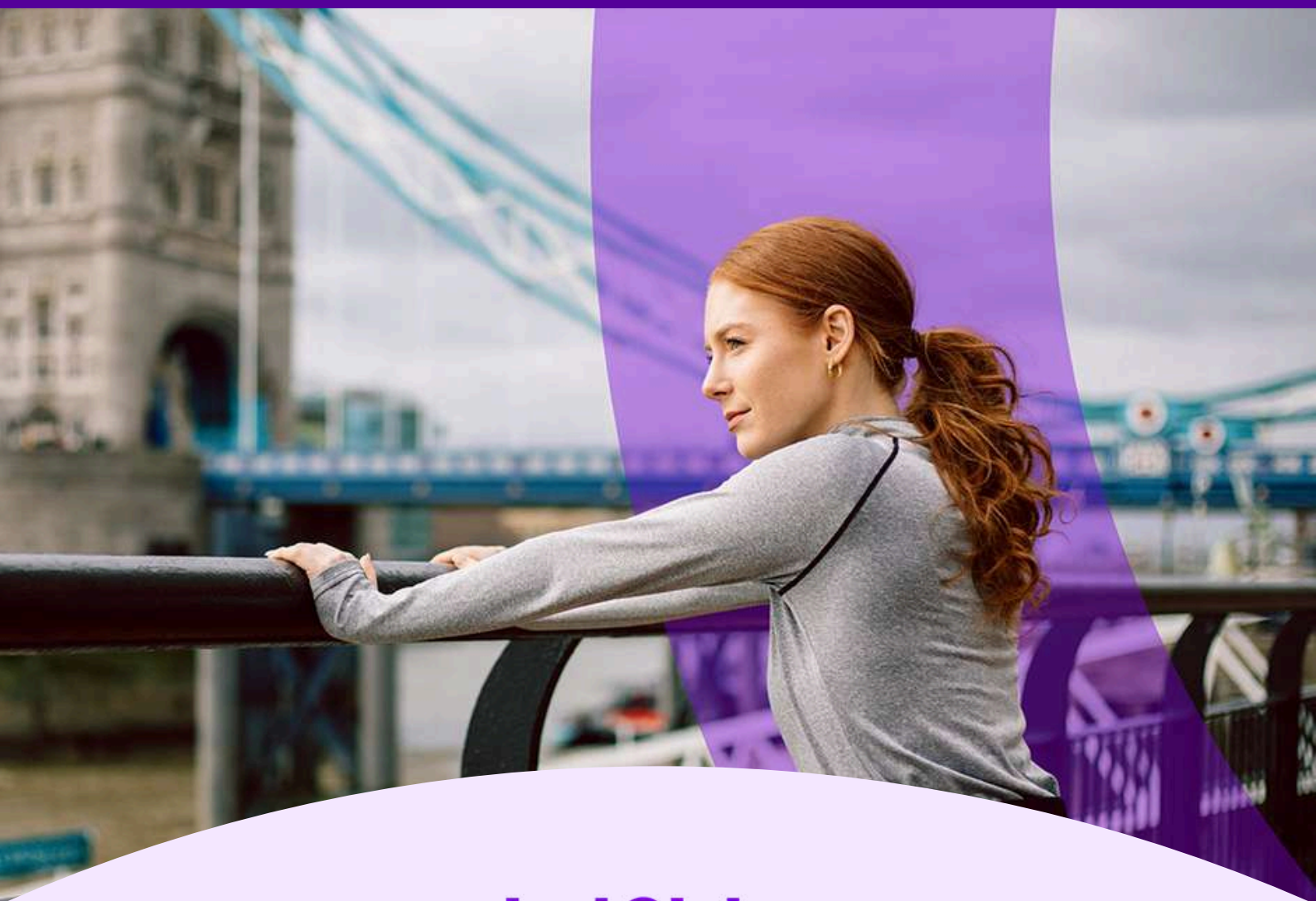


FOR CHARITIES

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 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!

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.

JustGiving[®]
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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]

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!

[Download the entire set](#) of London Marathon fundraiser email templates

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

[Contact our team](#) for expert event fundraising advice