130th Boston Marathon present by Bank of America
Runner Social Toolkit

Table of contents

Top five ways to make an impact using social media

1 TELL YOUR STORY

Let's hear your powerful & authentic story. Share your journey by posting real running images on your feed, training moments and short video clips on your stories, etc. Be sure to inform your audience of the difference their donation will make to the cause you're supporting.

2 BE RECOGNIZABLE

Change your profile picture (across social platforms) so people know who you are at a glance.

3 CONSISTENCY IS KEY

Post to your social media profiles regularly to get the best reach.

4 MAKE TAKING ACTION, EASY.

It's important to make it clear how you want people to respond to your post. Direct people to donate and include donation links whenever and wherever you can.

5 PRIORITIZE SHARING

Consider expanding your network by tagging your charity or notable people, in hopes they will re-share to help spread the word.

Storytelling Inspiration

Crafting your story and social messaging

Your story matters. People want to hear about the reasons why you're running and the impact their donation will make for your charity. Think about 1–2 strong, short, captivating messages that you can use to draw people in. Add in details about your personal connection to your charity. If you don't have a direct relationship with your cause, reach out to the charity to gather stories to refer to. See examples below for inspiration.

Additionally, *"My marathon is for [charity name]…"* is language used by featured runners throughout our Boston Marathon campaign. Using this phrase easily connects your fundraising efforts to both your charity and a campaign that has a strong social presence.

"My marathon is for Achilles International. And showing people that disabilities don't have to slow you down. Not one bit. "
CEDRIC K.

"Every mom wants to have a healthy baby. So my marathon is for Every Mother Counts. And making sure all women have access to quality maternity care. "
THERESE H.

"I owe the people at St. Jude everything. Because I'm 17 years cancer-free. My marathon is for St. Jude. And helping all those kids with cancer who just wanna be kids again. "

PHILIP A.

Choosing the right visuals for different social platforms

💡 **Did you know** social posts with **strong visuals get more attention** than posts that only have text? Engaging images and videos on social media can make it easier for audiences to connect with your story.

Keep in mind that an image that looks great on one social platform might not be ideal on another. You may need to crop or resize images depending on the platform you use. Usually, this can be done on the platform before posting.

4:5 orientation

Will look best on:

 Facebook
(In-Feed only for a single or multi-image post)

 X/Twitter

 LinkedIn

 Instagram
(In-feed only for a single image or Carousel post)

 Threads

9:16 orientation

Will look best on:

 Facebook
(Stories or Reels only)

 Instagram
(Stories or Reels only)

 TikTok

Use images and videos to help tell your training and fundraising stories on social media.
💡 **Important tip:** Try to keep a clear contrast between the main focus of the photo and the scenery to help the eye focus.

In these images, the runner is the focus — or the subject — of the photo. They are clear, stand out from the scenery and show plenty of emotion.

Anatomy of an Instagram post and Story

Here are the key parts of two content types popular on Instagram: posts and Stories.

See the appendix for a glossary of social media terms, including the ones seen here.

Instagram In-Feed Post
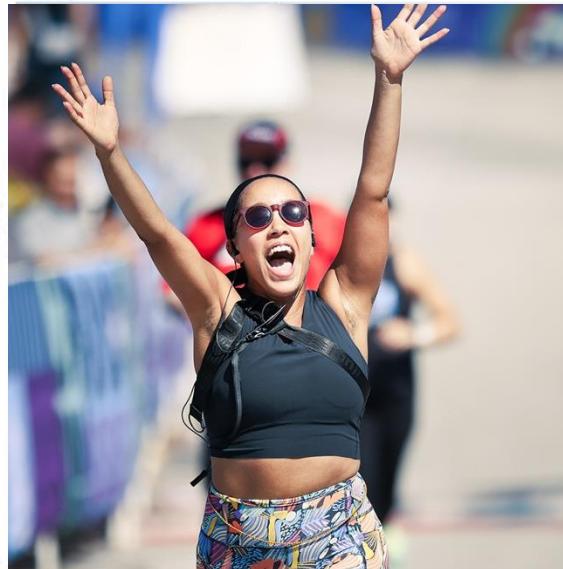
YourSocialHandle

YourSocialHandle I'm proud to run for a cause at this year's 130th @bostonmarathon presented by @bankofamerica. My marathon is for @[yourcharity]. I'm running because [personal connection] Visit the link in my bio to donate if you can! #BostonMarathon #Boston130 #ReasonToRun

