’s best cancer hospitals by Newsweek in 2021 rankings. Dana-Farber was ranked #3 globally and is the only hospital in New England to be ranked in the top 20 for oncology.
- For the 20th straight year, Dana-Farber/Brigham and Women’s Cancer Center has been ranked as the best hospital for cancer care in New England by U.S. News & World Report
- Dana-Farber was recognized by the Human Rights Campaign’s 2020 Healthcare Equality Index with its top ranking, “LGBTQ Health Care Equality Leader,” receiving the highest possible score of 100%.

Where Your Money Goes

Share with friends and family if they ask how their donation helps

- To fund hundreds of important clinical trials that lead to the development of new cancer-fighting drugs
- To advance Dana-Farber’s signature “Total Patient Care” by enhancing programs including support groups, nutrition education, art and music therapies, and more
- To improve the health of Boston’s communities through initiatives like the Blum Family Resource Center Van, Mammography Van, and partnerships with health centers throughout the community
- To invest in future cancer breakthroughs by providing flexible funding for Dana-Farber’s areas of greatest need

More ways to support your Jimmy Fund Walk on social media:

- Connect with fellow walkers and supporters, swap fundraising ideas, and receive the latest news from our staff by [joining our new Facebook Group](#)
- Include a link directly to your fundraising page in your social media bios
- Change your Facebook profile picture to our special “Jimmy Fund Walk” frame
 - Visit <https://www.facebook.com/profilepicframes>

- Search “The Jimmy Fund”
 - Choose the “Jimmy Fund Walk” frame and click the ‘Use as profile picture’ button!
- Share and engage with social media posts directly from the Jimmy Fund’s pages: [Facebook](#), [Instagram](#), [Twitter](#), and [LinkedIn](#); and our [Boston Marathon® Jimmy Fund Walk Facebook page](#)
 - P.S. The Jimmy Fund is also now on [TikTok](#)!
- Find Dana-Farber on social media: [Facebook](#), [Instagram](#), [Twitter](#), and [LinkedIn](#)