

Ideas on how to run your own event
for Dana-Farber Cancer Institute and
the Jimmy Fund

Fun Ways to Fundraise



Dana-Farber
Cancer Institute



The
Jimmy Fund

Welcome

Contents

→ **If you've opened this page, chances are you are thinking about doing a fundraising event for Dana-Farber and the Jimmy Fund—thank you!** We are so appreciative of your support, and we invite you to read on for a few ideas to get your creative juices flowing. This guide is chock full of information and examples of interesting ways other people have raised funds to fight cancer. It details what is needed to pull off an amazing and successful fundraising event.

The funds raised from these fun and entertaining events are vitally important to us. Each year, hundreds of people host events—large and small—that result in millions of dollars being raised to strengthen our lifesaving research and patient care programs.

On behalf of our patients, their families, and everyone at Dana-Farber Cancer Institute and the Jimmy Fund, please accept our heartfelt thanks for your interest in hosting an event. You can do it, and we are here to help!

INTERESTED IN LEARNING MORE?

Contact the Jimmy Fund Event Fundraising team at 617-632-3190 or JimmyFundEvents@dfci.harvard.edu.

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Overview of the Jimmy Fund



➔ **The Jimmy Fund solely supports Boston's Dana-Farber Cancer Institute, raising funds for adult and pediatric cancer to improve the chances of survival for cancer patients around the world.**

Since 1948, the generosity of millions of people has helped the Jimmy Fund save countless lives and reduce the burden of cancer worldwide.

HOW YOUR EVENT REVENUE WORKS

When you run an event that supports the Jimmy Fund, you supply the funds that fuel the work of both the brightest minds in science and the most talented clinicians caring for patients at Dana-Farber.



Cheer for Dana-Farber®

DANA-FARBER IS THE #1 CANCER CENTER IN NEW ENGLAND

Dana-Farber Cancer Institute has been the top ranked cancer center in New England by U.S. News and World Report for 19 consecutive years, and is ranked in the top 5 nationally for both adult and pediatric cancer programs.

Thanks to your support, Dana-Farber Cancer Institute continues to make strides in the fight against cancer.



Dana-Farber Cancer Institute has been the top ranked cancer center in New England by U.S. News and World Report for 19 consecutive years, and is ranked in the top 5 nationally for both adult and pediatric cancer programs.

How the Jimmy Fund Can Help



➔ **With guidance from the Jimmy Fund, it is now easier than ever to get involved and raise funds for lifesaving patient care and research.**

We provide ample resources to ensure you have a positive and fun experience, and a successful event.

FOR ALL APPROVED FUNDRAISERS, DANA-FARBER AND THE JIMMY FUND CAN:

- » Offer advice on event planning and fundraising
- » Provide access to your own personal fundraising page
- » Provide you with our logo for your marketing materials
- » Provide branded giveaways for your event
- » Provide you with a letter of endorsement to assist with soliciting corporate sponsorship and/or in-kind donations; also provide sample template letters to solicit sponsorships and in-kind donations, media release, and thank you letters

- » Provide Dana-Farber and/or Jimmy Fund printed literature and branded items for distribution at your event
- » Provide IRS-compliant tax receipts for gifts made to your event

WE RELY ON YOU TO:

- » Create your own mailing lists of donors, vendors, and sponsors
- » Deduct any anticipated costs from the funds raised prior to sending your final gift to Dana-Farber and the Jimmy Fund
- » Solicit businesses and vendors to support your event

Sports Tournament

WHAT IT IS:

Grab your family and friends to fundraise by putting together a fun sporting event! Organize a tournament based around your favorite sport—whether it’s softball, baseball, soccer, basketball, or lacrosse—and have participants pay a fee to participate in the event. The participants can solicit support from neighbors and co-workers to bring in additional revenue.

WHAT YOU’LL NEED:

a field, court, or other place to host your sporting event, sporting equipment, signage, players and teams

POSSIBLE DOLLARS RAISED:



EXPENSES:



“Thon” Event

WHAT IT IS:

Participants pay a fee to participate in an activity for a predetermined amount of time, and then solicit pledges from family and friends for support. The activity could be bowling, dancing, hula-hooping, or anything else that can be done for a long period of time. For example, host a dance-a-thon where participants form a team and at least one member of the team is dancing at all times for 24 hours straight.

WHAT YOU’LL NEED:

a large area to host the event, a band or other form of entertainment, a way to keep track of time, an audio/visual system to make announcements, pledge sheets (which we can provide a template for!)

