

2019 BOSTON  
MARATHON®

*John Hancock*®





## **Ashley Wheeler**

Senior Program Manager

John Hancock

197 Clarendon Street, C-5

Boston, MA 02116

# Agenda



- Welcome, Agenda, Program Reminders, Branding: Ashley Wheeler, JH
- Sponsorship, Theme, Social Activation: Eleanor Malloy, JH
- Registration: Chris Miner, Boston Athletic Association
- Q&A: Open forum

# #GivingTuesday \$1,010,779 Raised



## Top 10 Fundraisers

Team	Runner	Total Raised	Prize
Youth Advocacy Foundation Inc	Elizabeth Levitan	\$31,745.00	\$2,620
Boston Medical Center	Lukas Gaffney	\$17,199.00	\$1,000
DOUG FLUTIE JR FOUNDATION	Joseph Chirichella	\$15,780.00	\$1,000
Massachusetts Eye and Ear Infirmary	Ashley Conti Smith	\$12,746.00	\$1,000
Project Hope	Brett Gordon	\$10,100.00	\$1,000
American Red Cross	Kal Pathuri	\$10,000.00	\$1,000
ONE MISSION INC	Steven Black	\$9,510.00	\$1,000
BOSTON CELTICS FOUNDATION	Dawne Sweeney	\$9,400.00	\$1,000
TITLE IX GIRLS RUNNING CLUB	Jim Kasinger	\$8,200.00	\$1,000
MetroWest YMCA	Shane Nassar	\$8,000.00	\$1,000

## Sweepstakes Winners

MR8	Matthew Dennehy	\$1,020.00	\$500
BOSTON CELTICS FOUNDATION	Arianna Noggle	\$7,190.00	\$500
Alzheimer's Association MA/NH	Paul Joseph	\$4,372.00	\$500
Tufts Medical Center	Alexandra Albrecht	\$1,900.00	\$500
MR8	Matthew Dennehy	\$1,020.00	\$500

#GIVING  
TUESDAY

2016	\$934,285	7719 Donations
2017	\$1.23M	9674 Donations
2018	\$1,010,779	7702 Donations

# 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

12/17/2018

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**

# Program Overview



## Phase 1 – Next Steps

Submit Non-Profit Partner Agreement online – due today

Assign a Coordinator for your team – “Team Manager”

Set up Team Page on CrowdRise – Webinar on 10/25 @ 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

# Resource Hub & Facebook



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

JH Marathon Non-Profit Program – Team Coordinators

The screenshot shows the John Hancock website's navigation menu with options like 'Individual', 'Financial professionals', and 'Plan sponsors'. Below the menu is a large image of a runner's legs on a blue '2019 JOHN HANCOCK MARATHON' logo. The main content area features a heading: 'Welcome to the 2019 John Hancock Marathon Non-Profit Program Resource Hub!' and a paragraph: '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.'

The screenshot shows a Facebook group page. The group name is 'JH Marathon Non-Profit Program - Team Coordinators' and it is a 'Closed group'. The page features a cover photo of a runner on a blue logo. On the left is a navigation menu with options like 'About', 'Discussion', 'Chats', 'Members', 'Events', 'Videos', 'Photos', 'Files', 'Group Insights', and 'Moderate Group'. The main content area shows a post by Andrew Jackson from 14 hours ago, which says: 'Hi everyone! buildOn is still accepting applications. If you have runners still seeking an opportunity for 2019, we would love to chat with them. I can be reached at Andrew.jackson@buildon.org.' Below the post are 'Like' and 'Comment' buttons. On the right side, there are sections for 'ADD MEMBERS', 'MEMBERS' (201 Members), 'INVITED' (awerner@, cearl@), 'DESCRIPTION', 'LOCATION', and 'TAGS'.

