

FOR CHARITIES

# London Marathon Email Templates

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



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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. Send these emails to your fundraisers during each stage of their training and fundraising journey for maximum impact. We can't wait to see the difference your community will make!

Just copy and paste the text, drop in your charity's details where specified, and you're good to go. Feel free to modify the wording or timing to suit your own communications plan.

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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>.

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

MID-CAMPAIGN

# Keeping the energy high

Fundraising has started, but now's often the time life gets in the way. Check in on your fundraisers that have and haven't started raising money, keep people engaged, and keep your momentum going strong.

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# Keeping the energy high

## Mid-campaign email 1

When to send: September

Remind people to set up their page, the importance of sharing it with family and friends, and any fundraising progress milestones you've set to boost their motivation even more.

Hi [\[First Name\]](#),

We're so happy you're on board and raising money for us as part of London Marathon! Your support means the world.

// If the fundraiser hasn't created their JustGiving page // - I can see you haven't set up your JustGiving page yet, but it only takes a few minutes! To get started, click "Start Fundraising" on our Campaign Page: [\[Campaign Page link\]](#)

// If the fundraiser has created their JustGiving page // - Thank you for setting up your JustGiving page!

When you're ready, share your page with friends, family, and colleagues. Every share helps us raise more for [\[your beneficiaries\]](#).

Need help or have questions? Just hit reply: we're here for you.

All the best,  
[\[Your Name\]](#), [\[Charity Name\]](#) Team

# Keeping the energy high

## Mid-campaign email 2

When to send: November

If you've set fundraising milestones, send a second reminder now. It's also prime time to make contact ahead of the holidays: one of the year's biggest fundraising opportunities.

Hi [\[First Name\]](#),

Are you ready for the new year? You've come so far already, and we appreciate you more than we can say.

// If the fundraiser hasn't created their JustGiving page // - Get this: fundraisers who create their page before Christmas raise 24% more on average! It just takes a few minutes. To start, click "Start Fundraising" on our Campaign Page: [\[Campaign Page link\]](#)

// If the fundraiser has created their JustGiving page // - Thank you again for getting your fundraising started.

A quick pro tip before we get to December... asking for donations as a Christmas gift is a special and super effective way to bump up your fundraising around the end of the year!

Thanks for being amazing,

[\[Your Name\]](#), [\[Charity Name\]](#) Team

PRE-RACE PREP

# The final countdown

Race day's approaching and you might be approaching your fundraising goal. Get these emails to your supporters to help them over that fundraising finish line!

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# The final countdown

## Pre-race email 1

When to send: January

London Marathon's approaching, and it's important people are active and fundraising, especially before the console deadline in March. Check in with our training, nutrition, and recovery tips to keep them feeling great.

Hi [First Name],

Happy New Year! Your marathon's just a few months away, it's the perfect time to focus your training and fundraising goals.

As your training ramps up, check out JustGiving's Running for Good Hub. It's packed with training, nutrition, and recovery tips to help you stay strong: <https://www.justgiving.com/hub/running-for-good>.

And to keep your fundraising moving too, why not break up your target into weekly goals? For example, if your target is £2,000 and there are 10 weeks to go, that's just £200 a week. Way more doable!

Keep up the good work.

[Your Name], [Charity Name] Team

# The final countdown

## Pre-race email 2

When to send: March

London Marathon's just a month away: super exciting! Share the JustGiving London Marathon Fundraising Heroes board and offer support in the month ahead of the race.

Hi [First Name],

Can you believe it? London Marathon is almost here, and we're so proud of your training, your fundraising, and your incredible commitment.

Want to see something really cool? It's your fundraising progress!

Check out JustGiving's London Marathon Fundraising Heroes board. Just search your name to see your digital badges, plus your fundraising progress up alongside other amazing difference-makers like you:

<https://page.justgiving.com/fundraising-heroes-search>

Need a hand with anything (training tips, fundraising ideas, or just a pep talk)? Reply to this email and we'll help you out!

Let's keep that momentum going.

[Your Name], [Charity Name] Team

# The final countdown

## Pre-race email 3

When to send: Three days before London Marathon

It's getting close now! Offer personalised encouragement for supporters before the big day, and make it even more special by adding a photo of your team cheering them on.

Hi [First Name],

Just a few days until London Marathon! We can't wait to see you cross that finish line and celebrate everything you've achieved.

Keep this in mind as you lace up your trainers on race day: you're not just running a race, you're changing lives.

Let's make these final days count: we're cheering you on!

[photo of your charity's team]

[Your Name], [Charity Name] Team

# The final countdown

## Pre-race email 4

When to send: One day before London Marathon

One more day! Send your fundraisers a final pre-race update to make sure they know what to expect, where to find you, and to amp up the excitement before their big moment.

Hi [First Name],

One more sleep until RACE DAY! Here's what you need to know for tomorrow:

- Lay out your bib and your running gear tonight so you have less to think about tomorrow! Then share a photo and a link to your Fundraising Page on social for some last-minute donations.
- We'll be at [location] cheering you on in-person, so stop by before or after the race to meet the team.
- We'd love to see your photos, so tag us on social media [your charity's social media handles] so we can share and celebrate with you.
- If you have any questions, contact [Name], our [Role], who will be on site to help.

See you there. Now go smash it!

[Your Name], [Charity Name] Team

AFTER THE RACE

# 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

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!**

Get more tips and tools on our [London Marathon Fundraising Hub](#)

[Contact our team](#) for expert advice for your London Marathon campaign