

FOR CHARITIES

# London Marathon Email Templates

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



**JustGiving®**  
from Blackbaud

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# 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!

We can't wait to see the amazing things you'll do for [\[your charity's beneficiaries\]](#). Reach out to us at [\[support link or phone number\]](#) for help for ro questions.

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

# Keeping the energy high

## Mid-campaign email 2

When to send: October

This one's simple: remind people to be sharing their page! It's the best way to get donations, fundraisers raise more when they share, and it helps new people see your charity's mission.

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

We hope you're well, and we've got two simple actions for you today.

The first is to donate to your own page. That's right: fundraisers that start by donating to themselves raise 42% more on average!

The second is to share your page with friends, family, and colleagues: every share helps raise more money. Here's a short snippet you can copy, paste, and share on your social channels:

*The countdown is on! In just a few months, I'll be taking on the London Marathon in support of [\[Charity Name\]](#). Your support means the world to me and the charity, so if you can, please donate here: [\[your JustGiving page link\]](#)*

If you have any questions, contact us at [\[support link or phone number\]](#), [\[First Name\]](#). We're here to help!

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

# Keeping the energy high

## Mid-campaign email 3

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.

Quick tip ahead of December... asking for donations for Christmas is a special AND effective way to bump up your fundraising, and really helps us [\[specific outcome the fundraiser will help achieve\]](#)!

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