# Fundraising Promotions



Date	Prize	Method of Entry
September 17 – October 15	\$500 donation to runner page	Get 10 donations and get entered to win
November 27 Giving Tuesday	Top fundraiser gets a \$2,620 donation, following top 9 get a \$1,000 donation	Raise as much as possible online in 24 hours on Giving Tuesday
November 27 Giving Tuesday	Four \$500 donations	Raise at least \$1000.00 online on Giving Tuesday and get entered to win (Does not include the top 10)
January 28 – February 11	One \$250 donation to runner page	Raise at least \$250 for a chance to get a \$250 donation
February 25 – March 11	Two Night Stay @ Copley during Marathon weekend	Raise at least \$500 for a chance to win
March 18 – April 1	\$500 donation	Get the most donations to win
April 1 – April 8	2 pairs of tickets to the Finish Line grand stand	Get at least 10 donations and get entered to win
Campaign Launch – March 31	Top 20 Non-Profit Program Fundraisers invited to Red Sox Game with Legends	Top 20 Fundraisers – online donations only



# Registration

*John Hancock*

Registration is electronic through the BAA registration portal

Registration Timeline:  
December 17<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

*John Hancock*



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.

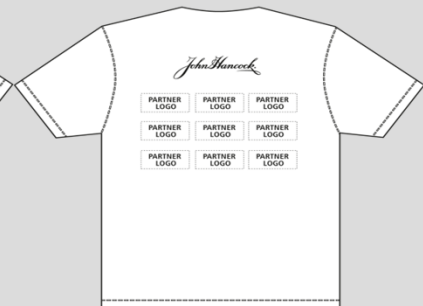


Option 1

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.



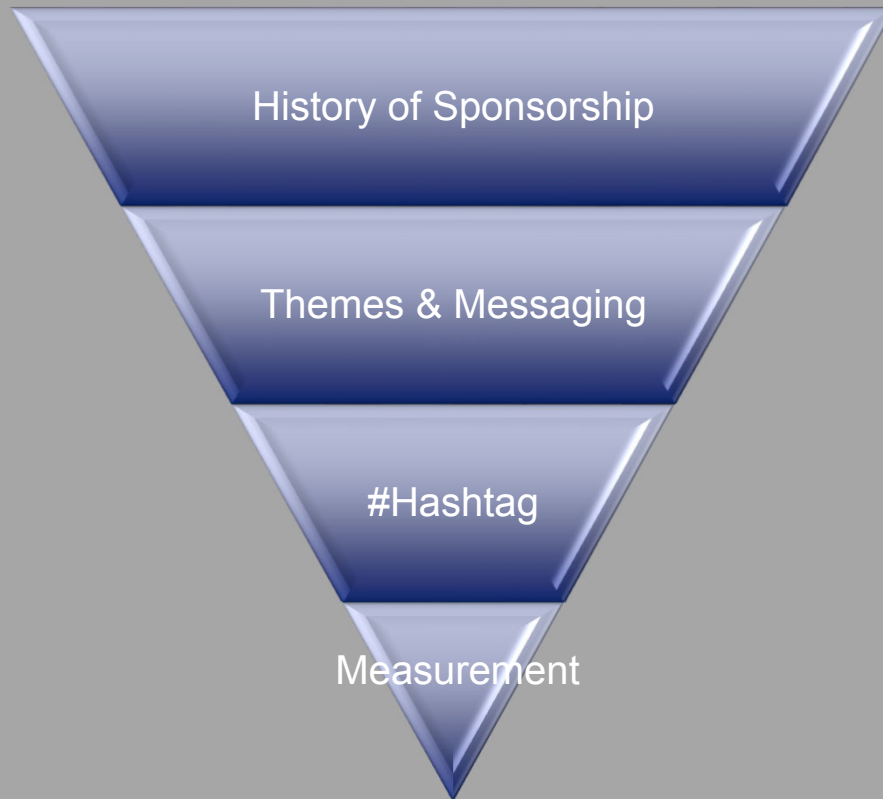


# **Eleanor Malloy**

Director, Sponsorship Marketing

John Hancock

# Theme & Activation



When posting on social please consider using **#johnhancock** and mention **@johnhancockusa**

For Example...