POSSIBLE DOLLARS RAISED:



EXPENSES:



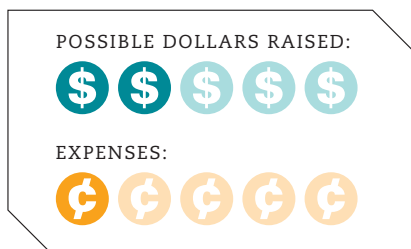
Fitness Event

WHAT IT IS:

Get moving and raise funds by hosting your own fitness event! This could be playing basketball, swimming, running, or any of your own favorite workouts. Participants pay a fee to participate in the event and then solicit pledges from their supporters to raise funds. A pledge could be done as a certain dollar amount per point scored, lap swum, or lap run.

WHAT YOU'LL NEED:

venue (such as a field or a pool, depending on your type of event), participants, pledge sheets, tally board (which we can provide a template for!)



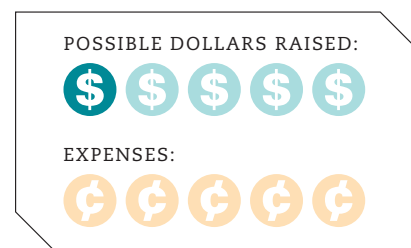
Exercise Class

WHAT IT IS:

If you attend a weekly boot camp, zumba, yoga, or CrossFit class, work with your gym or facility to see if they would allow all fees for a certain class to be directed to your fundraiser. Increase the funds raised by adding elements such as sponsors, a drawing, or a silent auction.

WHAT YOU'LL NEED:

a place to host the class, marketing materials, signage, method to collect the class fee



“I’ve been an event manager for 12 years. The first time I undertook this job, with a very small core group, we had no idea what to expect. When event day arrived we wondered if anyone would even show up! Twelve years later our 1-day softball tournament hosts about 500 people and consistently nets about \$45,000 for the Jimmy Fund! The Jimmy Fund event staff is there to assist you along the way. It’s so gratifying to know that we can make a difference in the lives of families and have fun while raising money. Get your idea and get organized—you won’t regret it!”

– JANET SCHWARTZ

Boating or Fishing Event

WHAT IT IS:

Have fun on the water to benefit a great cause; a boating event is the perfect way to bring a group of people together for a day outside!

Boat Options:

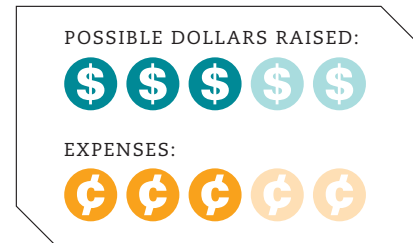
- » Kayaks
- » Sail boats
- » Paddleboards
- » Canoes
- » Motor boats
- » Fishing boats

Type of fundraiser/event component:

- » Races
- » Courses
- » Tournaments
- » Pledges

WHAT YOU'LL NEED:

venue (lake, pond, etc.) plus on-shore location for registration, food, etc., marketing materials (promotional flyers, website, registration forms, team merchandise, pledge forms), participants, sporting equipment, food/beverages, AV/speaker system, banners/signage



Other Ways to Get Involved



PRESENTED BY Mohegan Sun a world at play

www.JimmyFund.org/Golf

RUN FOR DANA-FARBER

www.RunDanaFarber.org



www.JimmyFundWalk.org

Gala

WHAT IT IS:

A gala is an evening that consists of dinner and entertainment, and can incorporate additional fundraising elements such as auctions and drawings. One of the most important elements is a strong committee with plenty of contacts to sell tickets and tables, as well as to have a fun theme, whether it is a fancy or informal evening.

WHAT YOU'LL NEED:

venue, food, beverages, volunteers, audio/visual, entertainment, emcee, invitations, decorations, programs, ticket sales, auctions, sponsorship



POSSIBLE DOLLARS RAISED:



EXPENSES:



“The Fall Formal is an annual fundraising event that attracts over 1,000 young professionals in Boston to rally for a great cause and support Dana-Farber Cancer Institute. Through a combination of great entertainment, music, and event activities, we’re able to provide an engaging event experience that continues to grow. We are making great progress against cancer, but there is still so much more to do.” - JONATHAN KAZARIAN

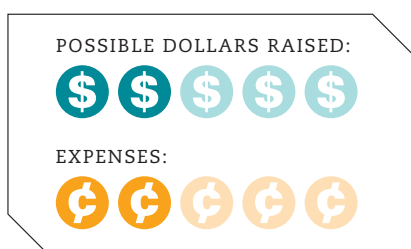
Theme Party

WHAT IT IS:

A theme party is a fun event that brings people together to celebrate a holiday and can include costumes. It could be any type of party including: Christmas Party, Haunted House, Hayrides, New Year's Party, 4th of July Picnic/BBQ, St. Patrick's Potluck, Send-a-Valentine.

