



RALLY

2024 TEAM CAPTAIN HANDBOOK

CONTENTS



About Rally

Getting Started

Grow Your Team

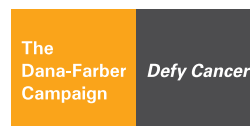
Creative Ways to Fundraise

The Impact of Your Giving

FAQs

Learn more at www.RallyAgainstCancer.org

#RallyAgainstCancer



RALLY AGAINST CANCER

About the program

Rally Against Cancer is a tradition for Boston Red Sox and Jimmy Fund fans to celebrate the start of baseball season while supporting the fight against cancer. Since 2006, Rally Against Cancer has raised over \$7.8 million to strike out cancer for patients at Dana-Farber Cancer Institute and beyond.

Rally Against Cancer teams throughout New England fundraise for the Jimmy Fund and Dana-Farber leading up to the Red Sox Home Opener. Teams win prizes like Red Sox hats, tickets, and a visit from a Red Sox player based on their fundraising.

Every dollar raised makes a difference for families facing cancer. Thank you for helping us defy cancer!

About Dana-Farber and the Jimmy Fund

Dana-Farber Cancer Institute provides expert, compassionate care to children and adults and is home to groundbreaking cancer discoveries. Since its founding in 1948, the Jimmy Fund has raised millions of dollars through thousands of community efforts to advance Dana-Farber's lifesaving mission.

As a member of the Jimmy Fund community, you are an important partner in The Dana-Farber Campaign, our ambitious, multi-year fundraising effort to prevent, treat, and defy cancer. The Dana-Farber Campaign will accelerate the Institute's strategic priorities by supporting Revolutionary Science, Extraordinary Care, and Exceptional Expertise.

Each donation during The Dana-Farber Campaign—including to your Rally efforts—adds up to provide patients with compassionate, personalized care, and keeps Dana-Farber at the forefront of cancer medicine.

As a community, we have the power to create a more hopeful, cancer-free future, in Boston and around the world. We thank you for joining us in our unwavering determination during this vital time in cancer care and research.

Together, we're all Jimmy, and we can defy cancer at every turn.

Learn more at Dana-Farber.org and JimmyFund.org.



Learn more at www.RallyAgainstCancer.org

[#RallyAgainstCancer](https://twitter.com/RallyAgainstCancer)



GETTING STARTED



- 1 Register your team** at www.RallyAgainstCancer.org.
- 2 Make a donation** to your team's page to set a great example for the rest of the team.
- 3 Explore your Participant Center.** Logging into My Participant Center allows you access to edit your team page's photo, text, and URL; change your fundraising goals; send emails to ask for donations or thank donors; and download donor reports. Login using your username and password at RallyAgainstCancer.org/login.
- 4 Get the word out.** Share your team's link via email, a corporate newsletter, social media posts, posters, and more. You can also download our fundraising app to share your page directly from your **iPhone** or **Android**.
- 5 Fundraise, fundraise, fundraise!** Add incentives for donating, plan a fundraising event, send personalized asks to your network, and see if your company will match employee contributions. Check out our Fundraising Tips page for more ideas.
- 6 Share your team's success and impact,** thank your donors, and celebrate the start of the Red Sox season!

GROW YOUR TEAM



Recruit

- Within your Participant Center, customize your team URL so you can easily share via email and on social media
- Customize your team page with a photo and explanation of why your team is rallying
- Set team recruitment and fundraising goals. Share these goals with your network as you reach out
- Send an email to your colleagues, friends, and community to encourage them to rally with you or make a donation
- Post on Facebook or start a Facebook Fundraiser calling for friends to join or support your team
- Encourage teammates to recruit their friends and family members
- Create an outreach schedule to follow up with people who have not registered or donated
- Create a committee to help with your planning and recruiting efforts
- Contact your HR department to see if they will help support your efforts

Cultivate and Engage

- Create a communications calendar to stay in touch with team members
- Every time a new member joins or someone donates, send a personalized email to thank them
- Host an information session to teach your network about Rally Against Cancer
- Continue to share updates to your organization or network about the team and fundraising progress
- Plan team-building events in person or virtually to help build camaraderie. Some ideas: Happy Hour, Cooking Class, Trivia Night, etc.
- Give your donors an incentive to support your Rally team such as drawing entries for gift cards, free vacation days, or Rally hats
- Send a recap email sharing a team photo, total fundraising, favorite Rally memory, etc.
- Share information about the impact of a donation or a team milestone

USE THIS HELPFUL DONOR CHECKLIST AND GET THE ASK OUT!

Your Network:

- Colleagues/Former Colleagues
- Family (parents, siblings, etc.)
- Friends
- Neighbors
- Alumni Groups (from high school, college, etc.)
- Team Members (sports, scouts, etc.)
- School Networks (parents of students, teachers, etc.)
- Community Groups (church groups, fraternities, sororities, rotary club)

Extended Network:

- Dentist/Orthodontist
- Electrician
- Financial Planner
- Nutritionist
- Fitness Trainer or Instructor
- Optometrist
- Pediatrician/Physician
- Realtor
- Veterinarian
- Physical Therapist

Local Businesses:

- Restaurants
- Car Dealerships
- Grocery Stores
- Insurance Companies
- Florists
- Fitness Studios
- Nail Salons
- Coffee Shops
- Deli

6 WAYS TO FUNDRAISE

1 Auctions and Drawings



Ask your company, school, coworkers, or local businesses to donate items or experiences. Get creative with your prizes and offer vacation days or being principal for the day. Sell tickets to an opportunity drawing or give an entry to each person who joins your team.