**Ellie Malloy**  
November 27 at 9:53 AM · 🧑‍🤝‍🧑

Happy Giving Tuesday! I will not be personally asking you for money this year as I ran for six minutes on Sunday and almost needed an inhaler but I DO know some awesome people who are running the 2019 Boston Marathon who could use your charitable funds if you are so inclined! Throw some love at my cousin **Andrea Spidle Hennigan** who is running in memory of my amazing Uncle Bobby or maybe at **Natasha Lam O'Rourke** or **Chris Dunn** who are running through our **John Hancock** Employee Program for the FIRST TIME this year.

Running a marathon hurts. It takes over your whole life. But crossing the finish line - and if I may say so, landing in my arms - is totally worth it. Please help my friends have an awesome Giving Tuesday!

# Be Part of the Experience

*John Hancock*

- Follow John Hancock
  - Facebook: [www.facebook.com/johnhancock](http://www.facebook.com/johnhancock)
  - Twitter: @JohnHancockUSA
  - 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
- 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

Instagram: @JohnHancockUSA

#JohnHancock



## **Chris Minerd**

Salesforce Administrator

Boston Athletic Association





**2019 BOSTON MARATHON  
REGISTRATION PORTAL**

## OVERVIEW

- Activating Your Salesforce License
- Home Page and Your Invitational Waiver Dashboard
- Assigning Invitational Waivers
- Exporting Your Roster
- Participant Experience



# ACTIVATING YOUR SALESFORCE LICENSE



## ACTIVATING YOUR LICENSE

If your organization is a new member of the John Hancock Non-Profit Program or if you are a new coordinator for your organization's team, you will receive an email on December 17th with:

- A link for you to create a Salesforce License
- This email should come from **Salesforce**
- You will be prompted to create a new password
- For future logins to the portal go directly to: [bostonathleticassociation.force.com](https://bostonathleticassociation.force.com)



## EMAIL WITH INSTRUCTIONS TO SETUP SALESFORCE LICENSE

Hi Desiree,

Welcome to the B.A.A. Community! To get started, click [here](#) to set up your password.

Username: [sponsorlogin@baa.org](mailto:sponsorlogin@baa.org)

Thanks,  
Boston Athletic Association




## ACTIVATING YOUR LICENSE

If your organization is a returning member of the John Hancock Non-Profit Program and you are a returning coordinator for your organization's team, go directly to [bostonathleticassociation.force.com](https://bostonathleticassociation.force.com) on December 17<sup>th</sup> and log-in with your email and password. Your password can be reset on this page as well.

If your organization is a returning member of the John Hancock Non-Profit Program and the coordinator for your organization's team has changed since September 2018, please contact Nicole Juri at [njuri@baa.org](mailto:njuri@baa.org).



# LOG-IN SCREEN



Email

Password

**Log in**

[Forgot your password?](#)

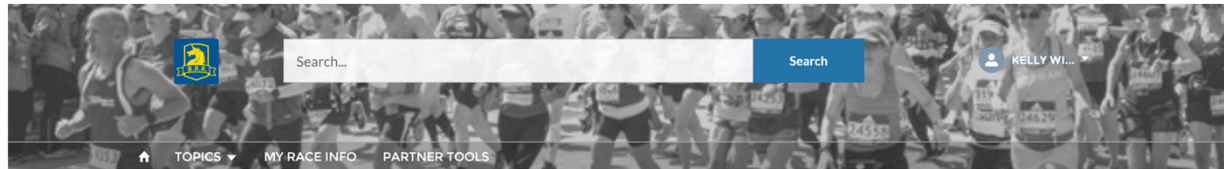


# HOME PAGE AND YOUR INVITATIONAL WAIVER DASHBOARD





# HOME PAGE



## WELCOME TO THE B.A.A. COMMUNITY!

If you have any questions, please contact Nicole Juri, B.A.A. Manager of Charity & Community Partnerships, at [njuri@baa.org](mailto:njuri@baa.org).

