

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!

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

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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