2 Plan an Event



Build camaraderie while raising money for your Rally team. Plan a trivia night, happy hour, fitness class, viewing party, talent show, or paint night. Ask for a donation to your Rally team as the price of entry.

3 Utilize Matching Gifts



Check if your company or your donors' workplaces will match donations. Ask a local company or a generous donor if they will match gifts up to a certain amount to seamlessly double their impact.

4 Get Social



Ask for contributions through Facebook, Twitter, Instagram, and LinkedIn by sharing a link to your page or starting a Facebook Fundraiser through your Participant Center. Ask your company or school's social media accounts to promote your fundraising as well.

5 Host Fundraisers



Host a community yard sale, bake sale, or car drive. Start a competition between departments or classrooms with Penny Wars. Create a dedication wall and allow donors to buy a pin-up on which to write the name of a loved one.

6 Goal Reaching Rewards



Add an incentive for reaching your team's fundraising goal to get everyone invested in your success. Try something fun like a pie in the CEO's face, dying the principal's hair, a day off, or free lunch.

How You Help the Jimmy Fund Defy Cancer

Your donation adds up.

Here are some examples of how donations from the Jimmy Fund community could make an impact at Dana-Farber Cancer Institute:

\$25 New toys for pediatric patients in Dana-Farber's Jimmy Fund Clinic

\$50 Personalized consultation to help a patient look and feel their best during treatment

\$100 Screenings for skin, breast, and prostate cancers

\$250 Genetic screening for one patient as part of Dana-Farber's Profile project

\$1,000 Needs-based assistance for families going through financial hardships related to a cancer diagnosis

\$3,000 Funding for Dana-Farber's Cancer Care Equity Program, which aims to reduce disparities in cancer through access to screening and treatment

\$5,000 Advancement of genetic testing to help those with a strong family history of cancer manage their own risk

Everyone in our community is an important partner in The Dana-Farber Campaign, our ambitious, multi-year fundraising effort to prevent, treat, and defy cancer. When you contribute to the Jimmy Fund, you are supporting adults and children with cancer, and funding the brightest minds and committed caregivers. Each donation during The Dana-Farber Campaign, no matter its size, adds up to provide patients with compassionate, personalized care, and keeps Dana-Farber at the forefront of cancer medicine.

As a community, we have the power to create a more hopeful, cancer-free future—in Boston and around the world. Together, we're all Jimmy, and we can defy cancer at every turn.



RALLY FAQ'S

HOW TO COLLECT DONATIONS

Ask for support in the following ways:

Online Encourage supporters to use credit cards to make online gifts through your fundraising page.

Checks or Money Orders Checks should be made payable to the Jimmy Fund. If checks are made out to you, please endorse the back as "Pay to the order of the Jimmy Fund," and sign your name.

Matching Gifts Thousands of companies match all or a portion of charitable gifts made by employees. Have your supporters check with their Human Resources departments to find out if their workplaces have a matching gift program.

Other Ways to Give Your supporters can also make donations of stock and securities, or gifts through their IRA or Donor Advised Fund.

HOW TO SUBMIT DONATIONS

Do not submit cash at any time.

If a supporter gives you cash, please submit a money order or check made payable to the Jimmy Fund for the amount of the cash donation.

Please send donations to:

The Jimmy Fund
Attn: Rally Against Cancer
10 Brookline Place West
Brookline, MA 02445

To ensure proper credit to your fundraising efforts, please be sure to include your team name and direct them to the Rally Against Cancer program.

CONTACT THE RALLY STAFF

To speak to a member of the Rally Against Cancer staff via email, please reach out to:

RallyAgainstCancer@dfci.harvard.edu

To connect by phone, please call (617) 632-5420.

DONATION ACKNOWLEDGEMENT

from Dana-Farber Cancer Institute

Supporters receive a tax acknowledgement via email if they make an online credit card donation of any amount. Please double check that you have entered your email address correctly in order to receive the receipt.

Supporters receive a tax acknowledgement in the mail if they submit a check of \$15 or more. The letter is sent to the name and address printed on the check.

2024 FUNDRAISING DEADLINE

Prizes will be drawn based on the fundraising levels reflected on the Rally Against Cancer website at 12 p.m. on Wednesday, April 17, 2024.

If for any reason the Red Sox Home Opener is delayed, the deadline will be moved accordingly.

You can continue to fundraise and send in donations to count toward the 2024 season until the end of our fiscal year on September 30, 2024. Donations made after October 1, 2024 will be counted toward the 2025 Rally Against Cancer season.

Learn more at www.RallyAgainstCancer.org

#RallyAgainstCancer

