

# 2025 AJ Bell Great North Run Fundraising Insights

The AJ Bell Great North Run is the world's biggest and best half marathon, inspiring tens of thousands of people every year to run for charity. Our official online fundraising partner, Enthuse, has compiled these insights to help you and your fundraisers make the most of this event.

## Event snapshot



The average page received **20 donations**, with the average engaged fundraiser raising **£699**.

**Tip:** Fundraisers who post and share often raise the most.



**Fridays** were the most popular day to give, but the busiest hour was between **8am-9am** on event day.

**Tip:** Reach supporters when they're most likely to donate.



**84%** of fundraisers who start early **raise over £500**.\*

**Tip:** [Set up pre console registration to give fundraisers a head start.](#)

## Charity actions that deliver higher value

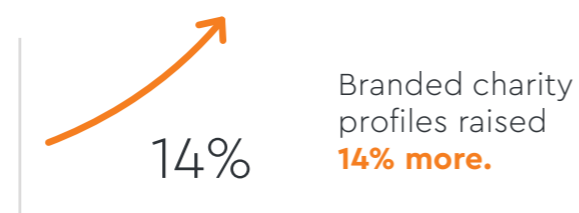
### Customise your donation checkout



Charities with customised checkouts saw an **87% higher average** donation amount and **59% more donations**.

**Example:** [See a customised checkout in action](#)

### Customise your charity profile



**Example:** [View a branded charity profile](#)

### Set a charity target for fundraisers



**Set your target** — watch the [Quickstart video](#)



## Fundraiser behaviours that boost page value



**Telling a story**  
Pages with a story raised an extra £264.



**Profile picture**  
Adding a picture boosted totals by £203.



**Self-donation**  
Starting with a self-donation helped raise an extra £125.



**Posting updates**  
Regular updates lifted totals by £240.

## Charity Checklist

- ✓ Customise your event profile
- ✓ Tailor your donation checkout
- ✓ Add your fundraiser page defaults
- ✓ Embed your register and fundraiser deeplinks
- ✓ Personalise your fundraiser emails
- ✓ Encourage fundraisers to set up and customise their fundraising pages
- ✓ Remind fundraisers about the event day app



Official online fundraising partner