

Mass Participation 2025/26

What have we learnt?



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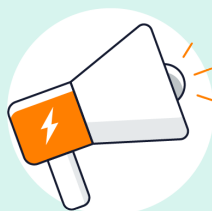
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Who is Enthuse?



Foreword from Marie Curie

As fundraising professionals, it's vital that we keep learning about what inspires people to take on mass participation events, and what motivates their friends, family and colleagues to support them. The more we understand about their motivations, the better we can guide and empower them to raise as much as possible.

It's encouraging to see that mass participation events are becoming a cornerstone of charity fundraising. This report reinforces what we as charity fundraisers see every day; fundraising isn't just about the money raised. Every challenge taken, every mile completed, and every donation made begins with a story. The more we learn about these stories and motivations, the better we can support our participants and empower them to raise as much as possible for the causes they care about.

The insights in this report are invaluable. They show that fundraising motivates participants, enhances their experience and even improves their training performance. They highlight the value of starting their stewardship journey early, setting ambitious targets and using social media channels efficiently to engage with donors. This report also highlights that while fundraising can be rewarding, many of our supporters can find it somewhat daunting. The uncertainty around asking for donations in the current climate can still feel overwhelming, and this is where charities can really make a difference. At Marie Curie, we've really focused on offering creative fundraising ideas, practical tips and clear impactful stories around where their money raised goes, which we've seen grow confidence in our supporters. Not only this, we've also been testing new ways to contact our supporters, and ensuring our communications have clear calls to action, which has seen our engagement rate across our SMS and email journeys increase.

It's really encouraging to see that more fundraisers are raising over that £500 mark, and that so many are impressed with their charity's stewardship. This proves that the effort that we invest in personalised stewardship and supporter care truly matters, and it's an area that we should all continue to grow, adapt and improve on an annual basis.

While there will always be challenges, overall this report is extremely positive, and mass participation is in a great position within the sector. We continue to see a large appetite for people to get involved in events and actively fundraise for our causes. We just need to ensure that we are providing our fundraisers with the right tools and support to reach their goals.

As the 2026 TCS London Marathon Charity of the Year, we're more committed than ever to give our fundraisers the tools, encouragement and personal connection they need to succeed. Whether that's one-to-one conversations with their community fundraiser, tailored training advice from our training partner Coopah or celebrating milestones on our Facebook groups, we want every fundraiser to feel they're part of giving more people the best possible end of life care. Step by step.

#TeamMarieCurie is running in the London Marathon to support the nurses and to reach that finish line. Whatever the illness, Marie Curie are with you to the end.

Lizee Holdstock, Events Product Lead – COTY London Marathon Partnership



Introduction

Mass participation events are a crucial part of charity fundraising income, and becoming ever more important. The TCS London Marathon is a flagship event for the sector and continues to smash records every year for both desire to get involved and fundraising.

This report looks at some of the factors driving the success of mass participation events. It covers the motivations of those fundraising, as well as the causes they support and how the motivations of people to raise money for good causes inspires them in their performance. It then looks ahead at the events people are already signed up for in the next 12 months and the barriers that are stopping people from taking part.

The research examines the fundraising effectiveness of participants. It looks at the importance of targets, as well as when people start fundraising and the impact this has on the amount they raise. It also covers the lessons they have learnt from taking part in previous events. This part of the report then looks at why donors give as well as the reasons why they don't donate.

The study then looks at the relative success of first time and experienced fundraising participants. This section covers who raises the most, and what the factors are behind this, as well as the difference in commitment between first timers and serial fundraisers.

Finally, the study goes on to look at the support participants receive from charities. This section also covers how participants use different social media channels and how frequently they post to help them raise funds, and what impact this has on their totals.

The research covers three audiences. Firstly, distance runners – those taking part in events 10K and longer. Secondly, people taking part in charity branded events including runs, walks and cycling in the last year. Finally, donors – those who have given in the past year to people taking part in events and fundraising.

The fourth edition of this annual report concludes with a summary of the key insights from the research and how charities should consider using them.

