

# By The Numbers



Participants who ran on behalf of more than 260 non-profit organizations raised \$36.6 million for charity in the 122nd year of the historic race. The fundraising total represents a seven percent increase, or \$2.4 million, over 2017's results.

2018 Non-Profit Program  
Over \$12.5M Raised  
133 Organizations  
\$12,488 Average per bib



2019 Non-Profit Program  
270 Applications  
134 Official Partners

# Program Requirements



Execute electronic Partner Agreement – due today

Promote the program – use the JH logo on marathon related items

Use CrowdRise as the exclusive online fundraising platform

Attend 3 onsite informational meetings

Commit to raising at least \$5,000 per bib

Provide fundraising and training support for your runners

Submit exit survey



# Important Dates & Deadlines



## September

9/17/2018

**\*Deadline Partner Agreements**

9/26/2018

CrowdRise Webinar 12pm – 1pm

## October

10/4/2018

CrowdRise Webinar 12pm – 1pm

10/10/2018

CrowdRise Webinar 12pm – 1pm

## November

11/1/2018

**\*Deadline to activate CrowdRise page**

## December

TBA

Onsite Meeting #2: Registration

12/15/2018

Registration opens

## January

1/31/2019

Registration closes

**\*Outstanding bibs EXPIRE**

## March

TBA

Onsite Meeting #3:

Countdown to Race Weekend

## April

4/15/2019

123<sup>rd</sup> Boston Marathon

## May

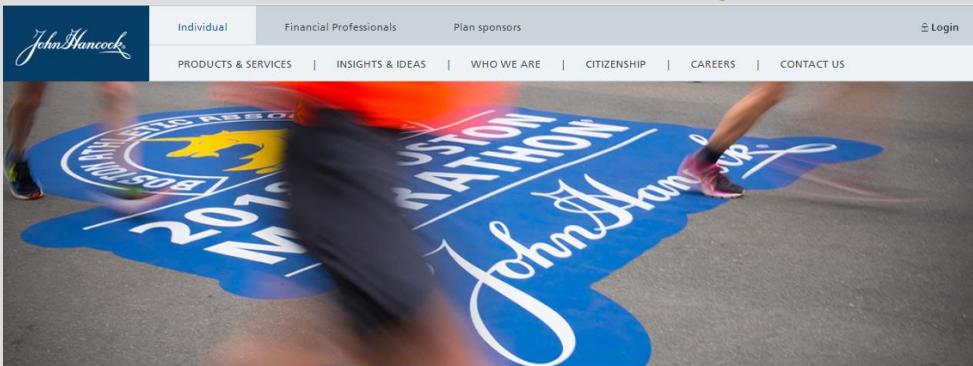
5/31/2019

**\*Deadline: Final Fundraising Results Due**

# Resource Hub



[www.johnhancock.com/non-profit-program.html](http://www.johnhancock.com/non-profit-program.html)



[Home](#) > [Non-Profit Program](#)

## Welcome to the 2019 John Hancock Marathon Non-Profit Program Resource Hub!

John Hancock's Marathon Non-Profit Program provides helpful information for your organization to successfully build a team of runners and support their fundraising efforts. We encourage you to visit the site regularly as information will be added and updated through the season.

### CrowdRise

As part of John Hancock's program, the company provides its non-profit partners with a centralized online fundraising platform on CrowdRise. Use of CrowdRise as the exclusive online charitable fundraising platform is required.

### Communicating about the Program

[Organization name] is proud to be an official Partner of John Hancock in the Marathon Non-Profit Program. The Non-

### Important Dates

#### September 2018

**Orientation & Reception**  
September 17, 2018, 4:00pm – 6:30pm  
601 Congress Street, Boston, MA 02210  
\*Deadline to submit electronic Partner Agreements

**CrowdRise Webinar**

[Important dates & deadlines](#)

[Program Overview](#)

[Program Directory: JH, BAA, CrowdRise & Non-Profit Partners](#)

[Sample documents: Runner Application, Fundraising Commitment Form, Press Release](#)

[CrowdRise info & link to landing page](#)

[Best Practices: runner recruitment and selection](#)

[Links to social platforms](#)

[Link to closed Facebook page](#)

[Logos & Logo Usage Guidelines](#)

# JH Marathon Non-Profit Program – Team Coordinators



The screenshot shows a Facebook group page for "JH Marathon Non-Profit Program - Team Coordinators". The page header includes the group name, a search bar, and navigation options like "Home" and "Find Friends". The main content area features a large photo of a runner in motion, with a blue graphic overlay that says "2015 JH MARATHON" and "John Hancock". Below the photo are buttons for "Joined", "Notifications", "Share", and "More".

