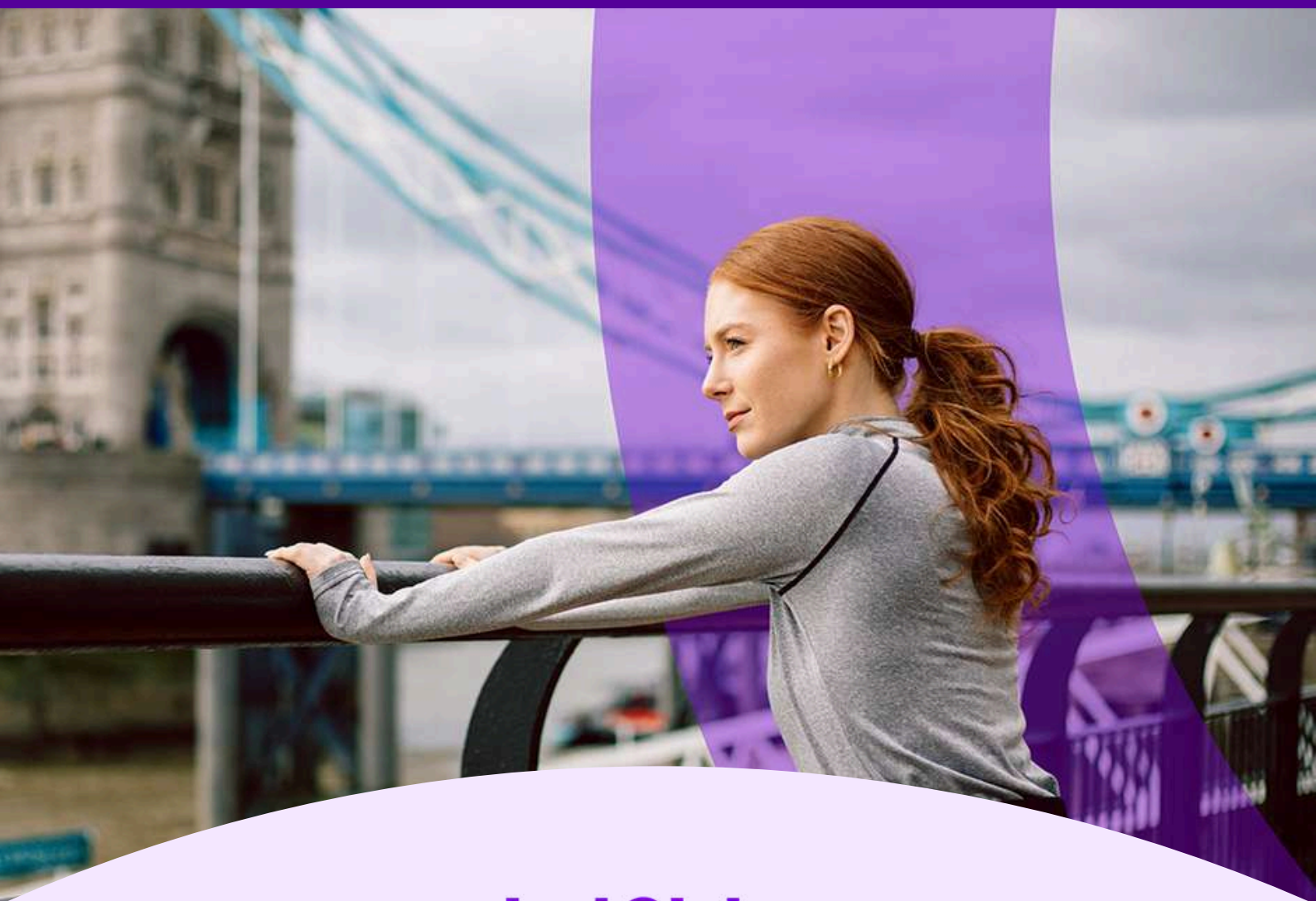


FOR CHARITIES

# 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 ready-made plan to get your fundraisers active and raising more money in London Marathon.