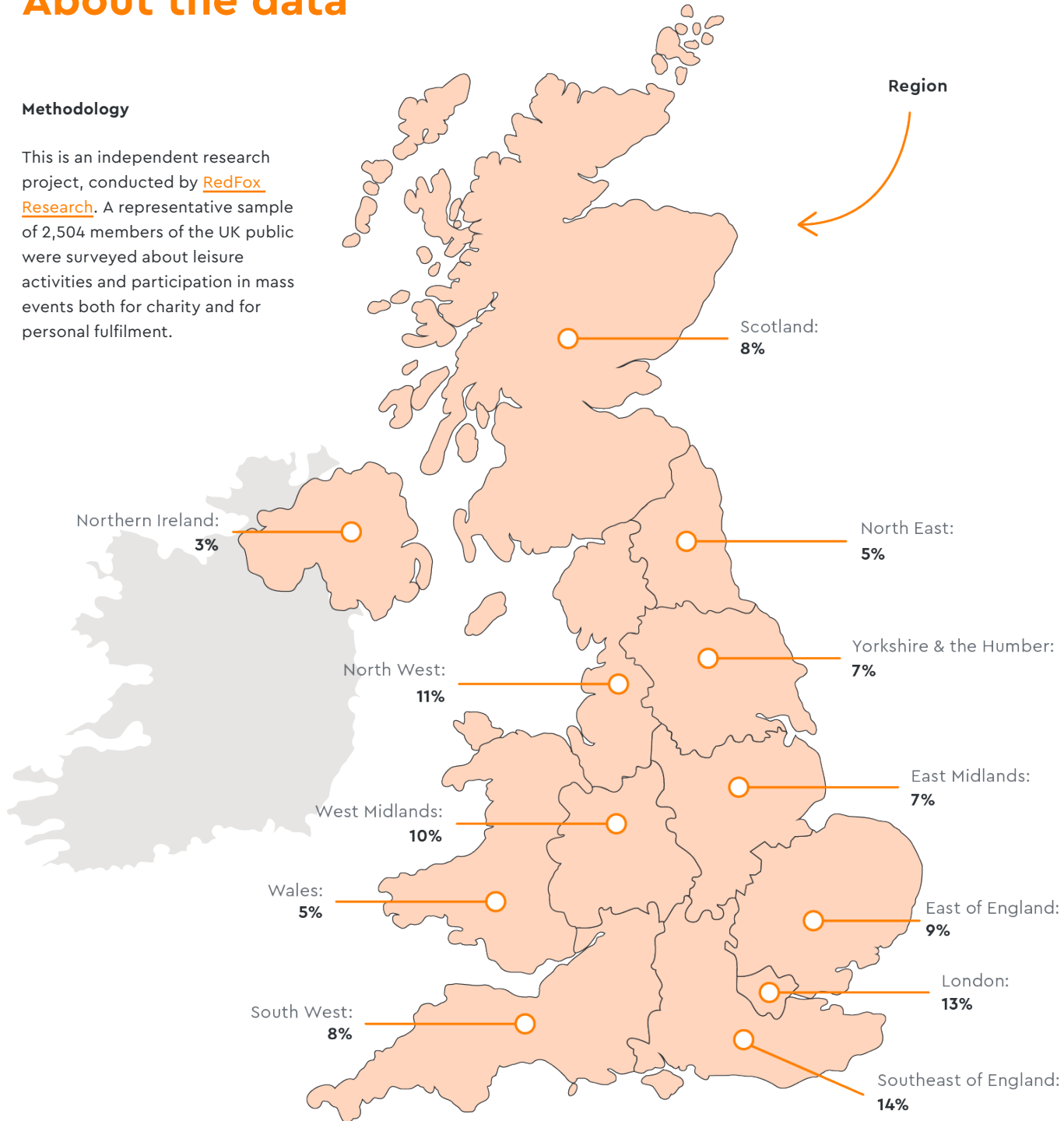




About the data

Methodology

This is an independent research project, conducted by [RedFox Research](#). A representative sample of 2,504 members of the UK public were surveyed about leisure activities and participation in mass events both for charity and for personal fulfilment.



Age	
18-24	14%
25-34	22%
35-44	21%
45-54	24%
55-64	19%

Gender	
Male	49%
Female	51%
Other / ref	<1%

Motivated by the cause



Motivated by the cause

The growth and fundraising success of mass participation events has had another striking year. The TCS London Marathon broke numerous world records with the most ballot applications (1.3 million), the most finishers (56,640) and the highest amount raised – over £87.3 million. The AJ Bell Great North Run also had an incredible year with their biggest ballot ever, and their most finishers – more than 60,000. These two major events lead the way, but the enthusiasm for mass participation and challenge events is across the board.

