

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!

PRE-RACE PREP

# The final countdown

Race day's approaching and you might be approaching your fundraising goal. Get these emails to your supporters to help them over that fundraising finish line!

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# The final countdown

## Pre-race email 1

When to send: January

London Marathon's approaching, and it's important people are active and fundraising, especially before the console deadline in March. Check in with our training, nutrition, and recovery tips to keep them feeling great.

Hi [First Name],

Happy New Year! Your marathon's just a few months away, it's the perfect time to focus your training and fundraising goals.

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

And to keep your fundraising moving too, why not break up your target into weekly goals? For example, if your target is £2,000 and there are 10 weeks to go, that's just £200 a week. Way more doable!

Keep up the good work and reach out if you need help [\[support link or phone number\]](#).

[Your Name], [Charity Name] Team

# The final countdown

## Pre-race email 2

When to send: March

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

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-race email 3

When to send: Three days before London Marathon

It's getting close now! Offer personalised encouragement for supporters before the big day, and make it even more special by adding a photo of your team cheering them on.

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

Just a few days until London Marathon! We can't wait to see you cross that finish line and celebrate everything you've achieved.

Keep this in mind as you lace up your trainers on race day: you're not just running a race, you're changing lives by helping us [\[specific outcome the fundraiser will help achieve\]](#).

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

*I can barely believe it...only 3 days 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

# The final countdown

## Pre-race email 4

When to send: One day before London Marathon

One more day! Send your fundraisers a final pre-race update to make sure they know what to expect, where to find you, and to amp up the excitement before their big moment.

Hi [First Name],

One more sleep until RACE DAY! Here's what you need to know for tomorrow:

- Lay out your bib and your running gear tonight so you have less to think about tomorrow! Then share a photo and 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 the race to meet the team.
- We'd love to see your photos, so tag us on social media [your charity's social media handles] 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. Now go smash it!

[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