The left sidebar contains navigation links: "About", "Discussion", "Members", "Events", "Videos", "Photos", "Files", "Group Insights", and "Moderate Group". There is also a search bar for the group and a "Shortcuts" section with a link to "JH Marathon Non-Profit...".

The main content area includes a "Write Post" section with a "Write something..." prompt and options for "Photo/Video", "Get Together", and "Watch Party". Below this is a "Recommended Groups" section with "Link Existing Group" and "Create New Linked Group" options.

The right sidebar contains several sections: "ADD MEMBERS" with an "Embed Invite" link and a search bar; "MEMBERS" showing 170 members and a "Write Post" button; "INVITED" with a "See More" link and a "Send Reminder" button; "DESCRIPTION" with an "Add a Description" link and the text "Tell people what this group is about."; "TAGS" with an "Add Tags" link and the text "Add a few descriptive keywords."; and "LOCATIONS" with an "Add Locations" link.

At the bottom, there is a "RECENT ACTIVITY" section showing a post by Ashley Wheeler from September 14 at 1:16 PM with the text "And... We're live!".

# Registration



Registration is electronic through the BAA registration portal

Registration Timeline:  
December 15<sup>th</sup> – January 31<sup>st</sup>

Registration fee: \$365 paid at time of registration

Waiver codes will expire on  
January 31<sup>st</sup> if they have not been used

Any outstanding waivers will be  
forfeited and redistributed at that time



# Additional Runners



You may add qualified runners, or runners who have obtained an entry/bib through other sources to your team.

Fundraising commitments are discretionary for any additional team members who are not running on a John Hancock issued invitational entry/bib

Industry standard suggests setting \$2000 - \$2500 fundraising minimum for these additional runners.

Please notify John Hancock of any additional runners on your team and the source of the entries.



# Communicating about the Program



**Advertise and promote the opportunity:** website, email blasts, social media platforms, newsletters, email signatures, etc

## Communicating about the program

[Organization name] is proud to be an official Partner of John Hancock in the Marathon Non-Profit Program. The Non-Profit Program provides over 1000 Boston Marathon® bibs to select non-profit organizations throughout the community. The John Hancock Marathon Non-Profit Program provides organizations with a significant fundraising opportunity.

## Linking to the Program Web Page

All links should be directed to the John Hancock Marathon Non-Profit Program web page:  
<https://www.johnhancock.com/citizenship/boston-marathon.html>

## Art Files

The John Hancock logo can appear in black or white reverse only. White reverse must appear on black background download art file from the Resource Hub. Information on sizing requirements are in the Logo Usage Guidelines

All materials referring in any way to John Hancock and/or your Marathon Team must be reviewed, approved and signed off by Ashley Wheeler ([Ashley\\_Wheeler@jhancock.com](mailto:Ashley_Wheeler@jhancock.com))

# Logo Usage Guidelines

## Correct Usage for Apparel



### OPTION 1: Stacked Logos

Your Non-Profit Logo and the John Hancock Logo are centered and vertically stacked on the front of the apparel. The John Hancock logo should appear no smaller than 50% of the size of the Non Profit logo.

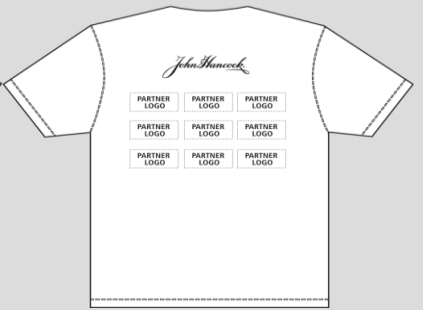


Option 1

Option 2

### OPTION 2: Front and Sleeve Logos

Your Non-Profit Logo is placed on the front of the tee. The John Hancock Logo is centered on the lower portion of the left sleeve, 5" wide.



