John Hancock Marathon Non-Profit Program Overview

Outside of the program requirements you have autonomy in managing your team, however we have developed a 3 phase framework to help keep you on track with your responsibilities as a team coordinator.

Phase 1 – September - October
Submit Non-Profit Partner Agreement online – due today
Assign a Coordinator for your team – “Team Manager”
Set up Team Page on CrowdRise – Webinar on 9/26 @ 12pm (*Note: this is a program requirement)
Create a runner application – Samples on the Resource Hub
Promote the opportunity and recruit runners

Phase 2: November – January
Review Applications, select runners, create a waitlist
Get Runner Pages set up on CrowdRise (*Note: this is a program requirement)
Plan calendar of events: team meetings, fundraising events, long runs
Provide training and fundraising support for your team

Phase 3: February – April
Advertise your team
Tell your organization’s story
Provide training and fundraising support for your team
Plan Race Weekend events and/or activities, collect emergency contact information, preparedness plan

Runner Selection

Below are some tips from two experienced marathon teams: Children's Hospital Boston and the American Liver Foundation. Special thanks to the team leaders and the B.A.A. for helping to gather these tips.

Tip #1: Know Your Runners

No two runners are alike – therefore, it's important that you understand the capabilities and the needs of those individuals applying for your team.

You may accept runners who have qualified, or who have obtained a bib through another source onto your team. Fundraising commitments are discretionary for these runners. You must notify John Hancock of any additionally obtained waivers to your team.

If any team requires special consideration under visually or mobility impaired divisions, please contact Ashley Wheeler to communicate your team intentions.

Keep in mind that the recruitment of runners must not exclude participation on the basis of race, gender, sexual orientation, religion, or national origin.

Tip #2: Create a Team Application

Set expectations early, so that none of your runners are surprised by any of your team's conditions. One of the ways to effectively do this is to communicate team guidelines and conditions on a team application.

Be clear on the fundraising commitment and the additional costs of training (shoes, gear, etc.) as well as the Boston Marathon Registration fee, which each runner is responsible for paying out of pocket to the B.A.A. at the time of registration.

Fundraising deadlines are encouraged throughout the season to keep runners on target. A minimum fundraising deadline before the January application due date (example: have 25% of the minimum raised) and before the marathon is key. You may want to retain the runner's credit card information at this point by charging an application fee. Application fees typically range from $20-$50.

The application also helps you to capture important information regarding runners, so remember to include information such as emergency contacts on the application. Your organization should also determine a preparedness plan should you need to determine the location of your runners on race day.

The application also offers a good opportunity for you to understand why the applicant is interested in joining your team and fundraising for your cause, so consider including more personalized questions regarding their reasons for wanting to run with your team.

Lastly, make sure your application is readily available to potential runners by advertising the opportunity through various channels (social media, Board of Directors, emails, newsletters, supporters, etc.).

Tip #3: Review Applications, Patricularly for Fundraising Goals

Divide the applications into categories according to the runner's fundraising goal. For instance, $5,000-$7,500, $7,500-$10,000, and $10K+.

It is important to conduct phone interviews to ensure that applicants understand the time and commitment that goes into fundraising. Call each runner to inquire about their commitment and ability to reach the goal they set. Begin with those who have the highest fundraising goal.

Suggested questions:

- You've set an aggressive goal. Do you think this is achievable?
- Have you raised this much in the past for other charities or events?
- How do you plan to raise the funds (friends, families, events, etc.)?
- Have you had an experience with our organization? If so, please explain. If not, why are you committed to raising funds for our non-profit, particular?
- Why are you passionate about our cause?

- Do you have any previous marathon or other athletic fundraising experience?

Don't guarantee the person a spot on the team during the call. Simply, thank the runner for applying and let him/her know you'll be in touch shortly with a status update.

Tip #4: Be Selective When Building Your Team

Before selecting anyone for the team, you should review all applicants and choose those who are most committed to the cause with an aggressive goal. Put the rest on a wait list – don't decline their application. You may need to replace a runner if one drops off.

You will want to select runners who have had a personal experience with your organization, are committed to your cause and/or have the resources to raise the funds, because they will likely make every effort to reach their goal.

Consider where the person works, his/her title, and connections to the community. Those in higher positions or working in successful businesses may have more resources for raising funds.

With the high demand for these guaranteed entries, you should not have to accept anyone who is only committing to the minimum.

These strategies apply for alumni runners as well. You don't need to automatically accept past runners again if they were not major fund-raisers or stopped at the minimum.

Call all accepted applicants, and follow up with a confirmation email. Require that all accepted applicants complete registration with your team within five days of acceptance. This will ensure they are committed to your cause and not waiting for the response of an alternate non-profit.

Calling to qualify all applicants will take some time, but in the end it's worth the effort because it helps you to identify those participants who are just looking for a guaranteed entry and will stop at the fundraising minimum versus those who are committed to the cause and will go above and beyond with their fundraising.

Tip #5: Advertise Your Team

Once you've established your team, get the word out and help them start their fundraising efforts! Highlight your Marathon Team on your local (and, if applicable, national) website.

USE SOCIAL MEDIA PLATFORMS and encourage your runners to do the same!

Send email/newsletter to all contacts and/or mention development of the Marathon team at all organizational events.

Don't forget about the power of social media to further your cause. Post regular updates on your team's progress, and encourage your connections to support your team!