

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

# Fun Ways to Fundraise



The  
Jimmy Fund®

SUPPORTING DANA-FARBER CANCER INSTITUTE

# Welcome

→ **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!

If you are interested in learning more or have questions, contact the Jimmy Fund at 617-632-3190 or [JimmyFundEvents@dfci.harvard.edu](mailto: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.

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

Dana-Farber Cancer Institute has been the top ranked cancer hospital in New England by U.S. News and World Report for 16 consecutive years, and is the only cancer center in the country ranked in the top 4 for both adult and pediatric cancer programs.

Eighty-eight cents of every dollar raised goes directly to Dana-Farber, which is given a four-star rating—the highest ranking—by Charity Navigator, America's largest independent evaluation of non-profit organizations.

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



**Boston Marathon® Jimmy Fund Walk presented by Hyundai**



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➔ **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
- » Mail 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

## ➔ Did you know...

Once your event is completed, we would be pleased to recognize your hard work and dedication to Dana-Farber Cancer Institute. The Jimmy Fund would be happy to give you and your guests a tour of the Institute for a firsthand look where and how your hard-earned monies are put to work, and we could even meet you locally for an official “check presentation” with your event group—complete with a giant check! Events that raise at least \$5,000 will be included in our annual Honor Roll of Donors. As always, we appreciate your support and tireless effort!

# Show Events

## 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:



“Over the past six years the Music Heals the Soul committee and our generous donors have dedicated ourselves to helping Zakim Center for Integrative Therapies 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



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## 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:



## 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, 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.

POSSIBLE DOLLARS RAISED:



EXPENSES:



## 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)

POSSIBLE DOLLARS RAISED:



EXPENSES:



## 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 gift, 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 gift so that they wear jeans on a prescribed day

POSSIBLE DOLLARS RAISED:



EXPENSES:



# Community Events

## Upcycle

### WHAT IT IS:

Recycling outdated electronics can benefit the environment and raise money. Donated cell phones (any year, any model, any condition), laptops, iPhones/iOS devices, videogames, tablets, cameras, and more are refurbished by our partner, Causes International, (100% guaranteed HIPAA compliant data destruction) and re-sold to create funding for the Jimmy Fund. Collect the old devices from your house, your neighbors, and your community, and go to our Jimmy Fund Upcycling webpage ([jimmyfund.org/upcycling](http://jimmyfund.org/upcycling)) to print a pre-paid shipping label to send them all in. Clear out that junk drawer at your office, school, or at home and upcycle today to help make a difference.

### WHAT YOU'LL NEED:

old electronic devices, a box or area to collect the devices, some publicity around the event

POSSIBLE DOLLARS RAISED:



EXPENSES:



## Participate in a Signature Event



PRESENTED BY *Sully's*

[www.RallyForTheJimmyFund.org](http://www.RallyForTheJimmyFund.org)



[www.RunDanaFarber.org](http://www.RunDanaFarber.org)



Presented by



[www.ScooperBowl.org](http://www.ScooperBowl.org)



[www.JimmyFundWalk.org](http://www.JimmyFundWalk.org)



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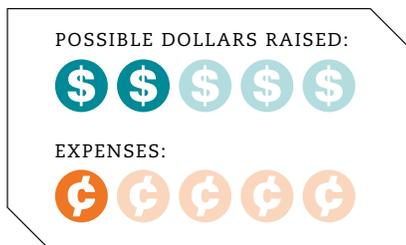
## Family BBQ

### 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, and a powerful motivation to give



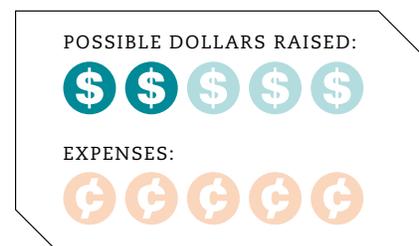
## Friends asking Friends

### 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



“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 did 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:



## Mini Golf

### WHAT IT IS:

Everyone enjoys playing mini golf, so why not turn this fun activity into a fundraiser? Whether it's run at a local course, or you rent an indoor mini golf set, get your family and friends together and play a game to raise money for the Jimmy Fund.

### WHAT YOU'LL NEED:

a mini golf course, players, a good time

#### POSSIBLE DOLLARS RAISED:



#### EXPENSES:





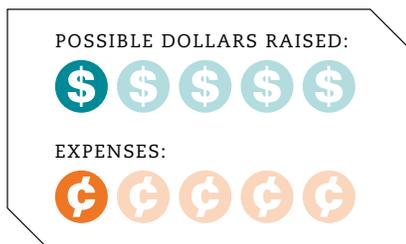
## Bake Sale

### 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



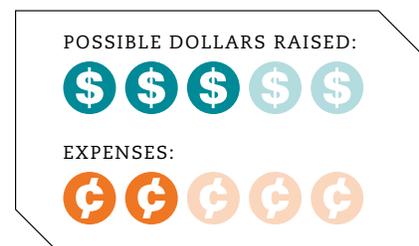
## Backyard Carnival

### 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



[www.JimmyFund.org/LittleLeague](http://www.JimmyFund.org/LittleLeague)



PRESENTED BY Walmart

[www.CheerforDanaFarber.org](http://www.CheerforDanaFarber.org)



[www.JimmyFundFantasyDay.org](http://www.JimmyFundFantasyDay.org)

# Big Events



## Date Auction

### WHAT IT IS:

A date auction is an event where individuals are auctioned off for a date with the highest bidder. The highest bidder can win a "date," gift certificate, or tickets to an event, and hopefully be accompanied by the individual they bid on.