### Partner Logo Sizes Relative to the John Hancock Logo

Your Non-Profit Logo should be the most prominent. The John Hancock Logo should be secondary in size (*no smaller than 50% of your Logo*). All other supporting partner logos should be no larger than 50% in size of the John Hancock Logo, and always appear below the John Hancock Logo.



# Be Part of the Experience



- Follow John Hancock
  - Facebook: [www.facebook.com/johnhancock](http://www.facebook.com/johnhancock)
  - Twitter: @JohnHancockUSA and @jhBoston26
  - Instagram: @JohnHancockUSA
- Join the JH Marathon Non-Profit Program – Team Coordinator closed group on Facebook
- Share your story with us and be featured on our blog and social channels
- Be on the lookout for hashtag announcement and social media campaign assets
- Tweet about this awesome orientation and mention @johnhancockusa



**Interact with us on social:**

Facebook: [www.facebook.com/johnhancock](http://www.facebook.com/johnhancock)

Twitter: @JohnHancockUSA and @jhBoston26

Instagram: @JohnHancockUSA

#Hashtag coming soon!

CrowdRise Info



CrowdRise is a part of GoFundMe and with billions of dollars raised on our platforms, we have by far the most social fundraising expertise of anyone in the world. Together, we're creating an unmatched product to keep partnerships like John Hancock's Marathon Non-Profit Program on the leading edge.



### Focus

CrowdRise is committed exclusively to delivering the world's best fundraising solution for events and charities.



### Community

Our partnership with GoFundMe means significantly more resources, enabling us to tap into an even larger philanthropic social network.



### Simplicity

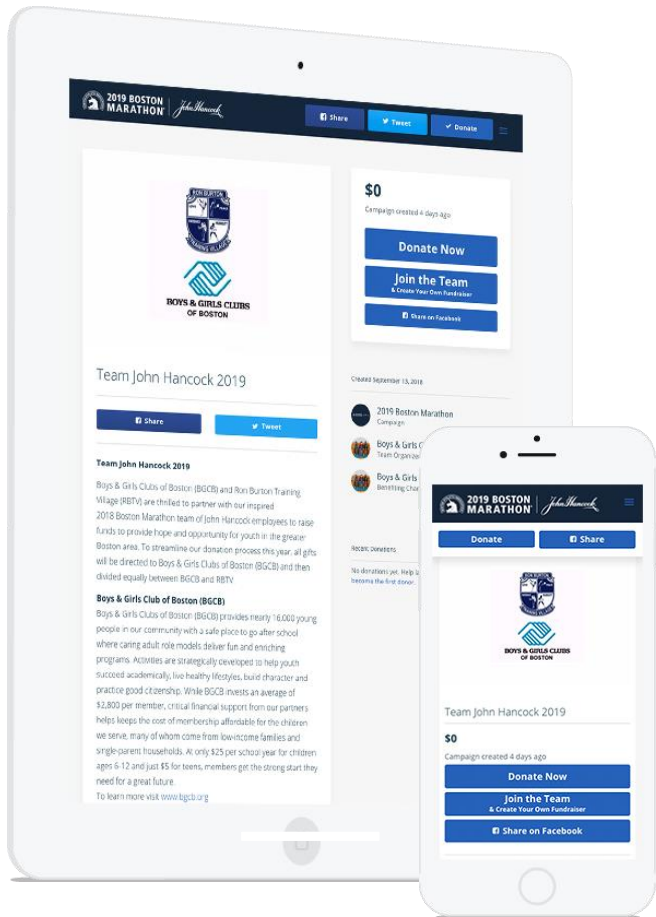
Feature rich, user-friendly tools that are intuitive, responsive and optimized to convert.



### Knowledge

Our combined expertise firmly establishes us as the leaders in social fundraising.