**DASHBOARD**  
**Coordinator Dashboard** Refresh

As of Nov 29, 2017 6:23 PM Viewing as Kelly Wicks

### Team Roster

Status: Appr... ●

Record Count: 2

[View Report](#)

### Waiver Usage

Status: Read... ●, Sent ●, Unas... ●

Record Count: 5

[View Report](#)

[TEAM ROSTER REPORT](#)

[OTHER REPORTS](#)



## MONITORING INVITATIONAL WAIVER USAGE

- Dashboard on your home screen shows Team Roster and Invitational Entry usage
- You can export any report into an Excel file



## IMPORTANT NOTES

- **The Dashboard is Read Only:**
  - Participant info
  - Status of application
- **Be sure to click on the Refresh button, on the Dashboard on your Home Page, to get up-to-date information (Dashboard does not refresh automatically)**



# ASSIGNING INVITATIONAL ENTRIES



# ASSIGN YOUR INVITATIONAL ENTRIES

From the Home Page, click on the **MANAGE MY WAIVERS** tab.



You will be taken to the following page:

Coordinators for charity partners may access and manage their waivers and team roster information below.

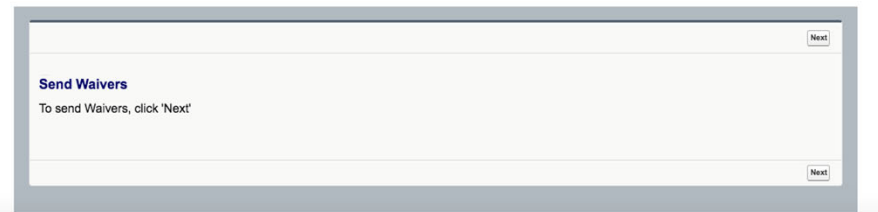
**MANAGE WAIVERS** ROSTER ADDITIONS RACE DAY

**Step 1 - Enter recipient information for your invitational entries**

- Work on one entry at a time in the list further below - click the 'Save' button for that entry before you move to the next entry.
- To prevent waiver information from being sent to a recipient, check the 'Hold' checkbox.
- You may modify any recipient who has not yet submitted his/her entry and check 'Re-Send'.
- Follow instructions in Step 2 to send waiver information.

**Step 2 - Send waiver and registration information via email:**

- The 'Send Waivers' utility below will send waiver information to:
  - All recipients with the Status = 'Ready to Send'
  - All recipients that have 'Re-Send' checked.
  - Note that any recipients with 'Hold' checked will NOT be sent waiver information until unchecked.



## ENTER AND SAVE YOUR PARTICIPANT INFORMATION

- Scroll to the bottom of this list
- You will see a list of all invitational entries for your team
- Double-click on each field and enter:
  - First Name
  - Last Name
  - Email
  - Date of Birth
- Click on **Save** after you enter each name



# ENTER AND SAVE YOUR PARTICIPANT INFORMATION

**Hold**  
(select if you do not want to send the Waiver)
**Re-Send**  
(select if you want to resend invitational email)
Next

**Send Waivers**  
To send Waivers, click 'Next'

Waiver Number	Payment Type	Status of Waiver	Date Distributed	Participant Information		
				First Name	Last Name	Email
5 items • Sorted by Waiver # • Filtered by all waivers - Race • Updated 1 minute ago						
<input type="checkbox"/>	476	Athlete Paid	Unassigned	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/>	477	Athlete Paid	Unassigned	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/>	478	Athlete Paid	Unassigned	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/>	479	Athlete Paid	Unassigned	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/>	480	Athlete Paid	Unassigned	<input type="checkbox"/>	<input type="checkbox"/>	

*Note: Blue arrows in the original image point from the 'Hold' and 'Re-Send' instructions to the 'Status of Waiver' and 'Date Distributed' columns, and from the 'Participant Information' header to the 'First Name', 'Last Name', and 'Email' columns.*



## IMPORTANT NOTES

- Once you have filled the fields with the participant's information, be sure to click the **Save** button
- You can go back into your account and edit participant information at any time **before they register**
- To edit, delete the fields that are no longer correct and enter the new information or leave all the fields blank, then **Save**
- You do not need to add all of your participants at once