This enthusiasm is positive news for charities as mass participation events play such an important role in fundraising. And indeed fundraising has a crucial role to play in motivating participants – 59% of all those taking part state that raising money for charity was the motivation for them getting involved. Figure 1 shows that this is similar for those taking part in charity owned events (60%) and distance runners (those doing 10K+ runs) – 56%.

While fundraising is the top motivator for both groups, personal goals are also important, with nearly half (49%) using events to improve their mental health, 46% to get fit, and 43% looking for a new challenge. For charities, it's worth considering how to balance messaging to encompass both the personal motivations of supporters to get fit with the fundraising encouragement they need to succeed.

With just 30% of people taking part because it's something they already participate in – it's also worth charities understanding how this gateway could then slot into a ladder of other physical activities to keep these individuals interested in fundraising for the cause, and presenting them with new challenges.

Socialising and taking part with friends are also drivers for both groups. More than a third (36%) of charity owned event participants and over a quarter (28%) of distance runners get involved because they had a friend taking part.

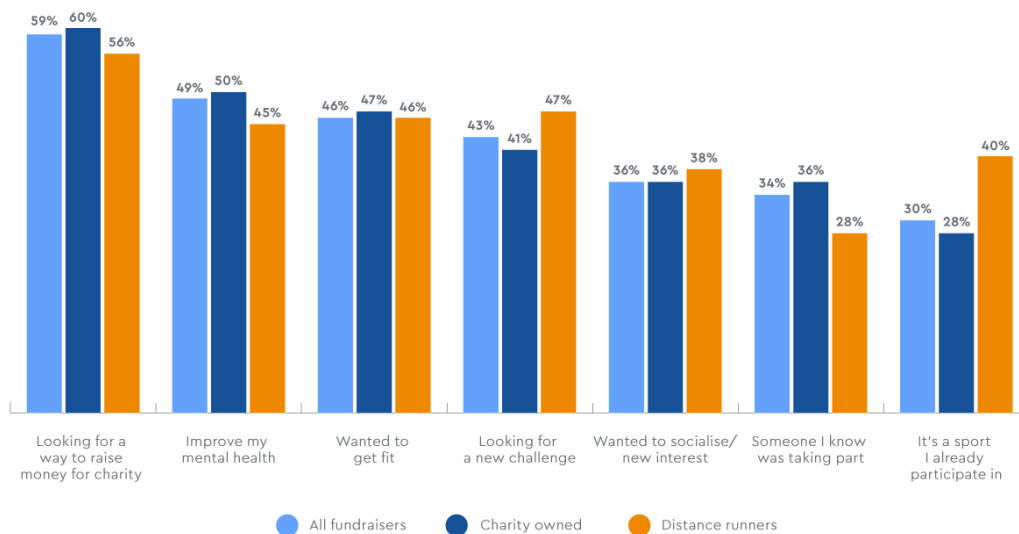


Figure 1: Motivations to take part in mass participation events for charity

Fundraising is not just a great motivator for getting involved – it also improves the experience of taking part and has a positive impact on performance. Figure 2 shows that 59% of participants found the experience of fundraising for a mass event both motivating and enjoyable, with a further 30% stating it was tough and rewarding. Just 10% considered it either a low priority or distracting.

