

BOSTON MARATHON JIMMY FUND WALK**2023 Social Media Toolkit & Resources**

Use the following comprehensive guide to jump-start your fundraising on social media and reach your fundraising goals:

START HERE:

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

- Write and share posts on social media about why you're involved in the Jimmy Fund Walk. Some helpful places to start:
 - Describe what it means to support Dana-Farber Cancer Institute 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 post your favorites
- Use the hashtag **#JimmyFundWalk** so we can see your posts
- Post often! Share the link to your Jimmy Fund Walk fundraising page or Facebook Fundraiser, encourage friends and family to join your team, and remind your networks why you walk

QUICK AND EASY:

STEP 1: COPY and PASTE the below on **Facebook, Twitter, Instagram, and/or LinkedIn** (or whichever social media platform you choose). *Remember to include the link to your Jimmy Fund Walk fundraising page with each post!*

- Every step we take against cancer at the Jimmy Fund Walk makes a difference for patients at Dana-Farber—and around the world. Will you support my walk? #JimmyFundWalk
- I'm taking steps to defy 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 against cancer. Join my team in the Jimmy Fund Walk on October 1 to benefit cancer research and care at Dana-Farber. #JimmyFundWalk

STEP 2: Fundraise directly through Facebook

- [Create a Facebook Fundraiser](#) for your Jimmy Fund Walk

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- This is an **easy** and **effective** way to help you reach your fundraising goal. On average, **walkers who 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.



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

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.

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](#)

STEP 3: 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 Facebook Group](#)
- Edit your “About” or “Bio” sections in your social media profiles to include a link directly to your fundraising page
- Share and engage with social media posts directly from the Jimmy Fund’s pages: [Facebook](#), [Instagram](#), [Twitter](#), [TikTok](#), and [LinkedIn](#); and our [Jimmy Fund Walk Facebook page](#)
- Find Dana-Farber on social media: [Facebook](#), [Instagram](#), [Twitter](#), and [LinkedIn](#)

LOOKING FOR MORE?
Find inspiration below!

BOSTON MARATHON JIMMY FUND WALK

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 18 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 offers 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 Cancer Institute was named the #4 cancer center in the world by Newsweek in its World's Best Specialized Hospitals ranking.
- Dana-Farber Cancer Institute has been the top-ranked cancer hospital in New England by *U.S. News & World Report* for 22 consecutive years, and is the only cancer center in the country ranked in the top 4 for both adult and pediatric cancer programs.
- Dana-Farber's founder, Dr. Sidney Farber, achieved the first-ever remissions of childhood leukemia.
- Dana-Farber was recognized by the Human Rights Campaign's 2022 Healthcare Equality Index with its top ranking, "LGBTQ Health Care Equality Leader," receiving the highest possible score of 100%.

The Dana-Farber Campaign. Defy Cancer.

When you walk, you are a part of The Dana-Farber Campaign.

- Defying cancer isn't just our goal. It's our mission.
- You are an important partner in The Dana-Farber Campaign, our ambitious, multi-year fundraising effort to prevent, treat, and Defy Cancer.

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- The Dana-Farber Campaign will accelerate the Institute’s strategic priorities by supporting revolutionary science, extraordinary care, exceptional expertise, and essential opportunities.
- Each donation during The Dana-Farber Campaign, regardless of the size, adds up to provide patients with compassionate, personalized care, and will keep Dana-Farber at the forefront of cancer medicine.

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 extend Dana-Farber’s reach and help improve the health of all Boston communities—through mobile health centers like the Blum Family Resource Center Van and the Mammography Van—and beyond, through community-based locations across Massachusetts (Brighton, Milford, South Weymouth, Methuen, and Foxborough) and New Hampshire (Londonderry).
- To invest in future cancer breakthroughs by providing flexible funding for Dana-Farber’s areas of greatest need.

75 Years of the Jimmy Fund

In 2023, we celebrate the 75th anniversary of the Jimmy Fund

- In 1948, “Jimmy,” a pediatric patient of Dr. Sidney Farber, shared his story through a radio broadcast at his hospital bedside in Boston. He inspired donations from across the country, and the Jimmy Fund was born.
- Since then, the Jimmy Fund has enabled Dr. Farber’s small basement laboratory to grow into the world-renowned cancer center it is today, turning groundbreaking research into lifesaving treatment.
- In the past 75 years, the Jimmy Fund has raised hundreds of millions of dollars for Dana-Farber, funds which led to innovations in cancer therapies, clinical trials, research tools, survivorship programs, and compassionate care initiatives.
- Together, we have continued Dr. Farber’s promise to never accept the incurability of cancer. We celebrate 75 years of progress, impact, and dedication to creating a hopeful, cancer-free future.