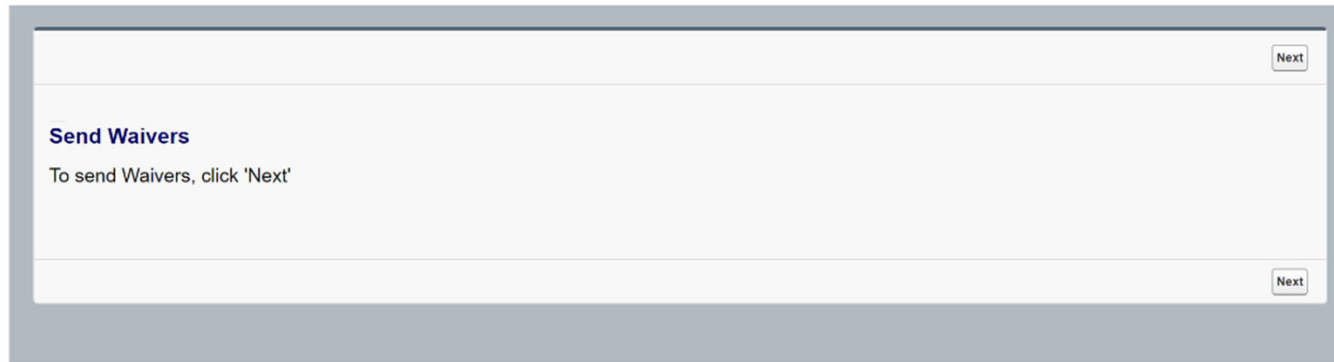


## SEND INVITATIONAL EMAILS

Follow the prompts in the **Send Waivers** box to email your invitational entries

These will be sent to each participant whose status is:

- **Ready to Send** – you have assigned an entry to a participant but have not yet emailed the entry
- **Re-Send** – you have manually checked the **Re-Send** checkbox next to the participant's name



The screenshot shows a user interface for sending waivers. It features a light gray background with a white content area. At the top right of the content area is a small button labeled "Next". Below this, the text "Send Waivers" is displayed in bold, followed by the instruction "To send Waivers, click 'Next'". At the bottom right of the content area is another small button labeled "Next".



## ADDITIONAL FEATURES

### Once the initial emails have been sent:

- Data for those team members **CAN be updated as long as the participant has not registered**
- You can continue to add participants and send emails
- You can resend the emails to your team members by clicking **RENOTIFY**

### Once the participant has registered:

- The data fields will no longer be editable



## YOU CAN MONITOR THE STATUS OF YOUR INVITATIONAL ENTRIES



- **Unassigned** – Waiver has not been assigned to a participant
- **Ready to Send** – Waiver has been assigned, but not yet sent to the participant
- **Sent** – Registration email has been sent to the participant
- **Registered Pending/Not Approved** – Participant has completed their event registration; Registration is in queue to be reviewed and processed by the B.A.A.
- **Registered Pending/Payment Required** – Registration has been approved, but not processed due to a credit card issue
- **Registered Approved Notified** – Participant’s registration has been approved and processed; Participant has received an acceptance email
- **Rejected** – Participant’s registration has been rejected by you or the B.A.A.
- **Hold** – Waiver on hold; Registration email will not be sent
- **Void** – Waiver voided; Waivers can only be voided by the B.A.A.



# EXPORTING YOUR ROSTER



# YOU CAN EXPORT YOUR ROSTER AT ANY TIME

- Go to the **Home** page
- Click on the **My Team Roster** report
- Click on the **Export** button

REPORT  
2018 Boston Marathon Team Roster

Total Records  
2

RACE ↑	STATUS ↑	WAIVER	BIB NUMBER	LAST NAME	FIRST NAME	GENDER	BIRTHDATE	AGE ON RACE DAY	MAILING CITY	MAILING STATE/PROVIDENCE
2018 Boston Marathon (2 records)	Approved Notified (2 records)	-	-	Smith	Patrice	Female	4/30/1962	55	Wooster	Ohio
		-	-	Armstrong	John	Male	1/29/1955	63	Greenville	South Carolina
GRAND TOTAL (2 RECORDS)										