## PRODUCT

# A page designed to convert better than ever

*We're bringing you our best functionality yet*

- The optimized page design has proven to increase fundraiser activation, social shares, and most importantly, total raised.
- Our new responsive campaign landing page provides an amazing user experience on desktop, tablet and mobile.



## PRODUCT

# Powerful, User-Friendly Tools

### Donate

It takes about 30 seconds to donate and all online donors automatically receive an acknowledgement and receipt for their contribution via email.

### Data and Reporting

Real-time, full access and ownership of donor reports, team member information, fundraising progress, etc. allows you to improve your campaign and messaging to your community.

### Social Integration

Amazing integration to social networks allows fundraisers and charities to share their page with everyone in the world with just the click of a button.

### Customize Your Page

You have full control over the content of your fundraising pages, and we're here to support you in every possible way.

### Analytics Tracking

With our Google Analytics integration your campaign metrics on CrowdRise are piped into your organization's instance of Google Analytics.

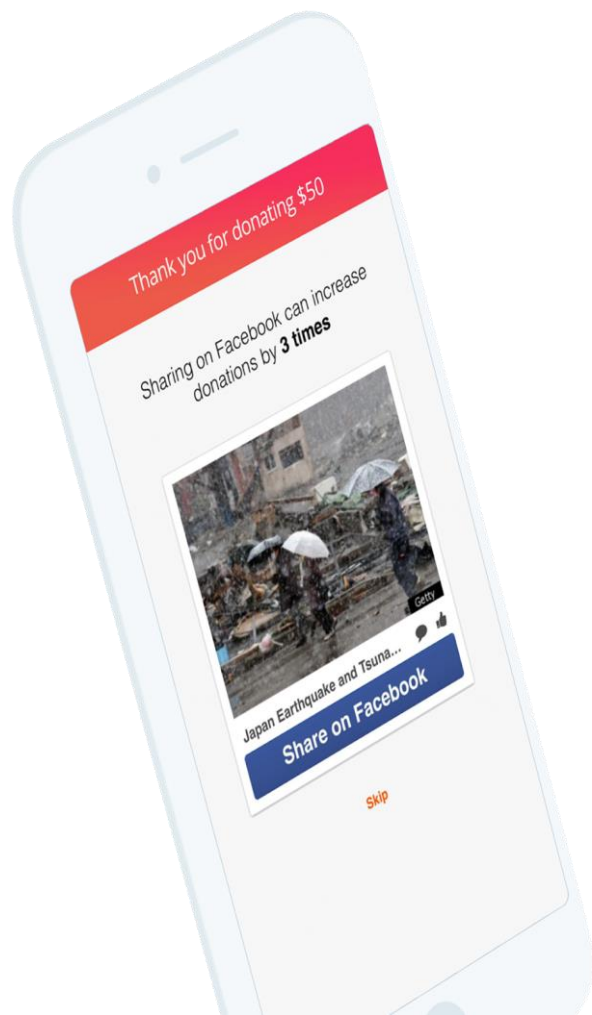
### Fundraising Minimums

Participants who join your campaign can be asked to commit to raising a minimum amount of money for your cause. If they don't reach the minimum by the date you set, they will be charged the difference as a donation to your charity.

### Easy Team Join Functionality

Runners can quickly set up their own pages and start raising funds right away. Every individual has a personal fundraising page they're able to customize to tell their own Story, and all of the tools they need to share their page and raise so much money for your cause.





## PRODUCT

# Social Amp: Post Donate Social Share

*Tools that give you the power to see beyond the donation.*

- Best-in-class post donate social share features help extend your brand reach further than ever.
- GoFundMe increased social shares over 20% using Social Amp and post donate social share and we've brought those learnings to CrowdRise.
- Powerful donor acquisition: on average, 1 in 5 of those post donate social shares results in a new and unique donation for your charity.