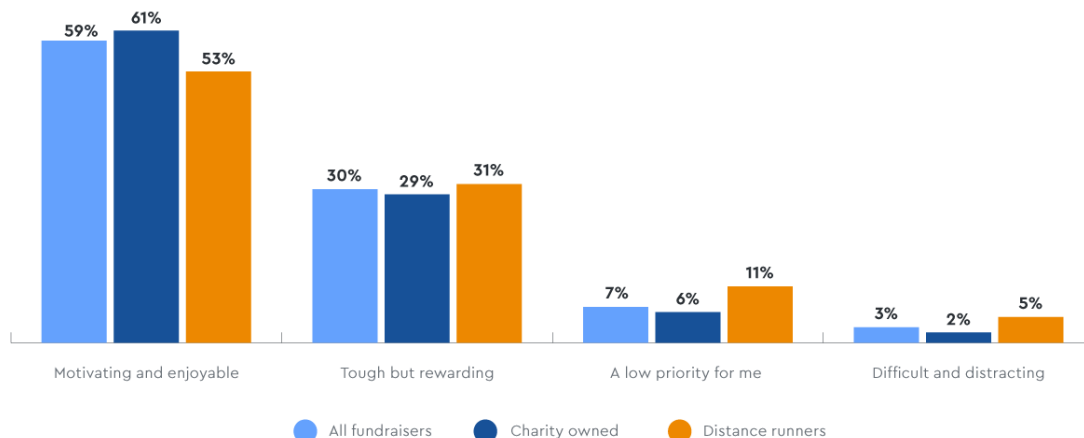


Figure 2: Experience of fundraising as part of mass participation events

That experience translates right the way through to the impact on the performance of participants, as shown in Figure 3. Three fifths (59%) said it kept them motivated during their training, and 39% said that fundraising motivated them to start training earlier. Two fifths (40%) said their fundraising motivated them during the event itself – spurring them on to the finish line. Only 2% of participants said that fundraising didn't help them in their event performance.

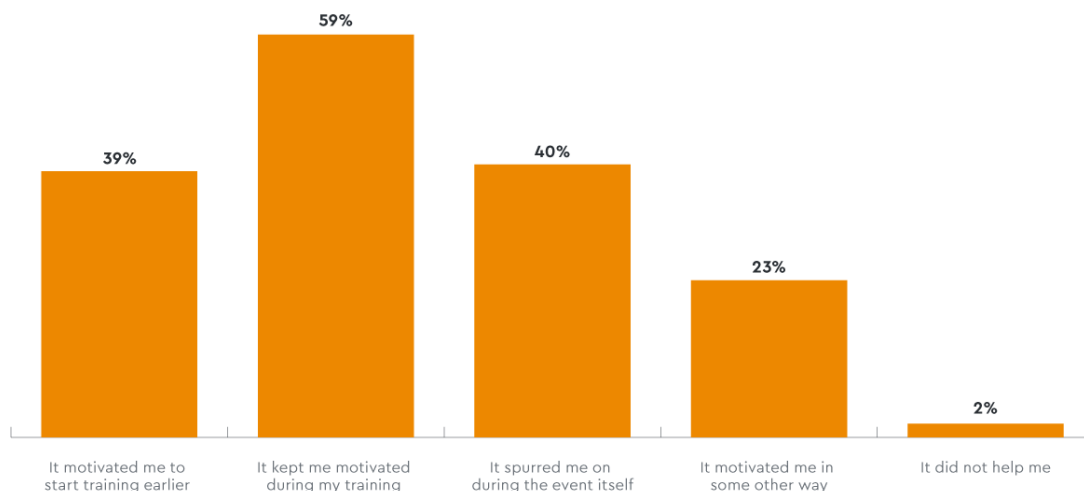


Figure 3: Impact of fundraising on performance

The charities that people support when taking part for a good cause are shown in Figure 4. Four of the top five areas are in the top five causes that are regularly the most donated to in Enthuse's donor research, Donor Pulse (Figure 5 shows the latest data). Research into disease is the most supported charity type with 30% of event fundraisers supporting this area. This is nine percentage points higher than the number of donors who usually give to it. The NHS, hospitals and hospices have 12% fundraising for them – against 19% generally donating to them. Mental health is fairly closely aligned with 12% of event fundraisers near to the 15% of general donors.

The most notable exception remains animal charities. This cause area attracts 21% of general donations, but just 3% of event participants – the joint 9th most popular cause. There are also significant differences from participants backing the causes of children (12%) and poverty (5%) compared to how many people donate to these areas – 20% and 15% respectively.

Though there are obviously differences in how people donate generally versus undertaking an event for a charity – such as in-memory fundraising or celebrating causes personal to the individual – there may be opportunities for charities in these areas, particularly animal and poverty charities. With the public happy to donate, securing more charity participants could be an opportunity to expand fundraising.

