

»»» PARTICIPANT PAYS: THE SIMPLEST FUNDING STRATEGY

We encourage you to seek individual payment from each participant whenever possible.

When a participant or family is personally invested, they are much more likely to be committed to achieving their long-term goals. Think about your own experiences; if you hadn't paid to enter that race, would you have been as likely to train for it?

Evidence has shown that Marathon Kids get more physical activity, eat more fruits and vegetables, and even have a higher athletic self-perception. We think those results are worth investing in! Thanks to our partnerships and sponsors, we are able to offer our program for only \$15 with free shipping, which is significantly less than sports leagues or after school programs.

Start small. It's okay if you only have five participants sign up for the first season. Trust us, the amazing experience those five runners have will spread and your club will grow organically. The best way to set up a successful and sustainable running club is to have the participants and their families commit to the challenge by investing in it.

»»» \$15 GETS YOUR RUNNER A LOT!

- Four Exclusive Nike Incentives
- Mileage & Fuel Logs
- Running Club Resources
- Access to Marathon Kids Staff & Events
- Access to [Marathon Kids Connect](#), our brand new digital lap tracking platform

»»» REGISTERING RUNNERS IN YOUR CLUB

1. Use the [Quick Start Guide](#) to plan your season!
2. Promote your club and recruit runners - the [Join Us Flyer](#), [Sample Email to Parents](#) and [Participant Sign Up Form](#) will be helpful!
3. Set a deadline to collect funds from your participants
4. Create an account at [marathonkids.org](#) and start registration (don't forget to have t-shirt sizes and grade levels of your runners handy)
5. Complete registration and make one-time payment with a credit card or check. You can make checks out to 'Marathon Kids Inc.' PS. You can add runners throughout your season through your Coach's Dashboard

Need some inspiration for your runners? Subscribe to our [Marathon Kids YouTube channel](#) and feel free to share with your supporters!