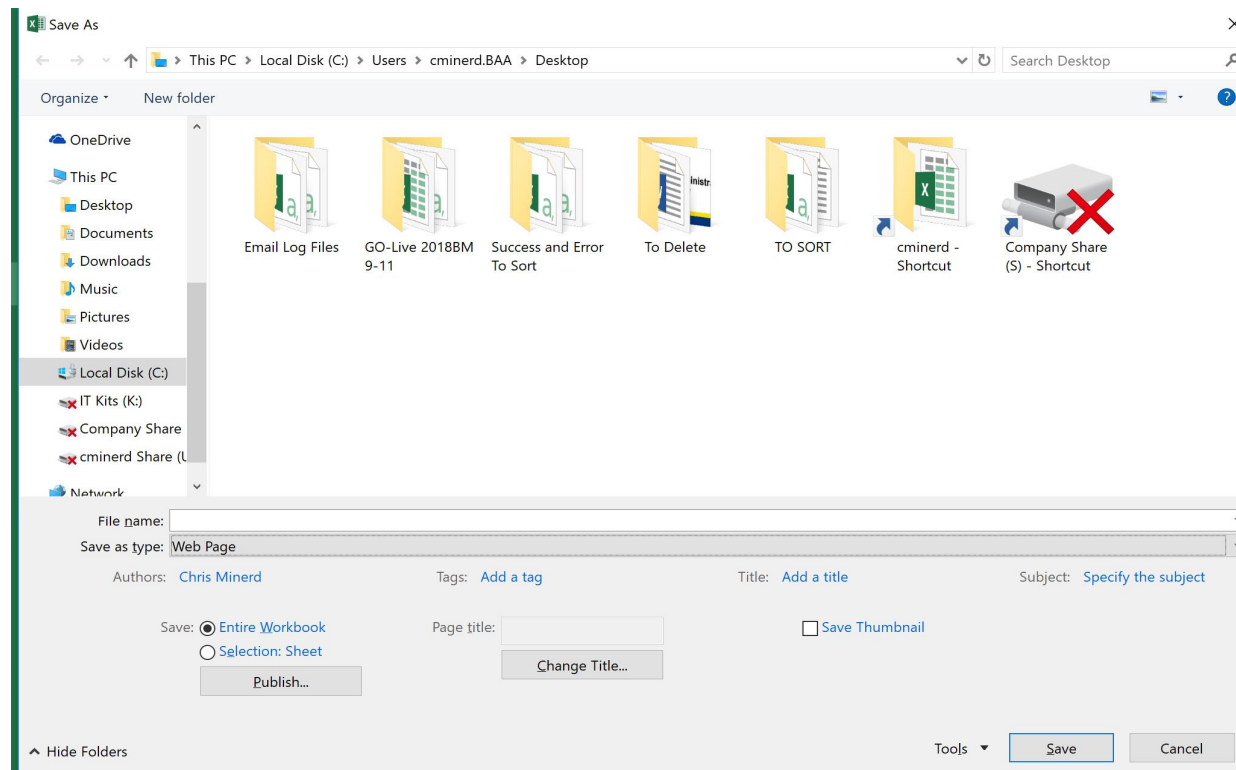


## ROSTER EXPORT

- An Excel file will be created and available to download
- **IMPORTANT – IN ORDER TO OPEN AND SAVE YOUR EXPORT:**
  - You may receive a message that reads, “**The file format and extension of [file] don’t match.**” **Click the YES button.** It is OK to open the file.
  - The report may open in **PROTECTED VIEW.** **Click the ENABLE EDITING button.** It is OK to open and edit the file.
  - To save, click **File**, then **Save As.** Choose a location to save your file.
  - In the **Save As Type** section, **change from Web Page to Excel Workbook.**



# ROSTER EXPORT




# PARTICIPANT EXPERIENCE





## INVITATIONAL ENTRY E-MAIL



The banner features the 2019 Boston Marathon logo on the left, including the John Hancock logo. The central image shows a crowd of runners with the text "THE WORLD IS WATCHING. NO PRESSURE." overlaid. On the right, there are logos for Adidas, ASICS, and the ASICS Marathon Majors.

Dear Chris MinerD,

Below you will find detailed instructions to complete your online race entry form for the 122nd Boston Marathon, scheduled for April 16, 2018.