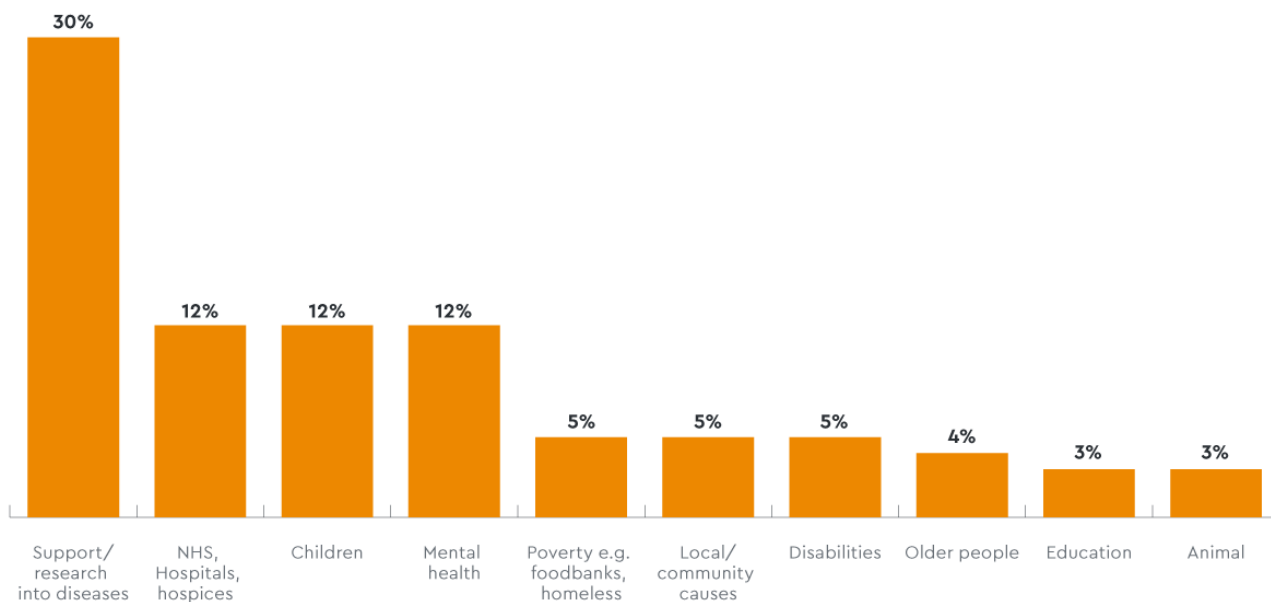


Figure 4: Types of charities supported by event participants

Causes supported: last four years:	2022	2023	2024	2025
Animal	23%	20%	22%	21%
Support/research into disease	22%	21%	23%	21%
Children	21%	19%	22%	20%
NHS, hospitals or hospices	25%	20%	23%	19%
Poverty e.g. foodbanks, homelessness	17%	19%	16%	15%
Mental health	20%	15%	17%	15%
Disabilities				13%
Older people	8%	7%	8%	10%
Local/community causes	9%	11%	9%	9%
Environment	9%	8%	7%	8%
Overseas aid	8%	10%	8%	7%
Faith	6%	5%	6%	7%
Armed services/veterans			6%	7%
Education	5%	5%	5%	7%
Arts and culture	3%	3%	3%	3%
Humanitarian aid for Ukraine	19%			
Other	5%	4%	3%	3%

Figure 5: Types of charities donated to in last three months (Donor Pulse 2025)

Looking ahead, more than a fifth (22%) of the public have either already signed up for a charity owned event in the next 12 months or chosen one and plan to sign up. From an age perspective, it is 18-34 year olds that are the most likely participants, with 13% already signed up and 22% planning to - meaning a third are committed. Figure 6 also shows that a further 42% are giving thought to signing up to an event for charity. This is a significant audience with a wide range of motivations - for charities it is worth considering how to target these potential participants. For example, for more entry level events, it's worth good causes looking at how they can market the events as a good way to start the fitness journey.

