

Top 5 Post-Event Fundraising Tips

Did you know up to 20% of donations come in after an event? Here are 5 simple tips to help your charity boost post-event fundraising, with insights from the latest Enthuse Mass Events Report.

1. Celebrate the achievement

Recognised fundraisers are more likely to stay engaged and keep raising money.

Share their story

- Post thank-you messages on social media, your website, and email.
- Highlight fundraiser's journey and the difference they've made.
- Use race-day photos/videos — personal stories boost donations.

Personalised congratulations

- Send a thank-you email or letter celebrating your fundraiser's achievement.
- Add a handwritten note or certificate if possible — 89% of fundraisers rate personalised charity support as excellent.

Tag and engage on social media

- Encourage fundraisers to share their achievement and tag your charity, social shoutouts inspire last-minute donations.

2. Encourage a 'final push' for donations

21% of donors forget or run out of time when asked, reminders work.

"It's never too late to donate!"

- Remind fundraisers to ask their supporters for one final push to help them hit their fundraising target.
- You can suggest phrases like:
 - "They've conquered 26.2 miles, can they conquer their fundraising goal too?"
 - "Only £X more to reach 100% — let's help them get there!"

Highlight the impact of extra donations

- Show what extra donations achieve:
 - "£15 provides X meals to families in need."
 - "£55 funds X hours of vital research."

3. Leverage the post-race high

41% of fundraisers say they'd start fundraising earlier if they did an event again, harnessing that momentum.

Encourage emotional storytelling

- Ask fundraisers to share how they felt crossing the finish line.
- Provide a template they can tweak:
 - "I did it! Running 26.2 miles for [charity] was tough, but knowing I was helping [cause] kept me going. I'm just £X from my goal, anyone want to help me finish strong?"

Storytelling with images

- Ask runners to share a race-day photos with a donation link — posts with images drive more engagement.

Create a 'Thank You' video

- Make a short montage of race day, featuring:
 - Finish line moments.
 - Fundraisers explaining why they ran.
 - A final call to action for last-minute donations.

4. Use social proof to create momentum

People donate when they see others doing it.

Showcase success stories

- Highlight other fundraisers who smashed their target post-race to inspire others.

Publicly thank recent donors

- With donor permission, acknowledge last-minute supporters publicly:
 - "Huge thanks to Sarah for helping James hit his £1,000 target! Just £50 more to go!"

Encourage friendly rivalry

- If multiple fundraisers supported your cause, highlight:
 - "Runner A just hit their target, Runner B is only £100 away! Who's next?"

5. Make the ask easy and impactful

Fundraisers with a clear goal and deadline raise more.

Set a specific goal and timeframe

- “Just £250 more would fund X, can you help them hit this milestone in the next 24 hours?”
- “Help us raise £500 post-marathon by Friday, can we do it?”

Simplify the donation process

- Use donation check out links in social media posts and emails, easier donations = more conversions.

Final takeaways

- Celebrate fundraisers publicly & personally.
- Encourage a final fundraising push with urgency.
- Use emotional storytelling to engage new donors.
- Leverage social proof, people give when they see others donating.
- Make the ask simple and impactful, set a goal and a deadline.

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