The registration link shown will take you to a secure page, where you will be prompted to enter the accompanying Entry Code Number and Passcode. We suggest that you copy and paste the passcode combination to avoid any errors. **The combination has been linked to your name and will expire on the date and time shown below.**

Upon submission you will receive a Reference ID Number to confirm receipt of your entry form.

**Registration Link:** <https://baa.tfaforms.net/workflows/start/12>  
**Entry Code Number:** 10401  
**Passcode:** test  
**Entry Provided By:** Dana-Farber Cancer Institute  
**Submission Deadline:** Deadline is 2/16/2018 at 12:00 PM for B.A.A. Charities and 1/31/2018 at 12:00 PM for John Hancock Charities  
**Entry Fee:** \$360 (payable by Visa or MasterCard)

Good luck with your training. We look forward to your participation on April 16. If you have any questions on the application process, please contact Nicole Juri at 617.778.1607. If you have any other questions, please contact your group coordinator using the contact information supplied above.

Sincerely,  
**The Boston Athletic Association**



# APPLICATION PAGE

### 2019 Boston Marathon - Waiver Registration



**INVITATIONAL ENTRY**

You are in possession of an Invitational Entry for the 2019 Boston Marathon. Please know that your Invitational Entry Code Number and your Passcode are uniquely tied to your name. By using this Invitational Entry, you agree to abide by all Boston Marathon rules and policies.

Due to field size limits and eligibility requirements, any athlete pursuing entrance into an Athlete with Disabilities (AWD) Division or Program must be approved by the B.A.A. prior to waiver distribution. Please email [awd@baa.org](mailto:awd@baa.org) for more information.

Congratulations on entering the Boston Marathon, and we wish you the best of luck in your training!

Enter the **Entry Code Number** and **Passcode** you were emailed below.

Entry Code Number  Passcode

**Submit**



# APPLICATION RECEIVED E-MAIL



Dear Test1:

Your application for entry into the 122nd Boston Marathon, to be run on Monday, April 16, 2018, has been received. Please make note of your Reference ID Number: **BMTESTE00000mZMj**

It is important to note that your Reference ID does not constitute entry into the race, but does confirm that your application for entry has been received by the B.A.A.

**Confirmation of Acceptance and Entry List Posting:**

You will be notified of your acceptance or non-acceptance by e-mail. If you are accepted, your name will be posted on the Boston Marathon Entrants page.

Due to field size limits, we are unable to accept all applicants who submit registration applications for the Boston Marathon. If your registration application is unable to be accepted, you will also be notified by e-mail.

Please note that the amount of time it takes for entrants to receive notification of acceptance or non-acceptance varies based on a variety of factors, including but not limited to the qualifying race. We appreciate your patience as we process and verify all entries.

**Payment and Verification:**

Your credit card has been authorized for payment, and if your application is accepted, only then will your credit card be charged the non-refundable, non-transferable entry fee. You may notice a preauthorization draft on your credit card statement. This authorization will be removed within seven to 10 business days. The actual charge will not appear on your credit card until your entry has been verified and accepted. The preauthorization does not constitute acceptance into the race.

We thank you for your interest in the Boston Marathon, and will update you on the status of your entry in the coming weeks.

Sincerely,  
The Boston Athletic Association



## RACE CONFIRMATION E-MAIL



Dear Matt Barry,

Congratulations! This is to notify you that your entry into the 123rd Boston Marathon on Monday, April 15, 2019 **has been accepted**, provided that the information you submitted is accurate.

**Name: Matt Barry**  
**1 Ash Street**  
**Hopkinton 0**  
**Mexico**  
**Citizenship: United States**  
**Date of Birth: 01-Jan-80**  
**Gender: Male**  
**Qualifying Time: Time Waived**

A Confirmation of Acceptance card will be mailed to you via US Postal Service mail.

This email serves as a receipt of credit card payment for the 2019 Boston Marathon.

**Name of Card Holder: Matt Barry**  
**Last Four Digits of Credit Card: 3391**  
**Amount Charged: \$250.00**  
**Date of Process:**

Please note that entry fees for the Boston Marathon are non-refundable and non-transferable.





**QUESTIONS?**