



2026 TCS London Marathon Fundraising Week WhatsApp & Social Template

For charities

WhatsApp prompt template #1

Hi XX,

Thanks again for supporting [charity name] in the 2026 TCS London Marathon!

We noticed you hadn't started fundraising yet. Is there anything we can do to help you get going?

Best wishes,
XX

WhatsApp prompt template #2

Hi XX,

Thank you for fundraising for us at the 2026 TCS London Marathon, we really appreciate your support.

We know that taking the first step can be the most difficult when asking for donations, so we've prepared the below for you to forward on to friends, family and colleagues:

Hey!

I'm taking on the London Marathon in April for the brilliant [charity name] and I'd massively appreciate any donations you can spare!

If you are able to give even a small amount, my fundraising page is here: [fundraising page link]

Thank you so much!

Wish me luck!



WhatsApp prompt template #3

Hi XX,

Did you know that London Marathon Events and its fundraising partner, Enthuse are running a competition to win a truly unique VIP Marathon experience?

We're talking a hotel, VIP transport to the start line, pre-race food. The whole package.

All you have to do to enter is have £200 on your official fundraising page by 5pm 15th February 2026.

A great reason to get the ball rolling!

Best wishes,
XX

Fundraising Week social post template [charity] #1

Today is the start of #FundraisingWeek.

If you're raising money for us by taking part in the @LondonMarathon, make sure you share your official @enthuseco fundraising page far and wide.

You're doing something amazing, let's shout about it!

Fundraising Week social post template [charity] #2

Fundraisers who self donate raise 81% more on average.

So for this @LondonMarathon #FundraisingWeek, set the tone for friends and family by giving to yourself.

It also puts you in with a chance of winning a VIP Marathon experience courtesy of @enthuseco.

Fundraising Week social post template [charity] #3

A reminder to our fantastic fundraisers that it's @LondonMarathon #FundraisingWeek.

If you're raising money for us in the London Marathon, then share your fundraising page with loved ones and be part of the event's biggest push for donations.



Fundraising Week social post template [charity] #4

This #FundraisingWeek @enthuseco and @LondonMarathon are encouraging participants to put the fun in fundraising.

Doing something novel to spread the word? Share it with us!

Fundraising Week social post template [charity] #5

The @LondonMarathon #FundraisingWeek is a brilliant excuse to share your official @enthuseco fundraising page.

Why not end the week by putting the link in your email signature, on LinkedIn or internal comms channels.

Get the office involved!

Fundraising Week social post template [charity] #6

About a quarter of people say they don't donate to people running for a cause as they either forget or didn't have time when asked. So don't be shy about frequently posting.

You're doing something incredible, it's fine to remind people about your @LondonMarathon journey.

#FundraisingWeek

Fundraising Week social post template [charity] #7

Doing something fun, different or creative as part of your @LondonMarathon fundraising? That's what #FundraisingWeek is all about!

We'd love to hear what you're up to.