### WHAT YOU'LL NEED:

venue with a stage, emcee, beverages, audio/visual, participants to be auctioned, ticket sales, auctions, sponsorship, drawings

POSSIBLE DOLLARS RAISED:



EXPENSES:



## 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:



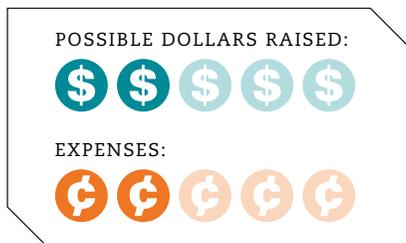
## Theme Party

### 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



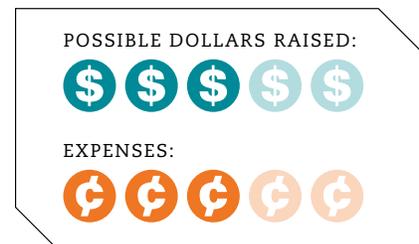
## Motorcycle Ride

### 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)



## 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

POSSIBLE DOLLARS RAISED:



EXPENSES:



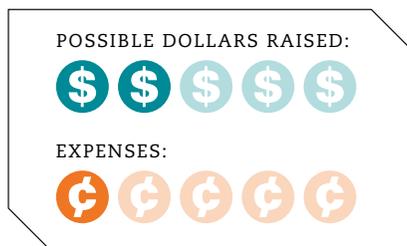
## Fitness Event

### 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



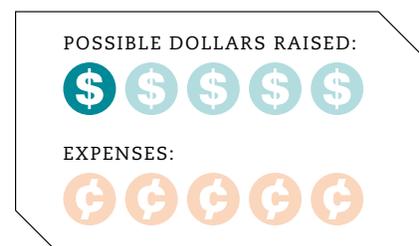
## Exercise Class

### 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 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

#### 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

#### POSSIBLE DOLLARS RAISED:



#### EXPENSES:



Joe Cronin Memorial Fishing Tournament

## Fashion Project

### WHAT IT IS:

Fashion Project is a way to fundraise by donating your high-end clothes, shoes, and accessories and having the proceeds from their re-sale given to the Jimmy Fund. Whether it's donating pieces from your own wardrobe or hosting an event where everyone is asked to bring one item to donate, this is a fun and easy way to clean out your closet while benefiting the Jimmy Fund.

### WHAT YOU'LL NEED:

high-end fashionable clothes, shoes, or accessories; a network of friends who want to get organized and give back

POSSIBLE DOLLARS RAISED:



EXPENSES:



## Other Ways to Get Involved



[www.JimmyFund.org/Golf](http://www.JimmyFund.org/Golf)



**Dana-Farber & the Jimmy Fund  
RUN FOR DANA-FARBER**

[www.RunDanaFarber.org](http://www.RunDanaFarber.org)



[www.JimmyFundWalk.org](http://www.JimmyFundWalk.org)

**Engage Your Company** [www.JimmyFund.org/Cor](http://www.JimmyFund.org/Cor)  
Host, sponsor, or partner with an event to support a cause close to the hearts of your customers and employees



SUPPORTING DANA-FARBER CANCER INSTITUTE

**General Event Information**  
[www.JimmyFund.org/Events](http://www.JimmyFund.org/Events)

## 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?

The process is made easy for you. Fill out a quick worksheet that the Jimmy Fund can supply with your event details to ensure compliance with our policies and procedures. These policies serve to ensure that all events using Dana-Farber's name and logos maintain a prudent cost of funds raised; follow all relevant local, state, and federal laws; and portray Dana-Farber in a positive light. Upon submission, a member of our staff will get back to you within two business days to follow up with any additional questions or let you know that your event is approved.

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

Once you have submitted the quick worksheet 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 and they would take a quick look and approve it.

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

The Jimmy Fund team is eager to provide guidance and strategy for your fundraiser. We also recommend you form a committee, who can support you during the planning period and throughout the entire event.

### WILL A JIMMY FUND REPRESENTATIVE ATTEND THE FUNDRAISER?

We will do our best to support you and your event in any way we can. Please see page 3 to see what the Jimmy Fund can offer!

### 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 forty-five (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](http://JimmyFund.org) for a list of upcoming events.

If you are interested in learning more or have questions, contact the Jimmy Fund at 617-632-3190 or [JimmyFundEvents@dfci.harvard.edu](mailto:JimmyFundEvents@dfci.harvard.edu).

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



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