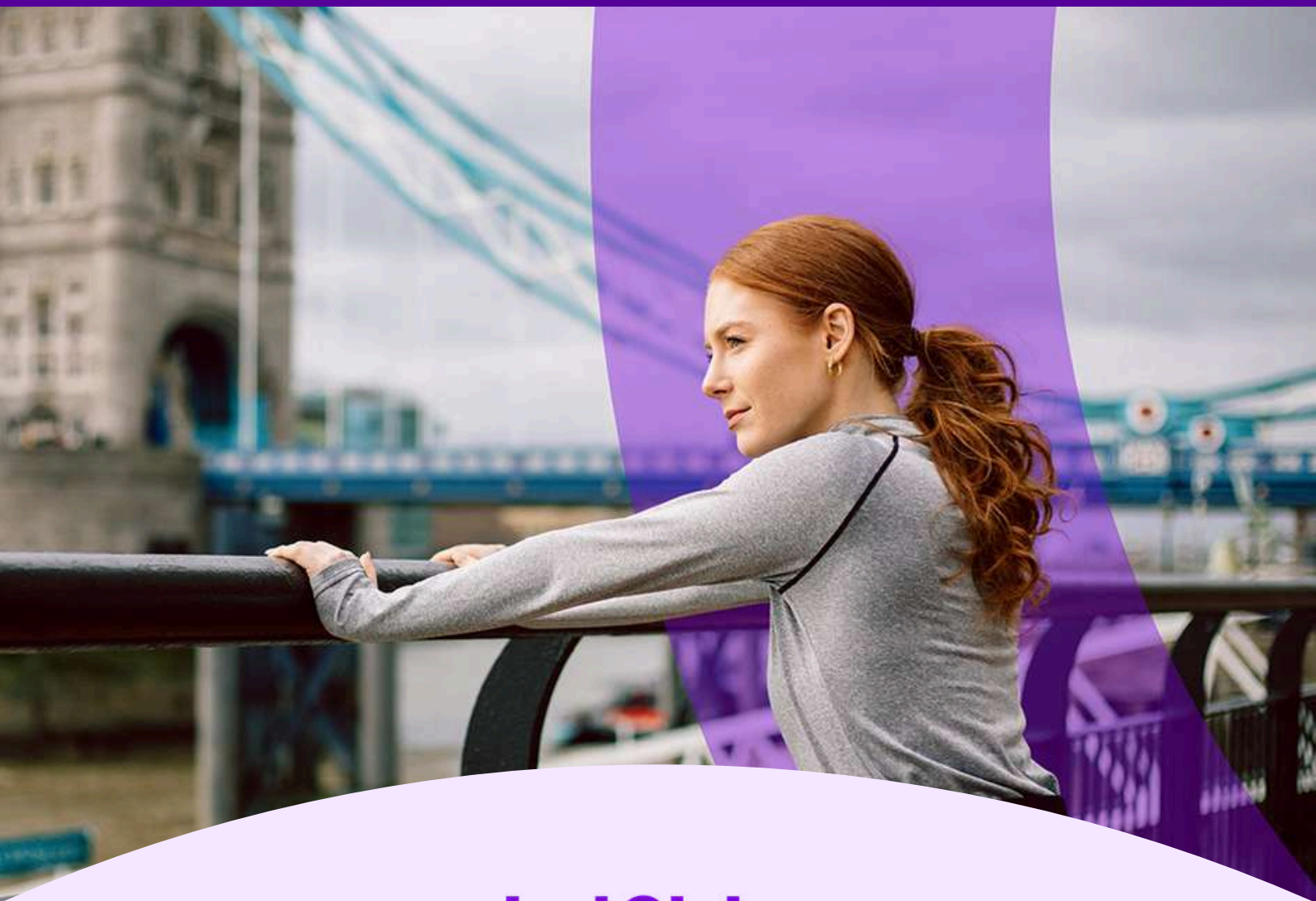


FOR CHARITIES

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!

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.

JustGiving[®]
from Blackbaud

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

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