Send these emails to your fundraisers at each stage of their London Marathon training and fundraising for maximum impact. 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.

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

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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! 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

Use your first email to welcome new fundraisers, introduce yourself and your charity, and give people the tools they need to start raising money.

**Subject: Welcome to the team, [Fundraiser Name]!**

Hi [Fundraiser Name],

Welcome to the [Charity Name] team. We're so excited you're here! By fundraising for us, you're going to help us [specific outcome the fundraiser will help achieve].

We just have one action for you today, and it's creating your JustGiving Page: [Fundraising Link]. Customise your page to share your story and raise more money: doing this early helps you raise more!

// If you have your own charity welcome pack // - Plus, check out our welcome pack to learn [description of contents, e.g. more about our charity, event details, fundraising tips]: [link or attachment].

This is going to be an experience you, and we, will never forget, and we're here to support you all the way through. For any questions, contact us at [Contact Details].

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 ask your fundraisers to share their pages and send a reminder to those who haven't started raising money yet.

### Subject: Share your Fundraising Page with family and friends

Hi [Fundraiser Name],

// If the fundraiser hasn't created their JustGiving page // - I can see you haven't set up your JustGiving page for London Marathon yet, but it only takes a few minutes! Just click here to start: [Fundraising Link].

// If the fundraiser has created their JustGiving page // - Thanks for setting up your Fundraising Page! Now that your page is live, we recommend doing two things:

1. Donate to yourself: this a great way to kickstart your progress and is shown to raise 29% more on average!

2. Share this short snippet on your social channels:

*Hey everyone, I'm taking on London Marathon to support [Charity Name], and every pound will go toward [specific outcome the fundraiser will help achieve]. If you can, please make a donation: [your JustGiving page link]*

You're doing brilliantly,

[Your Name], [Charity Name] Team

[Contact Details]

# Welcoming fundraisers

## Onboarding email 3

When to send: one week after Onboarding email 2

Use this opportunity to check in and make sure fundraisers know about one of the most effective event fundraising tools: their fitness apps!

### **Subject: Connect your fitness app to raise more money**

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

How are you feeling so far?

// If the fundraiser hasn't created their JustGiving page // - Setting up your Fundraising Page only takes a few minutes. Plus, pages created earlier typically go on to raise more money! [\[Fundraising Link\]](#)

Have you already added your fitness app to your Fundraising Page? By connecting your Strava or Fitbit app, you can raise up to 31% more, plus have your training progress added to your London Marathon page automatically!

Get connected and let us know of any questions. You've got this!

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

# Welcoming fundraisers

## Onboarding email 4

When to send: one week after Onboarding email 3

Check in and remind your fundraisers how important they are. Plus, send our top tips designed to help them raise more money for you.

**Subject: 10 pro tips for reaching your London Marathon target** 🎯

Hi [Fundraiser Name],

Just a quick note to remind you you're doing something incredible for [your beneficiaries], and we're so proud to have you on the team.

/ If the fundraiser hasn't created their JustGiving page // - I can see you haven't set up your JustGiving page for London Marathon yet, but it only takes a few minutes! Just click here to start: [Fundraising Link].

No matter where you're at in your journey, check out JustGiving's Top 10 Fundraising Tips. They'll help make your page stand out and go on to raise more money:

<https://www.justgiving.com/for-fundraising/top-10-fundraising-tips>

Give us a shout for any questions: [Contact Details].

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. Pages created earlier perform better, so in this phase, we'll check in on fundraisers that haven't started raising money, keep people engaged, and keep the momentum going strong.

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# Keeping the energy high

## Mid-campaign email 1

When to send: September

Remind fundraisers to set up their pages and share to help grow support for your charity's cause.

### Subject: Share your page to raise more money

Hi [Fundraiser Name],

We're so excited to see your fundraising achievements make a real impact.

// If the fundraiser hasn't created their JustGiving page // - We can see you haven't set up your Fundraising Page yet. It only takes a few minutes and you can get started here: [\[Fundraising Link\]](#)

// If the fundraiser has created their JustGiving page // - Sharing your page with family and friends makes a HUGE difference in helping our cause. The more you share, the more you're likely to raise!

