



THE JIMMY FUND

Content Analysis Report

Prepared by

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About the Jimmy Fund

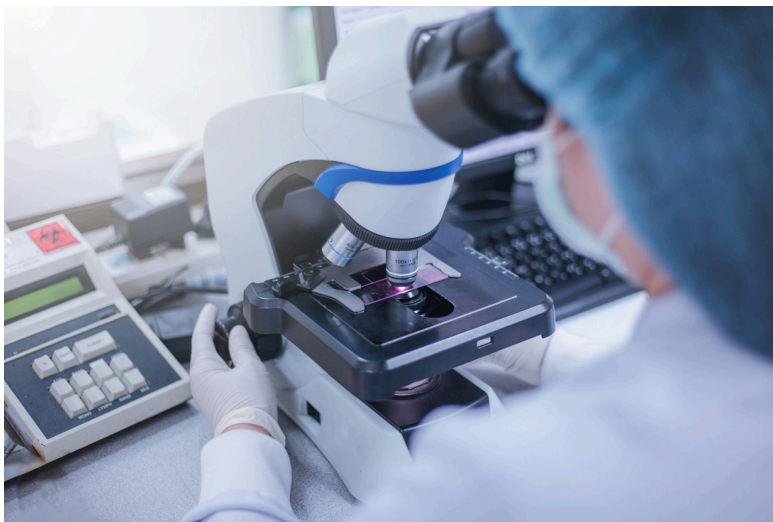
Founded in Boston in 1948, the Jimmy Fund supports Dana-Farber Cancer Institute through a wide range of community-driven fundraising events and initiatives. These efforts directly contribute to Dana-Farber's mission of providing compassionate care and advanced cancer research for both children and adults.

The Jimmy Fund has played a crucial role in saving lives and easing the impact of cancer on patients and families worldwide. Fundraising involves thousands of participants organizing events such as bake sales, lemonade stands, charity runs and walks, golf tournaments, dances, and sports games, all aimed at activating their communities around raising funds for cancer research and treatment.

The Jimmy Fund benefits from numerous major events across the U.S. and are an official charity of the Boston Red Sox, the Massachusetts Chiefs of Police Association, the Pan-Mass Challenge, and the Variety Children's Charity of New England. It has raised millions of dollars for Dana-Farber since its inception and continues to strengthen their impact every year.

Audience

The audience of the Jimmy Fund includes cancer patients and their families who benefit directly from the care and treatments provided at Dana-Farber Cancer Institute. Other major stakeholders are donors, corporate partners, fundraising participants, healthcare professionals, and researchers, as their financial and scientific contributions help further cancer research and patient services.



An SEO analysis was conducted on the Jimmy Fund website using Screaming Frog SEO Spider. Key focus points include page titles, meta descriptions, headers, and image alt tags.

Page Titles

Of the 196 page titles on the Jimmy Fund website, each one begins with “Jimmy Fund - ” which is redundant (examples below). The remainders of each title accurately describe their corresponding content and are well-written, but some are too short and would be more effective with longer, more detailed descriptors. 50 page titles are duplicates, making up a quarter of URLs (25.51%). While 55-70 is recommended, page title character counts range from 16 to 70, with 190 below 50.

Good examples:

1. “Jimmy Fund - Cancer Research and Milestones of Dana-Farber”
2. “Jimmy Fund - HomeGoods Helps Families Fight Cancer”

These examples, while beginning with redundant wording, are informative, engaging, and within the recommended page title character count.

Bad examples:

1. “Jimmy Fund - Ben Groen”
2. “Jimmy Fund - Jimmy Fund Let’s Game”

These examples are non-descriptive, redundant, and are well under the recommended page title character count.