WHAT YOU'LL NEED:

venue, food, beverages, volunteers, games, invitations, decorations, costumes, ticket sales, auctions, sponsorship, drawings



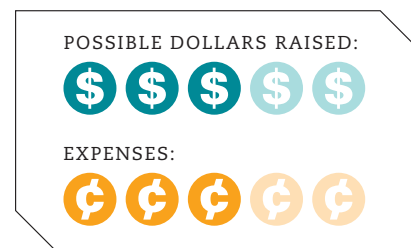
Motorcycle Ride

WHAT IT IS:

A motorcycle ride can be a fun, social event ending at a venue for a reception.

WHAT YOU'LL NEED:

venue, food, beverages, audio/visual, entertainment, ticket sales, auctions, and participants with motorcycles (note: some communities require permits)



Family BBQ

WHAT IT IS:

Host a family BBQ and ask everyone to chip in a small gift to Dana-Farber and the Jimmy Fund. Explain the importance of making a gift, and gather your closest family and friends to support your event.

WHAT YOU'LL NEED:

food, family, friends, a powerful motivation to give

POSSIBLE DOLLARS RAISED:



EXPENSES:



Friends asking Friends

WHAT IT IS:

An event does not need to be a complicated affair. It can even be as simple as asking your friends and family to make a gift to support the Jimmy Fund. Whether it is through a letter, a webpage you set up through the Jimmy Fund, or word of mouth, let them know the important work that is being done at Dana-Farber and what they can do to get involved. You'll be surprised at how generous people will be when they are asked!

WHAT YOU'LL NEED:

Dana-Farber/Jimmy Fund facts, persuasive talking points (we can help with that!), letters, website, or simple discussion

POSSIBLE DOLLARS RAISED:



EXPENSES:



→ “Normandy Farms has been hosting events to benefit the Jimmy Fund for the past 31 years. We have been inspired by the courage of so many people whose lives have been affected by cancer and remain as enthusiastic today about raising money as we were in the beginning.” – DORIS DANIELS

Garage/ Yard Sale

WHAT IT IS:

Dust off your old clothes, sporting equipment, and knick-knacks in the basement, and use them to raise valuable money for the Jimmy Fund! A yard sale is a fun way to involve the whole neighborhood and translate old items into a wonderful gift for Dana-Farber.

Another idea is a fashion resale event. Sell unused articles of clothing online or to family and friends and contribute the proceeds to the Jimmy Fund.

WHAT YOU'LL NEED:

items for sale, a safe area to sell them, price stickers, signs to advertise the event, a posting on a local website

POSSIBLE DOLLARS RAISED:



EXPENSES:



Participate in a Signature Event



www.KickforDanaFarber.org



www.CheerforDanaFarber.org



www.JimmyFund.org/LittleLeague



www.ScooperBowl.org



www.JimmyFundWalk.org

Auction/Opportunity Drawing

WHAT IT IS:

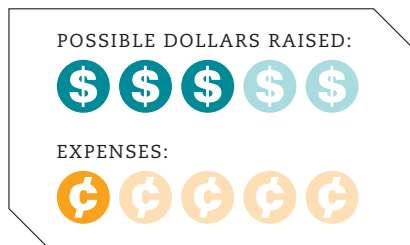
An auction or an opportunity drawing can be a simple and fun way to raise money. Auctions can be held live or silent. Items can be donated by local businesses, or could be a fun talent that one person can offer, such as quilting. Participants can bid on a co-worker who offers a one-hour cooking session, or a neighbor who offers one hour of babysitting. While raffles are not permitted by the Jimmy Fund, we do encourage opportunity drawings.* A drawing, with just a few items, can generate a huge amount of interest and revenue.

WHAT YOU'LL NEED:

bid sheets (which we can provide a template for!), auction/drawing items, storage, mailing boxes

*What is the difference between an opportunity drawing and a raffle?

The difference between an opportunity drawing and a raffle is that no payment is *required* to participate in an opportunity drawing.



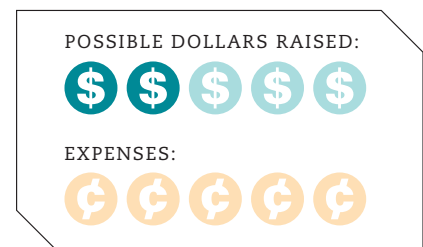
Canister Collection

WHAT IT IS:

A canister collection effort can be done anywhere, at any time. Simply use the Jimmy Fund canisters that we can provide and ask people to give any size gift they would like. Canisters could be placed at a cashier check out, in a school or business, passed around at a sporting event, or simply left on a kitchen table to collect spare change at the end of the day.