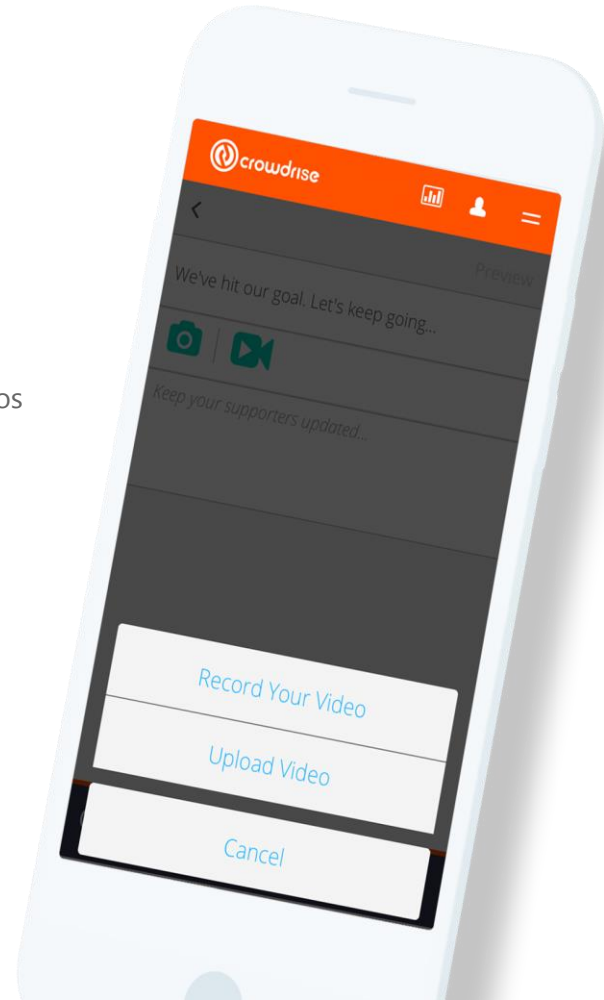


## PRODUCT

# Campaign Updates

### *Community Engagement*

- Personal, authentic, and on location pictures or videos are the best way to update supporters.
- Introduce new stretch goals.
- **JUST DO IT:** Campaigns on CrowdRise raise **5.7x more** when they use updates (*versus no updates*).
- Coming soon - scheduled social posts.



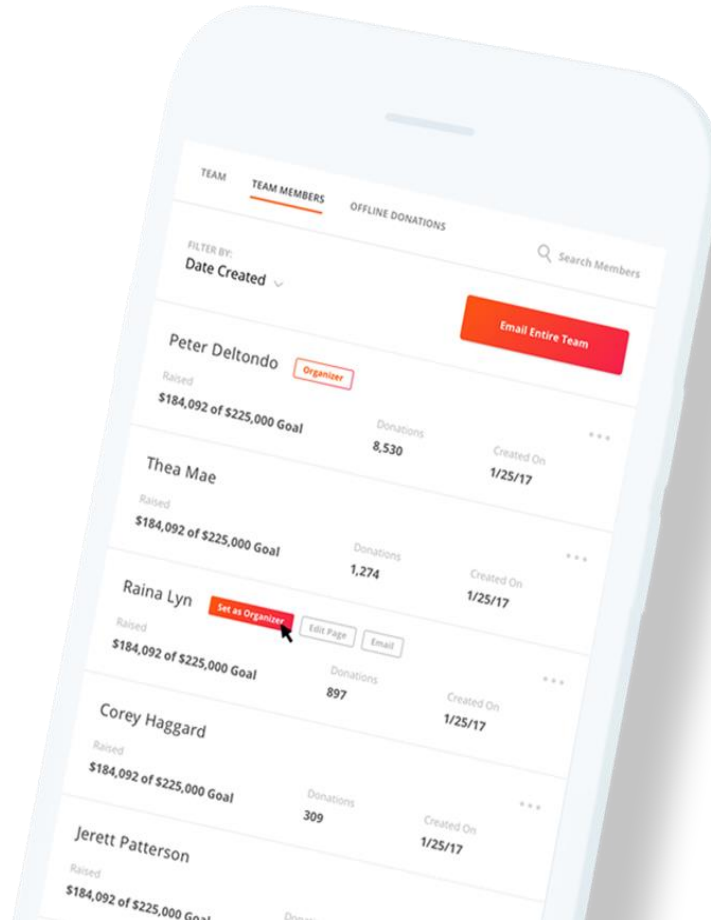
Coming Soon

PRODUCT

# Empowering team managers

*Our drive to self-service means more features and control directly in your hands.*

- Team communication tools
- Team view, standings and statistics
- Custom email tool
- Improved offline donation manager
- Donation flow customization
- Custom reports
- Oh yeah: It's all mobile responsive, too



PRICING

## Simple and efficient

# 1%

Average effective rate, including credit card fees, for John Hancock Non-profit Program partners

Your generous donors are choosing to cover the fees a majority of time. In 2018, an average of

# \$99.00

of every \$100 donated went directly to the chosen cause.



