



2026 TCS London Marathon Fundraising Week Email Template

Email #1

Send date: w/c 5th January

Subject Line: Get involved in 2026 TCS London Marathon Fundraising Week

Hi XX,

It's great to have you on board for the 2026 TCS London Marathon and we want to help you with your fundraising.

Just like a marathon, fundraising shouldn't be a sprint. To set yourself up for success, it's best to get started as soon as possible. A great way to kick off is to get involved in Fundraising Week.

Fundraising Week has been set up by London Marathon Events and its official online fundraising partner, Enthuse to be the biggest donation drive for the TCS London Marathon.

From the 2nd - 8th of February 2026, you can join thousands of your fellow participants in their call to raise millions of pounds for charity.

That gives you a brilliant excuse to spend the week shouting about your fundraising journey all over social media, in group chats and to your colleagues at work.

Enthuse and London Marathon Events are encouraging people to celebrate Fundraising Week by being as fun and creative in their fundraising efforts as possible, as the official London Marathon account will be sharing the best ones. But of course something simple is better than nothing at all.

They've even got a [creative fundraising checklist](#) for inspiration, but feel free to think of your own ideas.

Join us in spreading the word w/c 2nd February to raise vital funds for [insert charity name] by sharing the link to your fundraising page far and wide.

In the meantime, if you haven't set up your official 2026 TCS London Marathon fundraising page, [just search for us here and sign up.](#)

Any Enthuse page with at least £200 on it by 5pm on Sunday, 15 February 2026 is automatically entered into the [VIP London Marathon experience](#), so it's worth doing.



We've even drafted a social post for you to get you started, so all you have to do is press send.

Thank you for supporting us!

Best wishes,
XX

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Fundraising Week social post w/c 2nd February 2026

It's @LondonMarathon #FundraisingWeek the biggest push for donations for the 2026 TCS London Marathon, so it felt like the perfect time to share my page!

I'm raising money for the brilliant [@charity social handle], anything you can spare would be greatly appreciated!

[link to your page]

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2026 TCS London Marathon Fundraising Week Email Template

Email #2

Send date: w/c 26th January

Subject Line: Have you thought about 2026 TCS London Marathon Fundraising Week?

Hi XX,

Next week is 2026 TCS London Marathon Fundraising Week!

Have you got your social posts ready?

Share your official fundraising page all over social media and tell people about your training and fundraising journey.

Let your loved ones know exactly what goes into fundraising for the TCS London Marathon. The good, the bad, the interesting - just make sure you tell your story!

Tag @LondonMarathon in your posts and they'll share the best ones.

Here's some [ready-made social posts](#) to copy and paste to make it as easy as possible.

Good luck and happy fundraising!

Best wishes,

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