Address	Occurrences	Title 1	Title 1 Length
https://www.jimmyfund.org/	1	Jimmy Fund - Home Page	22
https://www.jimmyfund.org/ways-to-give/memorial-and-tribute-gifts/create-a-giving-page/...	1	Jimmy Fund - Create a Giving Page	33
https://www.jimmyfund.org/about-us/boston-red-sox/history/	1	Jimmy Fund - History	20
https://www.jimmyfund.org/about-us/about-the-jimmy-fund/einar-gustafson-jimmy-was-in-...	1	Jimmy Fund - Einar Gustafson Jimmy was inspiration for the Jimmy Fund	69
https://www.jimmyfund.org/events/cancer-fundraising-events/	1	Jimmy Fund - Cancer Fundraising Events	38
https://www.jimmyfund.org/about-us/about-the-jimmy-fund/broadcasts-and-movie-trailer-...	1	Jimmy Fund - Broadcasts and Movie Trailers from the Jimmy Fund	62
https://www.jimmyfund.org/ways-to-give/giving/create-a-giving-page/	1	Jimmy Fund - Create a Giving Page	33
https://www.jimmyfund.org/about-us/mission/	1	Jimmy Fund - Mission	20
https://www.jimmyfund.org/events/cancer-fundraising-events/pan-mass-challenge/	1	Jimmy Fund - Pan-Mass Challenge	31
https://www.jimmyfund.org/community/videos/supporter-videos/	1	Jimmy Fund - Supporter Videos	29
https://www.jimmyfund.org/curing-cancer/patient-stories/john-brooks/	1	Jimmy Fund - John Brooks	24
https://www.jimmyfund.org/ways-to-give/	1	Jimmy Fund - Ways to Give	25
https://www.jimmyfund.org/curing-cancer/patient-stories/behaylu-barry/	1	Jimmy Fund - Behaylu Barry	26
https://www.jimmyfund.org/events/cancer-fundraising-events/pmc-unpaved/?sect=HOME...	1	Jimmy Fund - PMC Unpaved	24
https://www.jimmyfund.org/ways-to-give/corporate-engagement/sponsorship/sponsorshi...	1	Jimmy Fund - Scooper Bowl	25
https://www.jimmyfund.org/ways-to-give/shop/friends-corner-gift-shop-at-dana-farber/	1	Jimmy Fund - Friends' Corner Gift Shop at Dana-Farber	53
https://www.jimmyfund.org/curing-cancer/patient-stories/ethan-hawes/	1	Jimmy Fund - Ethan Hawes	24
https://www.jimmyfund.org/about-us/news-and-publications/in-the-news-overview/	1	Jimmy Fund - In The News Overview	33
https://www.jimmyfund.org/ways-to-give/corporate-engagement/cause-marketing/signat...	1	Jimmy Fund - HomeGoods Helps Families Fight Cancer	50
https://www.iimmyfund.org/ways-to-give/corporate-enaagement/cause-marketina/partici...	1	Jimmy Fund - Burger King	24

Meta Descriptions

Analysis of The Jimmy Fund website metadata revealed unique meta descriptions for each page that compliment page titles. Most are descriptive, but some are not as detailed nor optimized for SEO success. While 120-155 is recommended, metadata character counts range from 29 to 437, with 61 below 120 and 91 above 155. There is only 1 meta description missing from the analyzed pages.

Good example:

- “Team up with your community, employees, and Dana-Farber Cancer Institute and the Jimmy Fund by sponsoring Jimmy Fund Day at Fenway.”

This example is descriptive, utilizes many keywords, is within the recommended character count, and is therefore optimized to appear in search results.

Header Elements

SEO Spider identified 196 H1 headers and 196 H2 headers on the Jimmy Fund website. The H1 headers are distinctive from other page elements and provide clear explanations of page content. A good example of this is “Jimmy Fund Little League Sponsorship Opportunities.” This headline is brief, informative, and engaging to potential users seeking guidance on how to potentially support a Jimmy Fund Little League team.