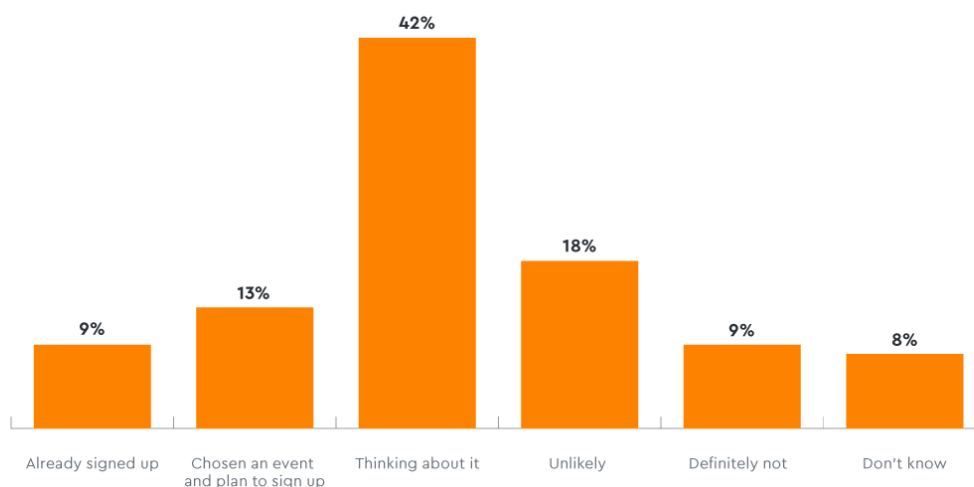


Figure 6: Sign ups for charity branded events in next 12 months

Figure 7 shows the types of events being chosen. Walking leads the way with 58% stating they are going to take part in one. This is followed by two fifths of people who are taking part in a run. There is a significant drop to a quarter (28%) of people saying they plan to take part in a cycling event and then 20% swimming. The selections are rounded out by endurance (16%) and treks (15%). This is a shift on last year's figures with cycling, endurance, swimming and trek events all growing in popularity.

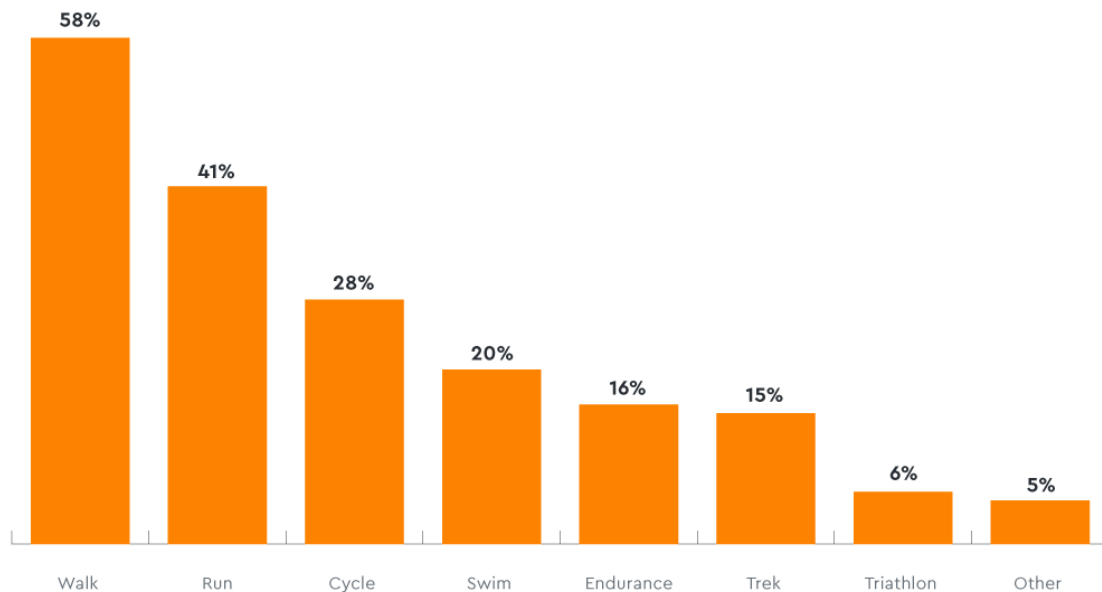


Figure 7: Choice of types of charity events (those committed to participating in next 12 months)

While there are a healthy number of people signing up, Figure 8 shows the barriers stopping others from getting involved, and how this has changed between 2023 and 2025. One barrier that has dropped considerably is health and fitness which is at 22% this year. A wider range of events and perhaps an increase in fitness levels are likely the reasons behind this.

