London Marathon Email Templates

Your charity's share-ready messaging for a winning London Marathon fundraising campaign.

JustGiving®
from Blackbaud

Introduction

This is your charity's pre-written plan to get your London Marathon fundraisers active and raising more money for you. Just copy and paste the text, drop in your charity's details where specified, and you're good to go.

Send these emails to your fundraisers during each stage of their training and fundraising journey for maximum impact, and feel free to modify the wording or timing to suit your own communications plan.

We can't wait to see the difference you'll make!

Celebrate and say thanks

Amazing! Your community has done something incredible, so use these emails to congratulate them, thank them, and tell them the impact they made for your cause.

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Celebrate and say thanks

After the race email 1

When to send: One day after London Marathon

Your fundraisers just completed a dream achievement! Send a message to give them the recognition they deserve, plus tell them how powerful it is to keep sharing their page.

Hi [First Name],

It's official...you made your mark in the London Marathon!

We're so proud of you and everything you've achieved. Your dedication, training, and fundraising have made a real difference for [Charity Name] and our mission.

But here's something you might not know: up to 20% of donations come in after race day!

So don't stop now. Keep sharing your JustGiving page and let your supporters know they can still donate.

You've already done something extraordinary. Let's finish strong together.

With endless thanks,

[Your Name], [Charity Name] Team

What's next?

Well done getting your fundraisers engaged and raising money for your cause!

From here, it's a great idea to connect with your fundraisers in a few weeks' time to collect feedback about their experience raising money for you, plus let them know how they can continue to support you.

Need more help? We're here for you!

Download the entire set of London Marathon email templates

Get more tips and tools on our London Marathon Fundraising Hub

Contact our team for expert advice for your London Marathon campaign