The screenshot shows the top of the Jimmy Fund website. It includes the Jimmy Fund and Dana-Farber Cancer Institute logos, a language selection dropdown, and a 'Give Now' button. Below the navigation bar, there's a search bar and a breadcrumb trail: 'Ways to Give » Corporate Engagement » Sponsorship » Sponsorship Opportunities » Jimmy Fund Little League Sponsorship Opportunities'. The main content area features a large H1 headline: 'Jimmy Fund Little League Sponsorship Opportunities'. To the left, a sidebar lists 'Ways to Give' categories, with 'Sponsorship Opportunities' expanded to show various events like 'Boston Marathon Jimmy Fund Walk' and 'Jimmy Fund Little League'. Below the headline, there are social sharing icons and a paragraph of text: 'Help strike out cancer by sponsoring Jimmy Fund Little League presented by Franklin Sports. Jimmy Fund Little League gives more than 5,000 New England Little League baseball and softball players the chance to continue playing after their regular season ends. Off the field, these young fundraisers work together with their community to raise vital support for Dana-Farber's groundbreaking cancer research and compassionate patient care initiatives.' A photograph of a young boy in a red 'Jimmy Fund' baseball uniform is shown. Below the photo, there's a sub-headline 'Corporate Sponsorship Benefits' and a short paragraph: 'Sponsoring Jimmy Fund Little League is a great way to get your company involved with Dana-Farber and its mission to conquer cancer. There are other benefits, as well:'. A blue circle with the text 'H1' and an arrow points to the main headline.

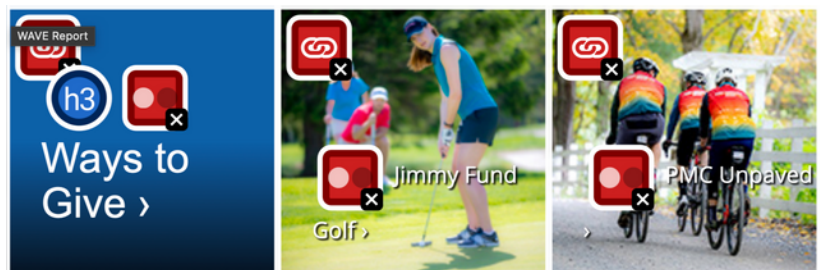
Accessibility is important for developers and organizations working to build high-quality websites. It ensures that their products and services are inclusive and usable by everyone, including those with auditory, visual, and physical impairments, among others. Accessibility also benefits those with other disabilities such as temporary or situational limitations.

Alternative Text

WAVE, a web accessibility evaluation tool, indicated that most images on the Jimmy Fund website have alt text attached to their images. Specifically, SEO Spider found 9 (6.21%) images or logos that do not. Further research revealed an entire page of images from major fundraising events that are missing alt text, accounting for the majority of the missing percentage. Most alt text on the website is concise and provides accurate details of corresponding images. Others are non-descriptive and therefore not well-written.

Contrast

Ensuring that all text on a website is readable is a fundamental accessibility guideline. Some people cannot read text that is not contrasted enough with its background, and WAVE found 16 of these contrast errors while running its report. According to WCAG (web content accessibility guidelines), webpages should have a minimum contrast ratio of at least 4.5:1. About half of the flagged errors on the Jimmy Fund site are just below that range with a 4.47:1 ratio, but others completely fail with ratios as low as 1:1.



Accessibility Menu

The Jimmy Fund website has an accessibility menu that is aptly reachable by keyboard from every page on the site. There is no option to alter certain website settings such as color contrast or text size, but there is an email link to contact the organization with questions, concerns, or feedback related to the functionality or accessibility of the digital content. WAVE also indicated heavy use of ARIA markups that are properly embedded for user interface assistance.



Left: Pan-Mass Challenge riders; Right: patient Arieana Carcieri with Dr. Sarah Barton

Content Types

The Jimmy Fund website uses a variety of content types, including articles, event announcements, patient stories, donation prompts, and multimedia content like videos and images. These elements are used to inform visitors about cancer research, fundraising efforts, and patient care. Written content highlights the impact of donations, while videos and stories create an emotional connection, motivating users to get involved or donate.

Imagery & Videos

Images and other media are well-integrated on the Jimmy Fund website, supporting the site's messaging by showcasing real patients, fundraising events, and community efforts. The use of patient photos and videos helps personalize the mission, making it more relatable and emotionally impactful, while media from fundraising events emphasizes involvement. Overall, Jimmy Fund media strengthens calls to action for the organization.