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

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

# Keeping the energy high

## Mid-campaign email 2

When to send: October

Fundraising can start to feel overwhelming at this stage. Boost the confidence with any incentive programmes you have, plus how to split their goal into mini-targets.

### Subject: Check out your weekly fundraising target

Hi [Fundraiser Name],

It's amazing to see you getting closer to your fundraising target – thank you so much for your support.

And we've got a little something for you as well. If you [incentive goal] by [incentive closing date], you'll get [incentive reward]!

To help you get there, we recommend breaking up your overall [Fundraising Page target] target into smaller, weekly targets. With [weeks until event] weeks to go, aim for just [weekly amount to reach target] a week. Way more doable!

If you have any questions, we're here to help.

Thank you,  
[Your Name], [Charity Name] Team  
[Contact Details]

# Keeping the energy high

## Mid-campaign email 3

When to send: November

This one's simple: remind your fundraisers to share, share, share!

### **Subject: Don't forget to share your fundraising (copy + paste this text!)**

Hi [Fundraiser Name],

Just checking in on your London Marathon prep - how are you feeling so far?

I've got a pro tip for you today: share this snippet we wrote on social media to help more people learn about our cause:

*The countdown is on! In April, I'm taking part in the London Marathon and fundraising for [Charity Name]. If I reach my [target amount] target, they'll be able to [specific outcome]. Please donate here: [your JustGiving page link]*

Also, did you know you can make your Page into a poster? Perfect for work, the gym, or your favourite coffee shop's bulletin board. Just click the Print icon in the Share options towards the bottom of your page to download and print yours.

Thanks for being amazing,

[Your Name], [Charity Name] Team  
[Contact Details]

# Keeping the energy high

## Mid-campaign email 4

When to send: December

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 opportunities.

### **Subject: One tip to raise more money before the holidays...**

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

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 19% more on average! It just takes a few minutes. To start, click here: [\[Fundraising Link\]](#)

// If the fundraiser has created their JustGiving page // - Since you've already kick-started your fundraising for us, we've got a special tip: fundraisers love asking for donations for Christmas! It gives friends and family a creative gift idea, plus it's a special and effective way to bump up your fundraising. Give it a try and let us know how it goes!

Thanks for being amazing,

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

PRE-EVENT PREP

# The final countdown

It's officially the new year and event day's on the horizon! Send these emails to your supporters to help them on their way to that fundraising finish line.

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# The final countdown

## Pre-event email 1

When to send: January

London Marathon's approaching, and it's important people are active and fundraising, especially before the console deadline.

### Subject: Your new year London Marathon check-in

Hi [Fundraiser Name],

Happy new year and guess what...the big day is officially this year.

// If the fundraiser has logged fitness activity on their Fundraising Page // I can see you shared your training on your page, and wanted to say well done! Posting your activity is shown to help raise more money over time.

Since you're training hard, now's a great time to check in with yourself.

Check out JustGiving's Running for Good Hub for loads of info about training, nutrition, and recovery: <https://www.justgiving.com/hub/running-for-good>

If you're feeling uncertain about anything, need a confidence boost, or just have a question, we're here for you! Contact us any time at [Contact Details] and we'll help however we can.

Keep sharing your page and you'll get more donations. You've got this,  
[Your Name], [Charity Name] Team

# The final countdown

## Pre-event email 2

When to send: February

Offer up two new ways fundraisers can get creative and rally to get more donations for you in February.

### Subject: 2 creative ways to get more donations

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

How are you feeling? We've got two brilliant ways to give your fundraising another boost ahead of London Marathon:

1. Does your employer offer matched funding? Many companies will match charitable donations from their employees. It's worth a quick email to your HR team to find out!
2. Try a creative challenge! Your friends and fans are ready to cheer you on, so why not make it extra fun for them? Ask for donations to guess your finish time, submit a song for your playlist, or sponsor you per mile.

If you need help with anything, give us a shout at [\[Contact Details\]](#). Let's keep that momentum going!