Mentions

Hashtag

Instagram Story

YourSocialHandle

Help me reach my fundraising finish line

#BOSTON130

GIVE IF YOU CAN

🔗 GIVE IF YOU CAN
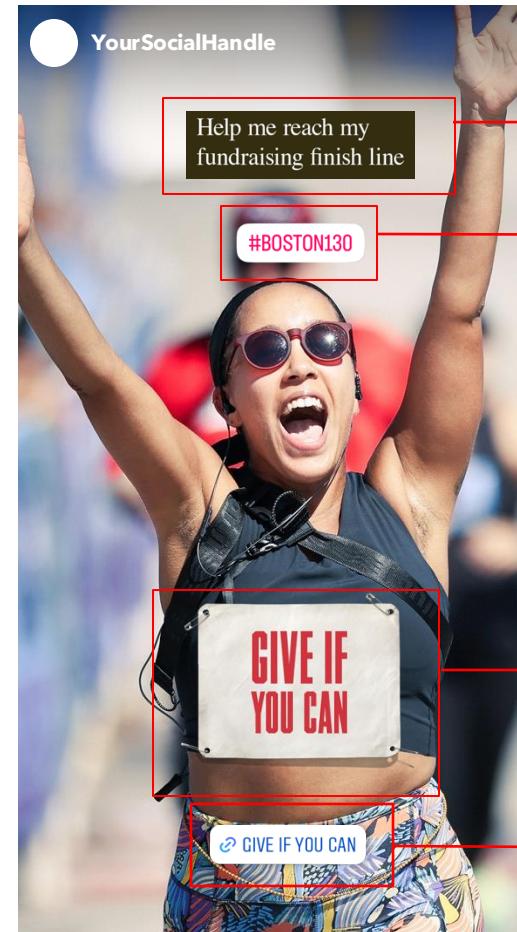
Text

Hashtag

GIPHY / GIF

Link Sticker

How do you create a great social post caption?

Use the marathon's full name

When discussing the race, use the full name: **"the 130th Boston Marathon presented by Bank of America"** For captions:
- You can shorten Bank of America to "BofA" to stay within character limits on platforms like Twitter/X
- You can also tag Bank of America and the Boston Marathon. On Instagram, it would be written as: "the 130th @bostonmarathon presented by @bankofamerica"

Increase your reach with the right tags and hashtags

💡 **Fun fact:** Together, Bank of America and the Boston Marathon have over **700,000 Instagram followers**. **Tagging us connects your posts to a community** that's bigger than Boston itself!

- Facebook: Bank of America, Boston Marathon, Boston Athletic Association
- X/Twitter: @BankofAmerica, @BostonMarathon, @BAA
- LinkedIn: Bank of America, Boston Athletic Association
- Instagram: @bankofamerica, @bostonmarathon, @teambaa
- TikTok: @boston_marathon
- Threads: @BankofAmerica

And don't forget to **tag your charity**, too!

Use official hashtags to help with discoverability and reach: #BostonMarathon, #Boston130 and #ReasonToRun

Include your fundraising link whenever you can

Adding your donation link turns every post into an opportunity to fundraise! If you need to shorten your link to stay within character limits, try bit.ly — making an account is free.

💡**Important tip:** On Instagram Stories, **use the "Link Sticker"** to link to your fundraising page. **Avoid the "Donation Sticker**," which won't contribute to your fundraising goal.

Reach more people with closed captions

💡**Did you know** many users watch videos with the sound off? If you post a video where you're speaking to the camera, **add closed captions to reach more people**.

Instagram caption templates

Not sure what to say in your post? Feel free to use the caption templates below and add your information to the fields in red.

Note: "Link in bio" language should only be used for Instagram posts. Other platforms allow you to add a clickable donation page link into the post caption.

Option 1

This year, I'm proud to run for a cause at the 130th @bostonmarathon presented by @bankofamerica. 🏃 For me, every mile has a purpose: to help @[yourcharity] [mention the charity's core mission]. To do this, I'll need your help. Visit the link in my bio to help me reach my fundraising goal!
#BostonMarathon #Boston130

Option 2

I'm counting down the days until I can make an impact at the 130th @bostonmarathon presented by @bankofamerica! 👟 This year, it's all to support @[yourcharity] and their incredible mission. Every dollar I raise can help [mention what the charity does]. Tap the link in my bio to give if you can.
#BostonMarathon #Boston130

Option 3

Big news! I'm taking on the 130th @bostonmarathon presented by @bankofamerica to help @[yourcharity]. Fundraising while running 26.2 miles won't be a solo mission – together, we can make a difference. Visit the link in my bio to donate.
#BostonMarathon #Boston130

Non-Instagram caption templates

Not sure what to say in your post? Feel free to use the caption templates below and add your information to the fields in red.

