

Top 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 Celebrate the achievement

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.