

FOR CHARITIES

London Marathon Email Templates

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



JustGiving®
from Blackbaud

FOR CHARITIES

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!

ONBOARDING

Welcoming fundraisers

Your fundraisers have a place in the race, and now's when they're most enthusiastic to raise money! Page creation peaks in July, so reach out to help them start early and raise more over time.

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Welcoming fundraisers

Onboarding email 1

When to send: the first Mon, Wed, or Fri after fundraiser joins

As your first email, this is a great opportunity to introduce yourself and your charity, welcome new fundraisers, and give people the tools they need to start raising money.

Hi [First Name],

Welcome to the [Charity Name] London Marathon team. We're so excited you're here!

Thank you for choosing to support us. By fundraising, you're going to help us [specific outcome the fundraiser will impact].

We've only got one action for you today, and it's setting up your JustGiving Page: [insert your fundraising link].

Make sure you upload your photo and write your story to tell everyone why you're raising money. Doing this early helps you raise more!

This is going to be an experience you, and we, will never forget, and we're here to support you all the way to the finish line. For any questions, contact us at [support link or phone number].

Best wishes,
[Your Name], [Charity Name] Team

Welcoming fundraisers

Onboarding email 2

When to send: two days after Onboarding email 1

It's the perfect time to encourage your fundraisers to share their page, tell them the best ways they can share to reach more people, and provide more resources.

Hi [First Name],

Thank you for setting up your JustGiving page!

Now that your fundraising page is live, it's time to share it! The more people who see it, the more support you'll get.

Post it on social media, send it to friends on WhatsApp, and don't be afraid to follow up!

Want to boost your training and raise even more? Check out JustGiving's Fundraiser Resource Hub for advice on making your page stand out, exclusive incentives, and more:

[https://www.justgiving.com/events/london-marathon.](https://www.justgiving.com/events/london-marathon)

You're doing brilliantly. Keep going!

[Your Name], [Charity Name] Team

Welcoming fundraisers

Onboarding email 3

When to send: one week after Onboarding email 2

If you have a fundraising guide specific to your charity, share it here! Also encourage people to connect with others through your social communities and our Running for Good Group.

Hi [First Name],

How are you feeling about London Marathon so far?

To help you raise the most money possible, we made you a Fundraising Guide packed with ideas, tips, and inspiration.

One more thing: fundraisers are chatting over on JustGiving's Running for Good Facebook Group. If you haven't already, join the group here to meet others and talk all thing race prep:

<https://www.facebook.com/groups/runningforgood>.

You've got this!

[Your Name], [Charity Name] Team

Welcoming fundraisers

Onboarding email 4

When to send: one week after Onboarding email 3

Check in on your fundraisers to see how everything's going, and add a personal note about their progress to build strong connections (like calling out if they already have donations).

Hi [First Name],

Just a quick note to remind you that you're not alone on this journey. We're here to support you every step of the way!

Got a question about fundraising, training, or your JustGiving page? Just hit reply. We're always here and happy to help.

You're doing something incredible, and we're so proud to have you on the team.

All the best,
[Your Name], [Charity Name] Team

FOR CHARITIES

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