Note: These posts are for platforms that support live links in their captions, like Facebook LinkedIn and X/Twitter.

Option 1

This year, I'm proud to run for a cause at the 130th @bostonmarathon presented by @bankofamerica. 🏃 For me, every mile has a purpose: to help @[yourcharity] [mention the charity's core mission]. To do this, I'll need your help. Give if you can: [link to your GivenGain page]
#BostonMarathon #Boston130

Option 2

I'm counting down the days until I can make an impact at the 130th @bostonmarathon presented by @bankofamerica! 👟
This year, it's all to support @[yourcharity] and their incredible mission. Every dollar I raise can help [mention something the charity does]. Give if you can: [link to your GivenGain page]
#BostonMarathon #Boston130

Option 3

Big news! I'm taking on the 130th @bostonmarathon presented by @bankofamerica to help @[yourcharity]. Fundraising while running 26.2 miles won't be a solo mission – together, we can make a difference. Donate here: [link to your GivenGain page]
#BostonMarathon #Boston130

How do you make Instagram Stories more dynamic?

There is an entire library of Bank of America Boston Marathon GIFs and stickers for you to use on Instagram Stories.
To add a GIF, tap the 🖼️ icon, then select "GIF". Search for either "BofA" or "Bank of America Boston Marathon".
To add a sticker, tap the 🖼️ icon, then select "stickers" and use the same search terms.

See more examples of GIFs and stickers on pages 13 & 14.

"BofA" search results:

YourSocialHandle

Help me get my fundraising goal over the finish line!

CHARITY RUNNER

BOSTON MARATHON
BANK OF AMERICA

🔗 SUPPORTMYCAUSE

Example 1

YourSocialHandle

BOSTON MARATHON
BANK OF AMERICA

HELP ME MAKE A DIFFERENCE

🔗 SUPPORTMYCAUSE

Example 2

YourSocialHandle

DONATION GOAL

$3,000

Let's make an impact together! Support my run for St. Jude in this years Boston Marathon.

🔗 GIVE IF YOU CAN
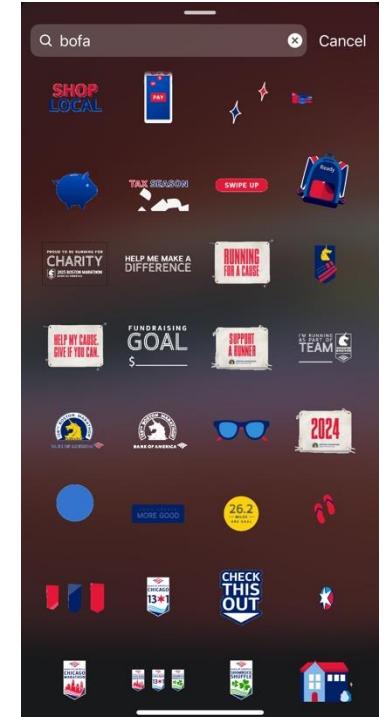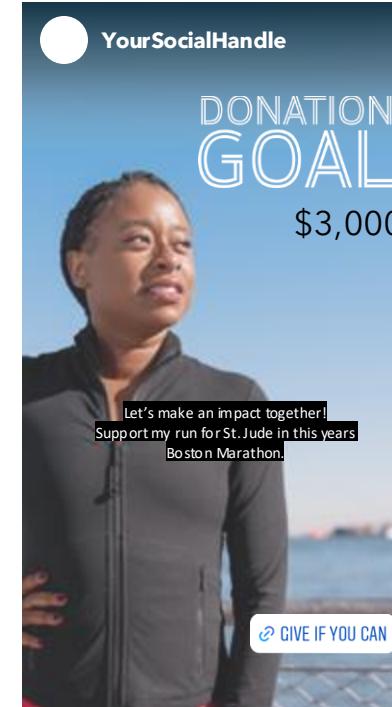
Example 3

Note: Please avoid using 2024 bib. Use the 2026 bib instead.

What else can you include in your Instagram Stories?

