

BOSTON MARATHON JIMMY FUND WALK

Social Media Toolkit

Thank you for participating in the #JimmyFundWalk and supporting our mission to defy 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:
 - 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 do as well?
- [Download our shareable social media images](#) and choose your favorite
 - Include personal photos or videos that help tell your story
- 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 2 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 platforms are your favorites. Remember to include your fundraising link with each post!

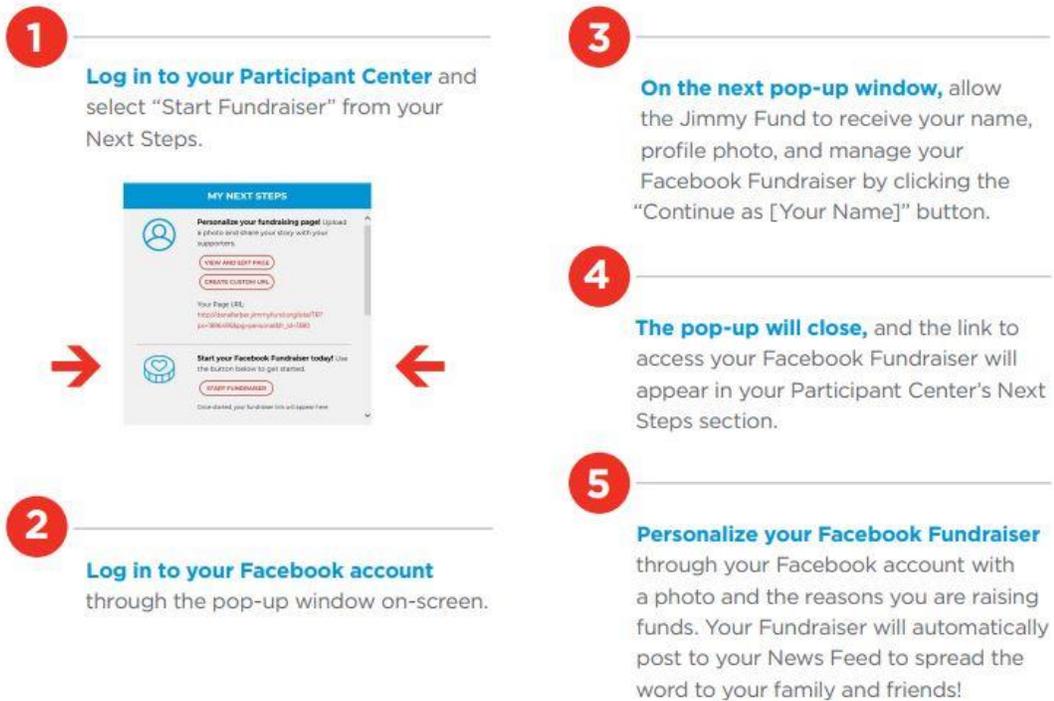
- Every step we take at the Jimmy Fund Walk makes a difference for cancer patients at Dana-Farber—and around the world. Will you support my walk? #JimmyFundWalk
- I'm taking steps to defy cancer at the Jimmy Fund Walk. Every donation to my walk will make an impact on the lives of patients and families 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 2 to benefit cancer research and care at Dana-Farber. #JimmyFundWalk

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](#)

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 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

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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’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 \$2 billion 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, 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

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- 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 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](#), and [LinkedIn](#); and our [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](#)