

2026 Fundraising Guide for Qualified Runners

130th Boston Marathon® Presented by Bank of America

1

To get started, select the light blue **'Start fundraising'** button on [this page](#).

2

After selecting the **'Start fundraising'** button, register as a fundraiser with your Facebook login details or an email address. Once you've received the 4-digit code from your email, create an account on GivenGain and accept the Ts & Cs.

3

Search for the Boston Athletic Association or another charity you'd like to fundraise for and click **'Select.'** If your charity has fundraising minimums enabled, please press the red **'No, select campaign only'** button.

4

Your project will then be ready to personalize. Complete the project steps and then make it live!

Get those donations rolling in!

- **Share, share, share** - GivenGain links make it easy to share with your friends and family both directly and publicly. You can message, email and post your link to make sure as many people see it as possible.
- **Tell your story from the heart** - Make it personal right from the get-go. Explain exactly why you're supporting this cause, what it means to you, and the difference the donations will make.
- **Share regular updates** - Let people know how you're getting on. The more they're reminded of the hard work you're putting in, the greater the chance you'll be supported.
- **Split your target into chunks** - Split your overall target by the months you have left until the event. Suddenly, it becomes very achievable!
- **Thank your supporters** - Take the time to thank each one individually when they make a donation! This often leads to more donations!