When creating Instagram stories, you can also include question boxes, emoji sliders, and reaction or link stickers to make your post more engaging for audiences.

You can find any of these options by selecting 🔲 when creating a Story. Then, tap the sticker type you'd like to use. Drag the sticker to a spot you think works best with the image you're using. Once everything's in the right place, post it!

Emoji Slider Sticker

Emoji Reaction Sticker

Link Sticker

SUPPORTMYCAUSE

🔗 GIVE IF YOU CAN

REMINDER: Use a Link Sticker, not a Donation Sticker, to drive people to your fundraising page. Money given through Donation stickers do not contribute to your fundraising goal.

Question Sticker

Do you have any questions about how I'm preparing for the Boston Marathon?

Type something...

Do you have any questions about (INSERT CHARITY)? 💭✨
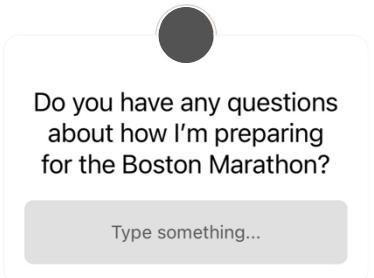
Type something...

How it all comes together: Instagram in-feed posts and Stories

Instagram In-Feed Post

YourSocialHandle

YourSocialHandle I'm proud to run for a cause at this year's 130th @bostonmarathon presented by @bankofamerica. My marathon is for @[yourcharity]. I'm running because [personal connection] Visit the link in my bio to donate if you can! #BostonMarathon #Boston130

Instagram Story

YourSocialHandle

Help me reach my fundraising finish line

#BOSTON130

GIVE IF YOU CAN

🔗 GIVE IF YOU CAN

Mention your donation link in bio: remember to drive people to the link in your bio to donate to your cause.

Add tags and hashtags: tag the right accounts and use official hashtags associated with the race to reach more people.

Add text: play around with fonts, colors and text backgrounds to draw attention to your content.

Add hashtags: you can include hashtags as regular text or use a hashtag sticker.

Add a GIF: include a GIPHY/ GIF by tapping the 🎞 icon and then select GIF. You can search for Bank of America Boston Marathon stickers by searching the keyword "BofA".

Add a Link Sticker: use Link Stickers to include your fundraising page prominently in your content. Plus, you can change the text for the link to be more direct.
Important: avoid using the Donate Sticker. Contributions given through Instagram's Donation Sticker do **not** add to your fundraising goal.

Giphy Stickers

For posting on Instagram Stories
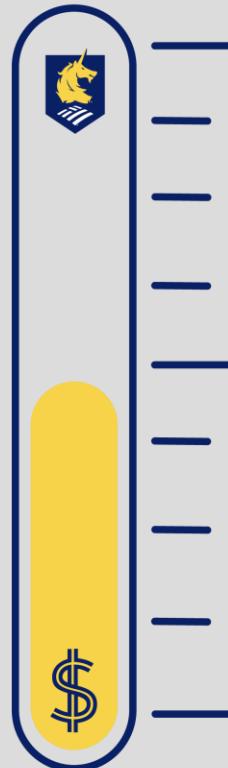
HELP ME MAKE A
DIFFERENCE

FUNDRAISING
GOAL

FUNDRAISING
GOAL
$ _____

26.2
MILES
ONE
GOAL

RUNNING
FOR A CAUSE

HELP MY CAUSE.
GIVE IF YOU CAN.

130th 130th 130th

LET'S CREATE
MORE GOOD

GIVE
MEANING
TO EVERY
MILE
BOSTON MARATHON
BANK OF AMERICA

THERE'S MORE
TIME TO
GIVE
BOSTON MARATHON
BANK OF AMERICA

26.2

FIND A CAUSE.
MAKE AN IMPACT.
BOSTON MARATHON
BANK OF AMERICA

BOSTON
MARATHON
GIVING
DAY
BOSTON
MARATHON
BANK OF AMERICA

14

Static PNGs

If you're looking for a static PNG sticker to add to social, emails or fundraising event material, these **pre-approved static PNGs** are in the zip folder.

FUNDRAISING
GOAL
$ _____

HELP ME MAKE A
DIFFERENCE

BOSTON
MARATHON
BANK OF AMERICA

RUNNING
FOR A CAUSE

GIVE
MEANING
TO EVERY
MILE
BOSTON MARATHON
BANK OF AMERICA

HELP MY CAUSE.
GIVE IF YOU CAN.

