



Special Olympics
Ireland



Torch Run 2026 Fundraising Guide

How to Maximise your Fundraising for Torch Run 2026

1. Lead by Example

Kick off your fundraising by making the first donation to your own page. It shows commitment, builds trust, and sets the tone for others to follow.

2. Tell Your Story

Share why you are taking on Torch Run 2026 this May and what Special Olympics Ireland means to you. Authenticity inspires generosity.

3. Add a Strong Photo or Video

Use a friendly photo or a short video explaining your 42 km challenge and how by the end of it you will have completed a marathon. Visuals make your page more engaging and relatable.

4. Link Your Strava to Your Fundraising Page

Let supporters see your kilometres build up across the month of May. Real time progress motivates people to donate and cheer you on.

5. Set an Ambitious but Achievable Target

Choose a target that motivates people to help you reach it. Once you reach your goal, increase it to keep the momentum going throughout May.

6. Share Early and Often

Start sharing your page at the beginning of May or even earlier and keep reminding people. Most people need a few reminders before they donate.

7. Send Personal Messages

Direct messages are often more effective than public posts. A simple message such as “I am taking part in Torch Run 2026 this May to help raise funds for Special Olympics Ireland athletes” can go a long way.

8. Keep Your Page Updated

Share your runs, Strava screenshots, photos, milestones, and challenges. Regular updates keep your page active and encourage new donations.

9. Thank Donors Publicly

Show appreciation on your page or social media. Gratitude often inspires others to get involved and support your effort.

10. Use Deadlines to Encourage Action

May goes by quickly, so use that to your advantage. Share updates such as “Halfway through May”, “€50 from my target”, or “Last chance to support before the month ends”.

11. Ask Again After the Month Ends

Many people donate once they see you have completed the challenge. Share a finish line photo or your final kilometre total and invite any final support.