WHAT YOU'LL NEED:

Jimmy Fund canisters, specific location (note: some communities require permits)



Scavenger Hunt

WHAT IT IS:

A scavenger hunt is the perfect way to get a large group to participate in an event together. A list is provided to all participants and they travel around a certain area (it could be one park, or a whole city) to collect or photograph items on the list. Ask each team to raise a minimum amount in order to participate in the event.

WHAT YOU'LL NEED:

a location large enough for plenty of people to run around, a list of items needed, items (unless they're available naturally), a willing group of participants

POSSIBLE DOLLARS RAISED:



EXPENSES:



School/Work-Focused Events

WHAT IT IS:

There are a wide array of events that a school or work group can participate in together. These events foster collaboration among students or co-workers, and can be a fun activity any time of year.

Examples of possible events include:

- » Penny drives—have a collection canister at the school or workplace and ask for spare change to be dropped in every day
- » Send-a-flower—this could be done at Valentine's Day, or any other time of year. For a small donation, each participant can choose who they would like to send a flower or valentine to
- » Class or inter-department competitions—generating friendly competition between different classes or departments can be a great way to generate revenue. Whether it's athletic events or a cook-off, each team would be able to raise their own funds
- » Jeans Day—having each student or colleague make a certain size donation so that they wear jeans on a prescribed day

POSSIBLE DOLLARS RAISED:



EXPENSES:





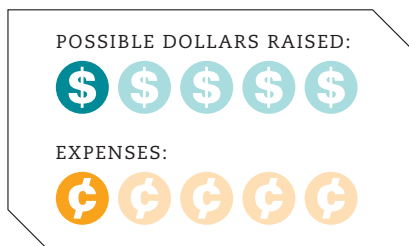
Bake Sale

WHAT IT IS:

A bake sale is a fundraising activity where baked goods such as cupcakes and cookies are sold. This can be done practically anywhere: at a sporting event, schools, family gatherings—the list goes on!

WHAT YOU'LL NEED:

volunteers to bake and sell goods, table, signage, cash box



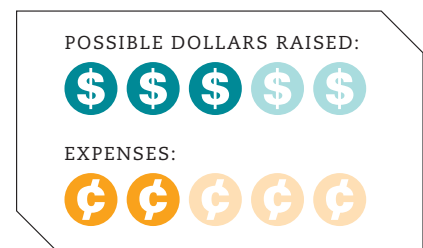
Backyard Carnival

WHAT IT IS:

A backyard carnival features fun games and activities for kids and adults. This could include cotton candy machines, bouncy houses, arts and crafts, and face painting. Use your imagination!

WHAT YOU'LL NEED:

a backyard venue, food, games and activities, music, colorful decorations



Car Wash

WHAT IT IS:

A car wash is a fundraising activity where cars are washed in exchange for contributions to the Jimmy Fund. Grab a group of friends and a collection of colorful signs; find an approved location and start washing!

WHAT YOU'LL NEED:

an approved location to hold the car wash, a group of people to wash the cars, cleaning supplies, signs, cash box to collect money and make change

POSSIBLE DOLLARS RAISED:



EXPENSES:



Ice Cream Social

WHAT IT IS:

An ice cream social is a gathering where ice cream is served and guests are encouraged to make gifts to the Jimmy Fund in the form of a collection. This is the perfect excuse to mingle with your friends, family, or co-workers while enjoying ice cream for a good cause!

WHAT YOU'LL NEED:

venue, ice cream, bowls, spoons, canisters, trash cans, napkins, toppings

POSSIBLE DOLLARS RAISED:



EXPENSES:



Create and Sell

WHAT IT IS:

Create arts and crafts and sell them to family and friends. This can range anywhere from duct tape wallets, note cards, and jewelry, to many other creative ideas.

WHAT YOU'LL NEED:

materials to craft your project (string, paper, scissors, glitter, duct tape, beads, etc.), customers (you can ask family and friends if they will help you sell some of your crafts)

POSSIBLE DOLLARS RAISED:



EXPENSES:



Participate in a Signature Event

Rally
AGAINST
CANCER™

PRESENTED BY

Chowdaheadz

www.RallyAgainstCancer.org



www.RunDanaFarber.org



www.JimmyFundFantasyDay.org

Music or Art Show

WHAT IT IS:

An art show can be a public or private exhibit of artwork or music featuring one or more artists. Tickets can be sold to experience a special event with proceeds benefitting Dana-Farber.