BOSTON MARATHON
BANK OF AMERICA

BOSTON MARATHON
BANK OF AMERICA

BOSTON
MARATHON
GIVING
DAY
BOSTON
MARATHON
BANK OF AMERICA

Shareable images

If you're looking for an image to post, these **pre-approved images** can be shared on your social media channels and are in the zip folder. This zip folder includes these images sized for specific platforms.

Option 1

Option 2
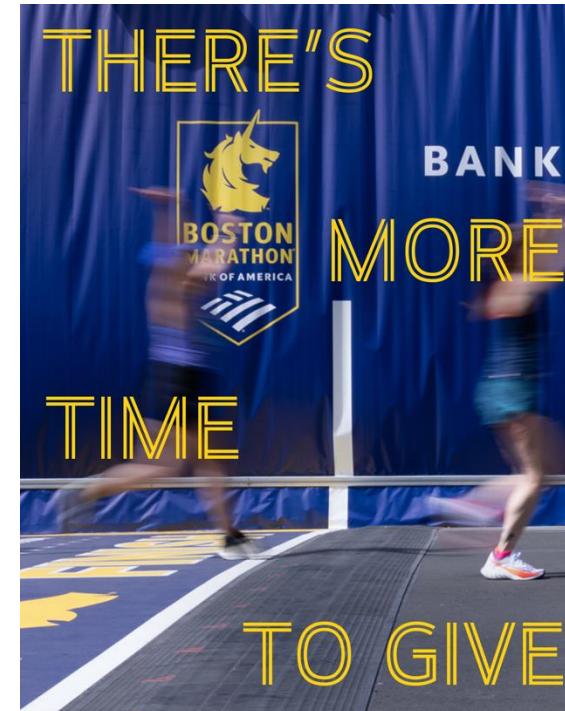
Option 3

Social Platform Tips

Platform Tips

Facebook
- Create fundraising events (either virtual or in-person) to engage your personal network and invite friends and family.

- Prioritize Reels/video when you can, but photos are also great! If you want to make your photos more dynamic, you can pair multiple images together to make a Reel.

- Stories are a great way to send more frequent updates, plus you can include URLs directly in the frame with a Link Sticker.

X (Twitter)
- Tweets have a 280-character limit. Although we suggest sticking to a single tweet, you can create a thread with multiple tweets in one post if you want to tell a longer story.

- Emojis are a great way to add a little extra personality to your posts!

- Include photos/video when possible to add more visually engaging elements to your posts.

- If your donation link makes it hard to stay within the 280-character limit, shorten it with a bit.ly link – signing up is free!

- **IMPORTANT:** Don't forget to add your donation link to your profile's bio.

LinkedIn
- Engage your professional network with photos/videos related to your story and fundraising journey.

Platform Tips (cont.)

Instagram

- Prioritize Reels/videos when you can, but photos are also great! If you want to make your photos more dynamic, you can pair multiple images together to make a Reel.

- Stories are another way to share training updates and fundraising milestones. You can include URLs directly in the frame with a Link Sticker. Unlike posts, Stories disappear after 24 hours – unless they are added to a Highlight section on your profile.

- Create a marathon Highlight section on your profile. This will let you save your marathon-related Stories in one place. They will also stay on your profile instead of expiring after 24 hours.

- Add an alert/reminder to your posts to countdown to race day (see right).

- **IMPORTANT:** Don't forget to add your donation link to your profile's bio. On Instagram, posts and post captions don't have clickable links. In post captions, make sure to direct people to your "link in bio" to donate.

Threads

- Keep posts short (125 characters or 300 max) if possible, but you can create a Thread with multiple posts if you want to tell a longer story at once. Emojis are also a great way to add a little extra to your words.
- Recommend using static images or carousels to add imagery to the post. Additionally, you're able to cross post from Instagram to Threads by selecting "also share on.." when you hit publish.

Platform Tips (cont.)

TikTok
- Film vertically and try to keep your videos short and sweet.
  On TikTok, the ideal length for videos is under 90 seconds. However, the platform will let you film up to 10 minutes for a single post.

- Use trending sounds & hashtags to help more people discover your post.

- You can also make a video using photos. They'll appear as a carousel in your post. Don't forget to add a relevant or trending sound.

- **IMPORTANT:** Don't forget to add your donation link to your profile bio. Like Instagram, TikTok doesn't support clickable links in their captions.

