

**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**

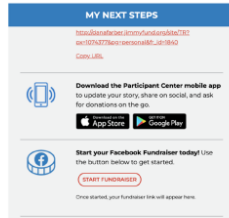
- [Create a Facebook Fundraiser](#) for your Jimmy Fund Walk

# BOSTON MARATHON JIMMY FUND WALK

- 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!*

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## **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.