## PAYMENTS

# How will we receive funds?

*You can choose which payment partner best suits your financial practices.*



 **Preferred Method**

From Account Settings, nonprofits can set up WePay and link directly to a bank account for funds to be deposited daily, weekly or monthly.

**PayPal** Giving Fund

 **Default Payment Partner**

Donations are sent to your nonprofit either monthly via PayPal Business Account (enrolled nonprofits) or via check between 40 and 90 days from donation date. Enrollment involves 3 steps and typically takes a handful of business days.

Donor Advised Fund



## SERVICE

# Industry Leading Support

*Our commitment to your success has never been stronger. We've implemented an optimized service model to provide you, your runners and their donors with the best customer service in the world.*



Organized ticketing system



Larger support team



More hours of coverage



Fast response times



## RESOURCES

# Improved Toolkit

*The go-to spot if you get stuck*

We're rolling out an all new, comprehensive support Toolkit that houses How-To steps, sample messaging, social media posts, an FAQ and other helpful goodies. Oh, and it's responsive and searchable too.

The screenshot shows the 'RESOURCES' section of the 2019 Boston Marathon website. The navigation bar includes 'HOME', 'CALENDAR', 'HOW-TO', 'RESOURCES', 'FAQS', 'CONTACT US', and 'SEARCH'. The main content area features six resource cards arranged in a 2x3 grid. Each card has a representative image, a title, a short introductory paragraph, and a 'Read More' link.

Image	Title	Text	Link
	<b>Setting up your campaign</b>	Now that your campaign has been created, it's time to customize it to showcase your cause. It's so, so important that your campaign has pics, campaign story text and even a video if possible...	<a href="#">Read More</a>
	<b>3 easy ways to create the most compelling campaign</b>	Your campaign is the page supporters will go to donate to your cause so you've gotta make it so good, so compelling, so rich with content...	<a href="#">Read More</a>
	<b>Why storytelling is key</b>	When we use stories, we're illustrating a connection with our audience. We're making the theoretical more tangible. We're pulling at heartstrings and engaging in a way that is...	<a href="#">Read More</a>
	<b>Navigate the report center</b>	One of the best ways to track and measure a campaign's success is through CrowdRise's report center. We know how important	
	<b>Why getting tangible means more donations</b>	Donors want to buy something that they can tell their friends about instead of just giving to	
	<b>Endurance checklist</b>	The endurance checklist is a list of actionable items you can use to make sure you're all ready to hit the ground running (pun intended) on a super successful campaign for your cause.	



## NEXT STEPS

# How to Get Started



### Customize Your Charity Team Page

Update your page by adding photos, a video and story text about the team and your cause.



### Set Fundraising Minimums

Set your team's fundraising minimum and deadline before sharing your page to ensure everyone who joins is asked to guarantee their minimum by entering their credit card.



### Get Your Runners to Join

Send your runners the URL to your team page. Ask them to join the team, and then personalize their pages by adding their own photos and story text, too.



### Tell the World

Message about your campaign and ask everyone to donate. Leverage social media to spread the word and send lots of email to help drive donations and encourage your runners to do the same.



## OVERVIEW

# Want to Learn More?

*Join us for a webinar to learn everything about managing your CrowdRise campaign. We'll go over all of the tools, as well as our best tips for raising the most money possible. We might even share our secret guacamole recipe. Maybe.*

### Session One

Wednesday, September 26th  
12pm ET

### Session Two

Thursday, October 4th  
12pm ET

### Session Three

Wednesday, October 10th  
12pm ET