Reddit
- Engage in the right communities. Join subreddits relevant to your cause and contribute genuinely to discussions.
- Lead with story, not solicitation. Share an authentic, detailed narrative that draws people in first, then include your fundraising link subtly.
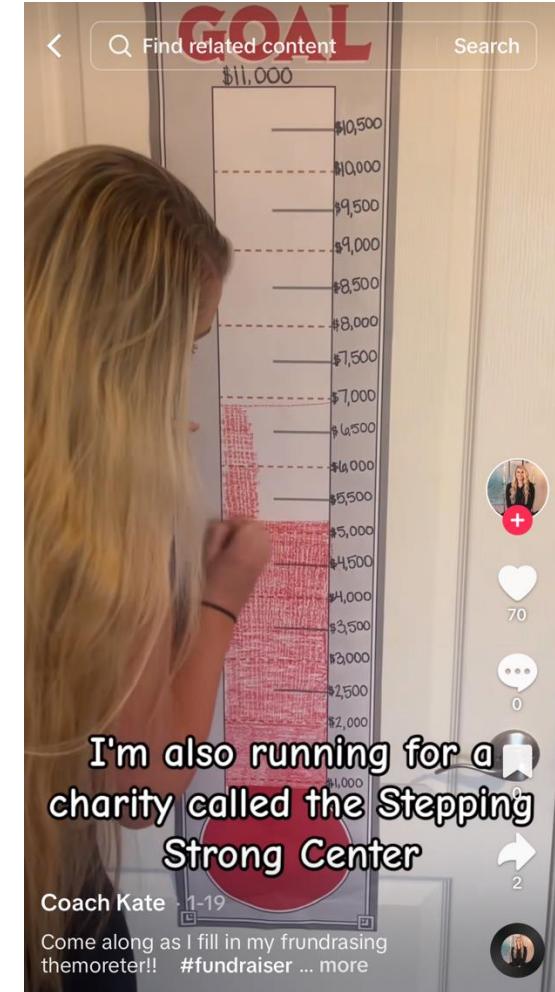
TikTok example

Fundraising Thought Starters

Let's raise some money!

Announcement Posts

An announcement post is a great way to tell the world about your marathon fundraising journey. It is also a great opportunity to talk about the charity you are supporting and explain why you are passionate about their work. When creating an announcement post, make sure to speak from the heart, us clear and engaging with visuals and tell people the best way to contribute on the platform you're using. For example: on Instagram you'd encourage people to visit the link in your bio. On Facebook, you could add the link at the end of your post caption.
* View these examples for inspiration: LINK, LINK, LINK

Sponsored Runs

Share your training schedule and ask people to "sponsor" one of your upcoming runs. For example, someone could sponsor a 10-mile run at $5 per mile, which would equal a $50 donation. Share photos/videos from that run and tag your sponsor so they can re-share.
* Does your specific charity host training runs? If so, it could be a great way to highlight other team members and leaders while asking for donations!

Donation Challenges

Take a page from the viral ALS Ice Bucket Challenge and create a "dare" for your friends and family, tagging them to either complete and/or donate.
* You could also set a challenge for yourself and ask people to pledge a donation based on your performance. For example, you could set a challenge to make 100 basketball free throws and ask people to send you a dollar for every basket made. If you make 82/100, each donor would send you $82 in donations.

Game Squares

Create a grid with different donation amounts and ask people if they want to cover one of the squares and give that monetary value. As squares fill in, tag participating donors.
* You could also apply this idea to a televised sports game. In this version, you can host a game day party with a fundraising square grid. Guests choose a fundraising square and at the end of each quarter, period or half, the person whose fundraising square is closest to the score has to donate that amount to your charity.

Have a separate fundraising event scheduled? Use social media to spread the word and sell tickets beforehand! And don't forget to share photos/videos from the event to recap and include your donation link in case people missed the event or couldn't attend.

Email Template

Header imagery


Option 1

Option 2

Creating fundraising emails

If you would like to **send out an email** to friends, family and potential donors to ask for their support, feel free to use the email template that has been included in the attached zip file labelled ***"Boston_Marathon_EmailTemplate_2026.doc"***

You can also include the header image provided at the top of your email. It is labelled ***"Boston_Marathon_EmailHeader_2026.jpg"*** in the files provided. Be sure to customize all fields highlighted in red.