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

# The final countdown

## Pre-event email 3

When to send: March

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

**Subject: How are you feeling, [Fundraiser Name]?**

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)? Give us a shout at [\[support link or phone number\]](#).

Let's keep that momentum going.

[Your Name], [Charity Name] Team

# The final countdown

## Pre-event email 4

When to send: One week before event day

Getting close now! Offer encouragement before the big day, and add a touch of personality by adding a photo of your team cheering them on.

### **Subject: Just one week to go: the final push for donations!**

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

Just one week left until London Marathon! We can't wait to celebrate everything you've achieved.

Keep this in mind as you get ready for event day: you're helping us change lives by [\[specific outcome the fundraiser will help achieve\]](#).

Share this short snippet on your social accounts to inspire even more last-minute donations:

*I can barely believe it...only one week to go until London Marathon! And I'm so excited to be doing it for [\[Charity Name\]](#). There's still time to donate and support their life-changing work: [\[your JustGiving page link\]](#)*

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

[\[photo of your charity's team\]](#)

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

# The final countdown

## Pre-event email 5

When to send: One day before event day

One more day. Send fundraisers a final update so they know what to expect and where to find you, and amp up their big moment!

### Subject: Your event day checklist is here

Hi [Fundraiser Name],

One more sleep! Here's what you need to know for London Marathon tomorrow:

- Lay out your gear tonight so you have less to think about tomorrow! Then share a photo of it with 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 to meet the team.
- We'd love to see your photos, so tag us on social media [Social Links] so we can share and celebrate with you.
- If you have any questions, contact [Name], our [Role] at [Phone Number] who will be on site to help.

See you there and good luck, [Fundraiser Name]!

[Your Name], [Charity Name] Team

AFTER THE EVENT

# 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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from Blackbaud

# Celebrate and say thanks

## After the event email 1

When to send: One day after event day

Your fundraisers just completed a dream achievement. Give them the recognition they deserve and tell them how important it is to keep sharing.

**Subject: You did it! Thank you for supporting [Charity Name]**

Hi [Fundraiser Name],

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

We're so proud of you and everything you've achieved. Your dedication, training, and fundraising have made a real difference in helping us [specific outcome the fundraiser will help achieve]. A HUGE thank you from all of us.

Here's something you might not know: up to 10% of donations come in after event day!

So don't stop now. If you have a celebratory photo, share it as an Update on your JustGiving page, then share your page on social to encourage more donations.

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

[Your Name], [Charity Name] Team  
[Contact Details]

# Celebrate and say thanks

## After the event email 2

When to send: One month after event day

If you're still elated from London Marathon, you know fundraisers are too! Check in, share the impact of your campaign, and ask about their experience.

### Subject: Your fundraising update (+ a quick question)

Hi [Fundraiser Name],

Are you still buzzing from London Marathon...because we are!

While you're recovering, I've got something amazing to tell you...

You raised [Individual Fundraiser Total] on your Fundraising Page!

That dedication and effort helped us raise [Total Raised] in total, which we can't wait to put towards [your mission]. Thank you, [Fundraiser Name] – we couldn't have done this without you.

One more thing: we'd love to know how you enjoyed fundraising with us. Could you tell us about your experience? Feel free to just reply to this email or complete our quick survey here: [survey link if applicable]

[Your Name], [Charity Name] Team

# Celebrate and say thanks

## After the event email 3

When to send: Two months after event day.

Tell fundraisers how to stay in touch and continue to support you. Add personal details about their journey and share how important they are.

### Subject: How to stay connected with us

Hi [Fundraiser Name],

It's been two months since London Marathon, and we're still so grateful for your support! // Add a personal story or their individual fundraising total //

Here are the best ways to stay connected and continue to support us:

Stay connected:

- Get our supporter updates: [\[newsletter link\]](#)
- Follow us on social: [\[social links\]](#)

Continue your support for [\[Charity Name\]](#):

- Update and share your page again to spark more support.
- Fundraise for us again in a way that fits your lifestyle. Get ideas here: <https://www.justgiving.com/for-fundraising>

With huge 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 stay connected with your fundraisers to 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 event fundraising advice