WHAT YOU'LL NEED:

venue to host the show—such as a VFW hall, library, or school cafeteria—artists to submit their work, musicians, tickets, volunteers

POSSIBLE DOLLARS RAISED:



EXPENSES:



Car Show

WHAT IT IS:

A car show can be a public exhibition (usually outside!) of current automobile models, debuts, concept cars, or out-of-production classics, with ticket sales generating revenue for the Jimmy Fund.

WHAT YOU'LL NEED:

venue large enough to display cars, volunteers and their cars, a scheduled rain date (just in case!)

POSSIBLE DOLLARS RAISED:



EXPENSES:



“The Music Heals the Soul committee and our generous donors have dedicated ourselves to helping Zakim Center for Integrative Therapies and Healthy Living patients and their families. Each year we have increased our fundraising to make integrative therapies available to all patients and their families at Dana-Farber.” - JOYCE ZAKIM

Fashion Show

WHAT IT IS:

A fashion show is an exciting event for the public where models debut new (or vintage!) styles of clothing and accessories, with ticket sales benefitting Dana-Farber.

WHAT YOU'LL NEED:

venue to host the show—such as a country club, department store, or auditorium—models to wear clothes, audio/visual, make-up artist, emcee, clothes contributed by a shop or designer

POSSIBLE DOLLARS RAISED:



EXPENSES:



Food Event

WHAT IT IS:

A food event can be whatever your heart (and tummy) desires: a chili cook-off, potluck, spaghetti dinner, etc. Money can be raised through ticket and treat sales.

WHAT YOU'LL NEED:

venue to host—such as a VFW hall, private home, or school cafeteria—cooks to make food, food products, dishes, silverware, drinks

POSSIBLE DOLLARS RAISED:



EXPENSES:



Frequently Asked Questions



WHAT IS A VOLUNTEER FUNDRAISER?

A volunteer fundraiser is an event organized and managed by a volunteer in which funds are raised in support of Dana-Farber Cancer Institute and the Jimmy Fund.

WHAT ARE SOME EXAMPLES OF VOLUNTEER FUNDRAISERS?

Past volunteer fundraisers have included bake sales, sports tournaments, car shows, and food events. Funds can be raised through participant fees, ticket sales, auctions, and more. See pages 4-19 for a list of volunteer fundraiser ideas.

WHAT IS THE PROCESS FOR HOSTING A VOLUNTEER FUNDRAISER?

We ask that all events fill out our fundraising registration form. We collect this information so we can best support our fundraisers and provide helpful resources. The Jimmy Fund needs to approve all fundraisers using our name and logo in order to make sure we are being represented accurately in our community. We aim to review and approve within one week. As an endorsed event, you will be assigned a Jimmy Fund liaison to support you and set you up with an online fundraising page. You will also have access to our logo, incentive program, branded giveaways, and other fundraising resources.

CAN I USE DANA-FARBER CANCER INSTITUTE AND THE JIMMY FUND NAMES AND LOGOS WHEN PROMOTING MY FUNDRAISER?

Once you have submitted the fundraising registration form and your fundraiser is approved, we will provide you with the logos for your marketing materials. Anyone using Dana-Farber and/or the Jimmy Fund logos must have the logo use approved by their Jimmy Fund liaison. For example, if you put our logo on your website, you would need to forward the link to your event liaison for approval.

WILL JIMMY FUND STAFF BE ABLE TO HELP ME ORGANIZE MY FUNDRAISER?

Your Jimmy Fund liaison will provide resources to assist you with your fundraising and event-planning process.

WILL A JIMMY FUND REPRESENTATIVE ATTEND THE FUNDRAISER?

The Jimmy Fund is happy to support your event by providing you with various resources, including a Jimmy Fund staff liaison to support your fundraising efforts. Jimmy Fund staff attendance for third-party events is not guaranteed and is based on availability.

HOW SOON AFTER THE FUNDRAISER DO I SUBMIT THE FUNDS RAISED?

Submit event proceeds and all required post-event paperwork to your Jimmy Fund staff liaison within 45 days after your fundraiser.

I'D LIKE TO ATTEND AN EXISTING EVENT. HOW CAN I FIND AN EVENT NEAR ME?

Please visit JimmyFund.org for a list of upcoming events.

INTERESTED IN LEARNING MORE?

Contact the Jimmy Fund Event Fundraising team at 617-632-3190 or JimmyFundEvents@dfci.harvard.edu.

Thank you
for fundraising for the
Jimmy Fund
and Dana-Farber



Dana-Farber
Cancer Institute



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