Your email should emphasize your commitment to the cause and encourage recipients to contribute to your charity. It should also include a link to your GivenGain page to make it easy for recipients to donate.
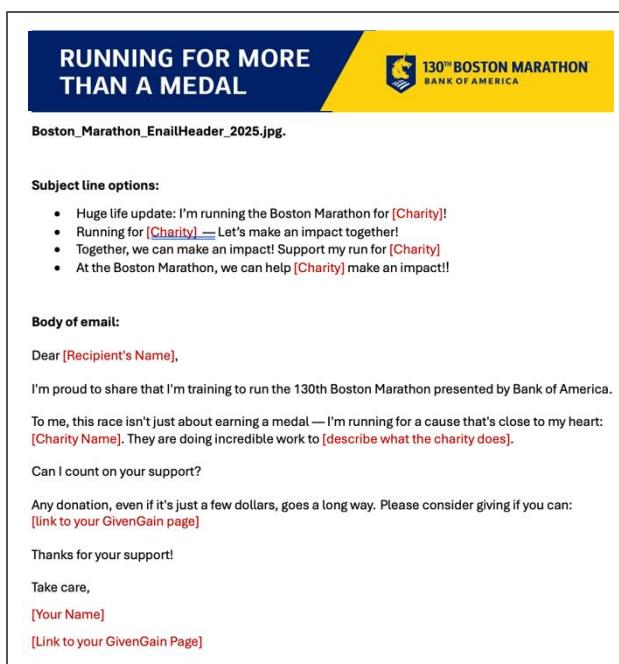
Boston_Marathon_EmailTemplate_Announcement_2026.doc

Boston_Marathon_EmailHeader_2026.jpg

Sample Email

25
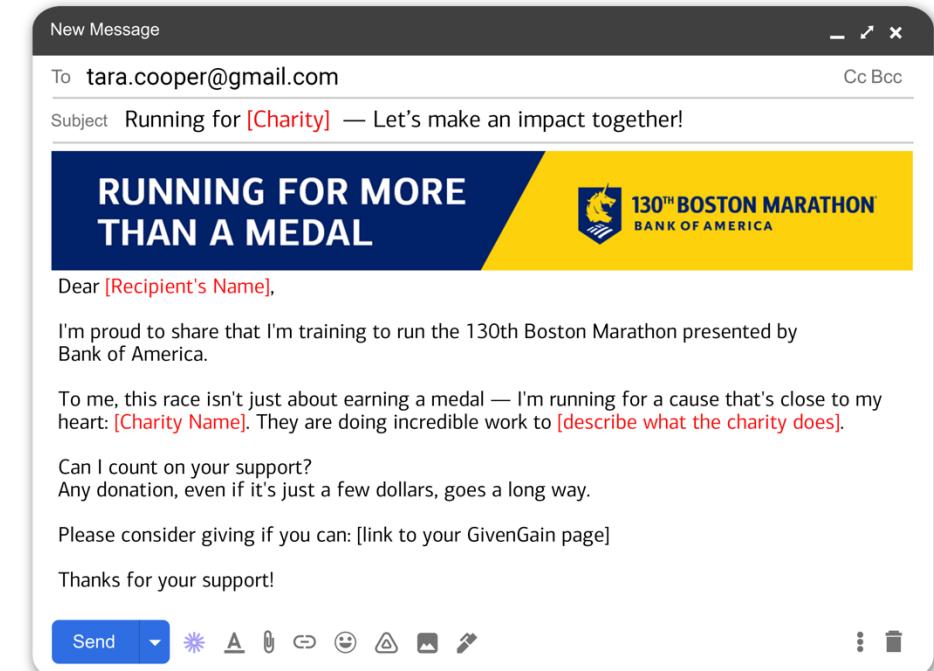
Creating fundraising emails | Announcement

Email subject lines:

Huge life update: I'm about to run the Boston Marathon for [Charity]!

Running for [Charity] – Let's make an impact together!

Together, we can make an impact! Support my run for [Charity]

At the Boston Marathon, we can help [Charity] make an impact!

Email 1 (Announcement):

Dear [Recipient's Name],

I'm proud to share that I'm training to run the 130th Boston Marathon presented by Bank of America.

To me, this race isn't just about earning a medal – I'm running for a cause that's close to my heart: [Charity]. They are doing incredible work to [describe what the charity does].

Can I count on your support?

Any donation, even if it's just a few dollars, goes a long way.

Please consider giving if you can: [link to your GivenGain page]

Thanks for your support!