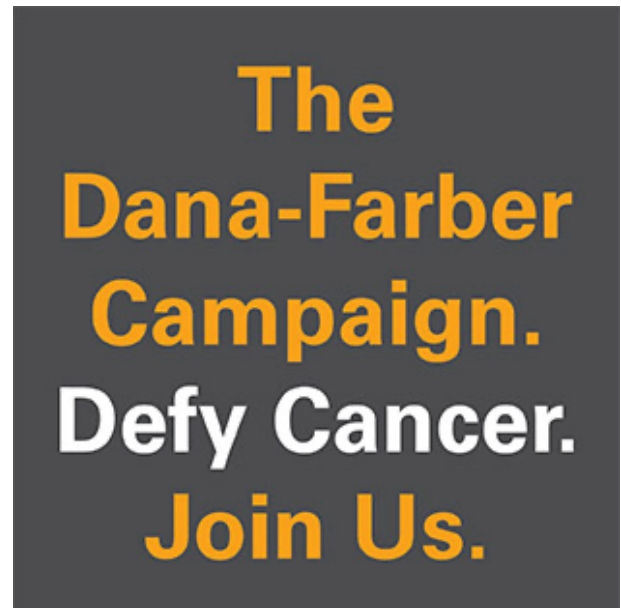
Content Distribution

Content from the Jimmy Fund website is distributed across multiple platforms, including social media channels such as Facebook, Instagram, Twitter, and YouTube, as well as through email newsletters. The website's content is also shared via organizations like the Boston Red Sox and other fundraising partners, ensuring it reaches a wide audience both digitally and through community-based events. Their multi-platform approach is designed to maximize visibility and engagement.

The written content on the Jimmy Fund website is clear, concise, and well-structured. It effectively conveys the organization's mission and provides key information on how to donate, participate in events, and support research. The writing is accessible and engaging, with a balance of informative and emotional appeals to resonate with both new visitors and long-term supporters.

It is also appropriate for the Jimmy Fund's diverse audience, which includes cancer patients and their families, donors, volunteers, and healthcare professionals. The tone is compassionate when addressing patients and their families, and motivating when encouraging donations or event participation. Necessary context is provided when information becomes complex, but most language is simple which makes the content easy to understand.

The site maintains a positive, upbeat tone, and a primarily active voice. There are some instances of passive voice, but the overall consistency helps unify the organization's message and helps build trust with its audience.



Well-organized site architecture is crucial for an effective website. When website elements are positioned intuitively, users are more inclined to explore the site and engage with its content.

The Jimmy Fund website is mobile-friendly and adapts to different screen sizes. Most text, images, and buttons are appropriately scaled, but the main navigation menu is a bit lost amongst the major headings. The hierarchy is different from the desktop version and there is much more scrolling involved. However, the same information that is present on desktop can be found on mobile.

The navigation is generally user-friendly. Again, the main menu on mobile is not as obvious as it is on desktop, but it does have the same categories such as “About Us,” “Ways to Give,” “Get Involved,” etc. There are clear calls to action outside of the main menu that allow users to quickly locate certain content, but finding key information could be made more accessible.

The website uses breadcrumbs in some sections to help track location within the site. This prevents users from getting lost in content. The desktop version has a site-wide search function that is accessible on every page. It delivers relevant results that populate quickly, but unfortunately, the mobile version does not have this feature.



The Jimmy Fund is an incredibly impactful organization that aims to do a lot of good for a lot of people. Their website is a direct reflection of the positive work they do and it is clear that much time and effort has gone into building this database. While the available content is accessible and appropriate, there is room for improvement.

Current Successes:

- Unique and descriptive page titles
- Distinct and informative headers
- Varied meta descriptions for images
- Accessible alternative text
- Positive and professional written content
- Consistent content distribution

Opportunities for Improvement:

- Avoid redundancy and lengthen page titles
- Optimize meta description character counts
- Clearer H2 elements
- Customizable accessibility menu
- Revised mobile hierarchy and navigation menu
- Universal search function on mobile

Implementing these changes will enhance the overall user experience on the website, improve SEO, and help the Jimmy Fund reach a broader audience for increasing fundraising and easing the impact of cancer on people's lives.