

Fundraising Resources

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GoFundMe Pro Fundraising

We're excited to be using GoFundMe Pro for the 2026 Maine Marathon Team! This new platform provides an enhanced fundraising experience, making it easier for participants to personalize their fundraising pages, track progress, connect with donors, and access fundraising tools and resources all in one place.

You can view the Maine Marathon Team campaign here: <https://fundraise.massgeneralbrigham.org/event/2026-maine-marathon/e829427>

We encourage you to explore the platform and your fundraising portal. Through your dashboard, you'll be able to manage your fundraising page, track donations, access donor information, and download donor reports to support your outreach and stewardship efforts.

Accessing Your Fundraising Dashboard

- Visit: <https://fundraise.massgeneralbrigham.org/event/2026-maine-marathon/e829427>
- Click Log In in the upper-right corner.
- Set a password or request a secure email login link.
- Once logged in, select My Profile under your name in the upper-right corner.
- Under Fundraising, locate your Maine Marathon fundraising page and click Manage.
- Select Manage Fundraising Page when prompted.
- From there, you can view donations, access donor email addresses, copy contact information for outreach, or export donor data for reporting purposes.

General Donations Overview

You can raise money both online and offline. All gifts are 100 percent tax-deductible.

- **Online donations** are any donations made online through an athlete's GoFundMe Pro fundraising page. If someone wishes to support your efforts online, please direct them to your personal GoFundMe Pro fundraising page. Online gifts will be reflected on your GoFundMe Pro fundraising page in real time. Donors will receive a tax receipt via email immediately after their donation is processed online.
- **Offline donations** are not made through the athletes' GoFundMe Pro fundraising page. All offline donations (personal checks, Donor Advised Fund, cash, etc.) should be collected by the athlete and sent to the Development Office at the address below, accompanied by one of the donor cover sheets on the next page.
- **Tracking** is required when mailing offline donations. FedEx, UPS, DHL, and USPS are all accepted. Please email MaineMarathon@mgb.org the shipping carrier/tracking number, name of the donor, and amount as soon as you mail the offline donations. If you have any questions, please email our team at MaineMarathon@mgb.org and we will assist you.

Mass General Brigham Development Office

Attn: Gift Administration /2026 Maine Marathon / Ali Wheeler and Michele Spaulding

399 Revolution Drive, STE. 1330

Somerville, MA 02145

Please note donation do's and don'ts.

Do:

- Keep a copy of all checks and forms for your records.
- Email MaineMarathon@mgb.org the shipping carrier/tracking number, name of the donor, and amount when the donation is mailed.
- Let us know if a donor wishes to be anonymous.
- Be sure to ask if your donors' company has a matching gift program and the gift could be doubled!
- Make all checks payable to **Mass General Brigham**, with your name listed in the memo line to ensure proper credit. We cannot accept checks made payable to the runner.

Don't:

- Mail cash. If a donor gives you cash, please email MaineMarathon@mgb.org for the appropriate next steps.
- Mail a check without emailing MaineMarathon@mgb.org the shipping carrier/tracking number, name of the donor, and amount!
- Collect cash and make a personal donation on your GoFundMe Pro fundraising page or write a personal check. This makes you the legal donor. Instead, email us for the next appropriate step.

Offline Donations Cover Sheet

Runner Name: _____

I am enclosing (# of checks) _____ I am enclosing (total amount of donations) \$ _____

Please complete the address section for each offline gift.

Donor/Company Name:

Company Contact Name (if applicable):

Address:

City:

State:

Zip:

Phone:

Email:

Donation Amount:

Donor/Company Name:

Company Contact Name (if applicable):

Address:

City:

State:

Zip:

Phone:

Email:

Donation Amount:

Donor/Company Name:

Company Contact Name (if applicable):

Address:

City:

State:

Zip:

Phone:

Email:

Donation Amount:

Donor Advised Funds

A donor-advised fund (DAF) is a charitable giving account that allows donors to contribute, receive an immediate tax benefit, and then recommend grants to nonprofit organizations over time. They are also known as Charitable Funds and Family Funds.

DAF's can take anywhere from 1-4 weeks to be received and processed by our office. Once they are, they will be added as an offline donation to your GivenGain fundraising page.

If a donor wishes to give to your fundraising efforts this way, they will need the following information:

- **Charitable/Non-Profit Organization:** Mass General Brigham
- **Tax ID:** 04-2312909
- **Address:** 399 Revolution Drive, STE. 1330, Somerville, MA 02145
- **Designation/Comments:** 2026 Maine Marathon at Mass General Brigham in Support of [Runners Name] run.

Matching Gifts: Double The Impact

Many employers offer matching gift programs, which can significantly increase the impact of charitable contributions by matching all or a portion of an employee's donation to an eligible nonprofit organization. In some cases, companies will match gifts dollar-for-dollar (or even more), effectively doubling or tripling the support!

Not only can runners request a match for their own contributions through their own company, but donors who support an athlete's fundraising campaign may also be eligible to have their gifts matched by their employers.

How to secure a matching gift:

1. **Check eligibility** with your employer or your donor's employer using the company's matching gift portal or HR department. Make sure you are requesting your donors ask if their company has a matching gift program!
2. **Make or receive a donation** through your fundraising page.
3. **Submit a matching gift request** through the employer's matching gift process, which is often completed online. Please do NOT use your information or email for verification for any online forms. Please use:

Matching gift contact: Kiran Rai, Director, Gift Administration, Mass General Brigham

Email: giftadmin@mgb.org

Phone: 617-424-4321

If the company has a paper form, email MaineMarathon@mgb.org for next steps.

4. **Notify us** if additional information or verification is needed to complete the request.
5. **Share confirmations of a CONFIRMED match** by emailing MaineMarathon@mgb.org the confirmation email or document that a matching gift was confirmed from 'X' company, in the amount of '\$X' from 'X' employee/donor.

Frequently Asked Questions

- **When will an offline gift be added to my fundraising page?**

Once the offline gift is received by the Mass General Brigham Development office, our team will process it and post it to your GoFundMe Pro page within 1-2 weeks.

- **When will the matching gift be added to my fundraising page?**

Matching gifts will be added to your fundraising page when the matching gift is confirmed by both Mass General Brigham and the company. Timelines are dependent on the company as matching gift payout times vary by company. Matching gifts can only be confirmed and added to your fundraising page once the original gift is received.

- **My company requires I make the donation through their site and then process a match; how should I proceed?**

Follow their instructions and then share the documentation with us! In this case, we cannot add the donation and match to your fundraising page ahead of receiving, but we can count in advance on the backend to avoid charging your card at the time of the fundraising deadline, even if the donation is not received by our office yet.

- **Who should I/my donors be emailing questions about gifts?**

MaineMarathon@mgb.org and our team will triage all questions to provide you with support ASAP.

- **A fundraising deadline is upcoming**

Make sure you have emailed MaineMarathon@mgb.org with the correct information that an offline donation is incoming, and we can count on it in advance on the backend, even if the donation is not received by our office yet.