Take care,
[Your Name]
[Link to your GivenGain Page]

Creating fundraising emails | Mid-training

Email subject lines:

Boston Marathon update: Check out my latest fundraising milestone!

I have [$X] to go. Can you help me reach my fundraising goal?

Boston Marathon fundraising is in full swing! I'd love your support.

At the Boston Marathon, we can help [Charity] make an impact!

Email 2 (Mid-training, fundraising milestone reached):

Dear [Recipient's Name],

This is huge! I just hit a fundraising milestone for [Charity Name] while training for the Boston Marathon presented by Bank of America. I want to take this opportunity to thank everyone who has supported me throughout this journey.

I'm closer than ever to reaching my goal – but still have a bit to go.

That's why your support is so important.

Training to run 26.2 miles is a challenge, but knowing that it's all for [Charity Name] keeps me going. Their dedication to [your charity's focus] is more important than ever.

Together, we can make an impact.

Check out my fundraising page to learn more and donate if you can: [Link to your GivenGain page]

Thank you,
[Your Name]
[Link to your GivenGain Page]

Creating fundraising emails | Mid-training Giving Day ALT

Email subject lines:

It's almost Boston Marathon Giving Day! I'd love your support.

This Boston Marathon Giving Day, we can make an impact together!

Let's make an impact together on Boston Marathon Giving Day

Read to go big for [Charity] on Boston Marathon Giving Day?

Email 2 (Mid-training, Giving Day):

Dear [Recipient's Name],

Boston Marathon Giving Day is almost here! Will you join me?

On March 12th, donors from all over will come together to help runners reach their fundraising goals.

Last year, Giving Day raised a record-breaking $1.87 million in just 24 hours. This time around, we can go even bigger and help [Charity] get the funds they need.

This is the perfect opportunity to join a movement that leaves a positive mark on the world.

Mark your calendars for Giving Day, March 12! Spread the word and donate if you can: [Link to your GivenGain page]

Let's break records together!
[Your Name]
[Link to your GivenGain Page]

Creating fundraising emails | Close to race day

Email subject lines:

The Boston Marathon's almost here! Can I count on your support?

I'm almost at my fundraising finish line – help me reach my goal!

I'm close to reaching my fundraising goal for [Charity]. Every dollar helps!

At the Boston Marathon, we can help [Charity] make an impact!

Email 3 (Close to race day):

Dear [Recipient's Name],

Race day is almost here! And right now, I'm focused on two finish lines: Boylston Street in Boston and my fundraising goal for [Charity].

During training, people have asked why I decided to run the Boston Marathon presented by Bank of America. This opportunity to support [Charity Name] is one I couldn't pass up. [A short explanation of your personal connection to your charity].

Every dollar counts. Please give if you can: [link to your GivenGain page]

With appreciation,
[Your Name]
[Link to your GivenGain page]

Appendix

Social Media Glossary

Bio – A part of your social media profile where you can tell people about yourself. This is a great place to add your GivenGain link.

Caption – The written part of a social media post where you can add more context about your cause, your reasons for running and prompt people to donate. This is also where you can tag other social media accounts, like Bank of America, the Boston Marathon and your charity.

GIPHY / GIF – Short, looping animations that you can add to Instagram Stories. When creating a Story, you can include a GIF by tapping the icon and then selecting GIF. Find Bank of America and Boston Marathon stickers by searching for "bofa"

Handle – Your unique, public-facing username on social platforms. See Tag / Tagging on how to include someone's handle in your captions and posts.

Hashtag – Use these to connect your post to a specific topic. All hashtags start with the "#" followed by a phrase. Hashtags for the Boston Marathon are: #BostonMarathon #Boston130 and #ReasonToRun. Depending on your privacy settings, using a hashtag will make your post visible to people across the social platform.

Mention – A term used for tagging someone in a caption. See Tag / Tagging.

Stickers – An image or interactive element you can add to your Instagram Story.
   Link Stickers let you add a clickable link – like your GivenGain page – to your Instagram Story. The text that shows up as a Link Sticker in a Story is customizable.
   Donation Stickers should be avoided. When someone donates from a Donation Sticker, their money goes to the charity directly and not to your fundraising goal.

Tag / Tagging – Adding an individual's or organization's handle to your post. You can tag someone by typing the "@" symbol followed by their handle in your caption. See page [NUMBER] for a list of Bank of America's and the Boston Marathon's handles to tag.