Those saying they do not like asking for money has remained stable at 40%, and people saying they are too busy to raise funds has remained the same as last year (16%). For charities this provides a clearer focus on how to remove some of the barriers by providing help to show people how to fundraise. Another interesting area is not knowing people who would want to take part with them – this is now up to 25%. For charities, finding ways to connect people through fundraising teams could be a way to remove this blocker and also help provide some support on raising money.

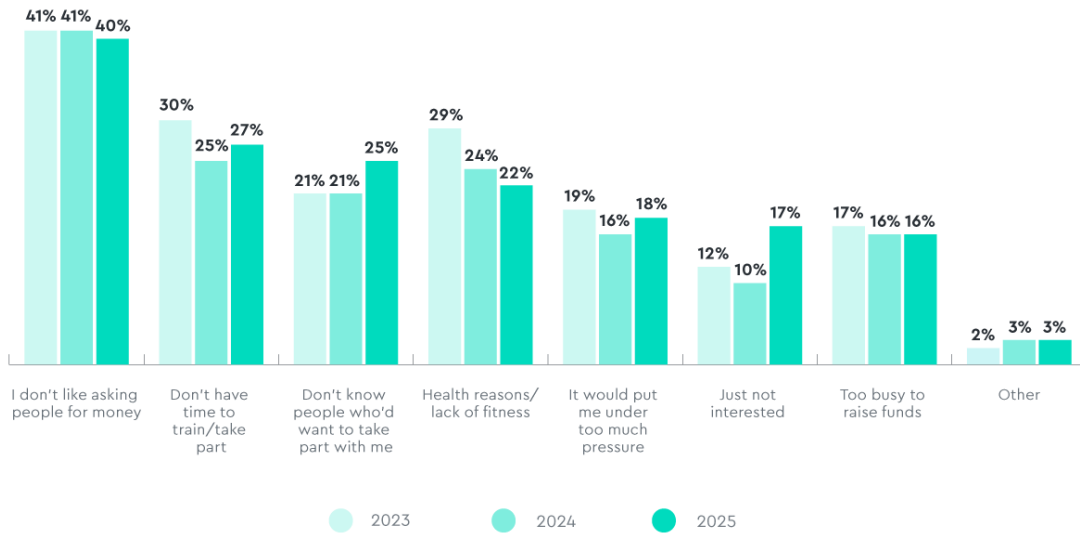


Figure 8: Barriers to participation (2023, 2024 and 2025)

Figure 9 shows how these barriers are split by age group. This underlines how younger age groups are often deterred by having no one to take part with, with two fifths (38%) of 18-24 year olds and a third (30%) of 25-34 year olds saying they wouldn't get involved because they don't want to take part alone. Health and fitness only really becomes a barrier for over 55s with 31% stating this as a reason to not take part.

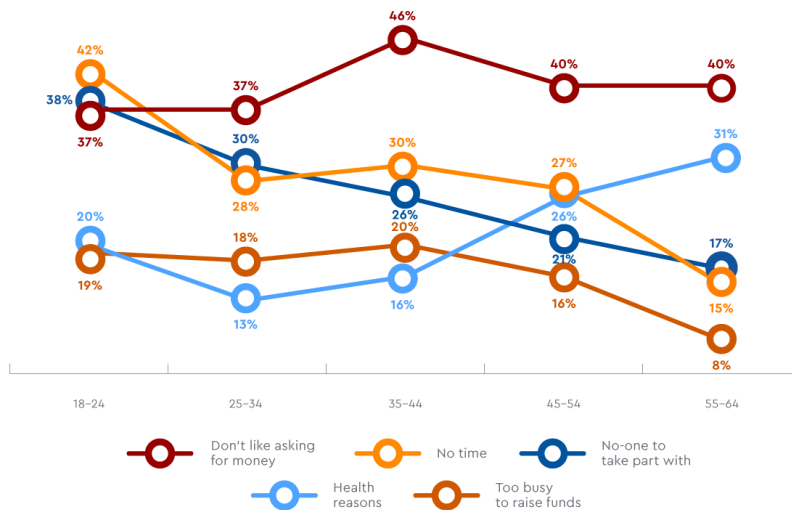
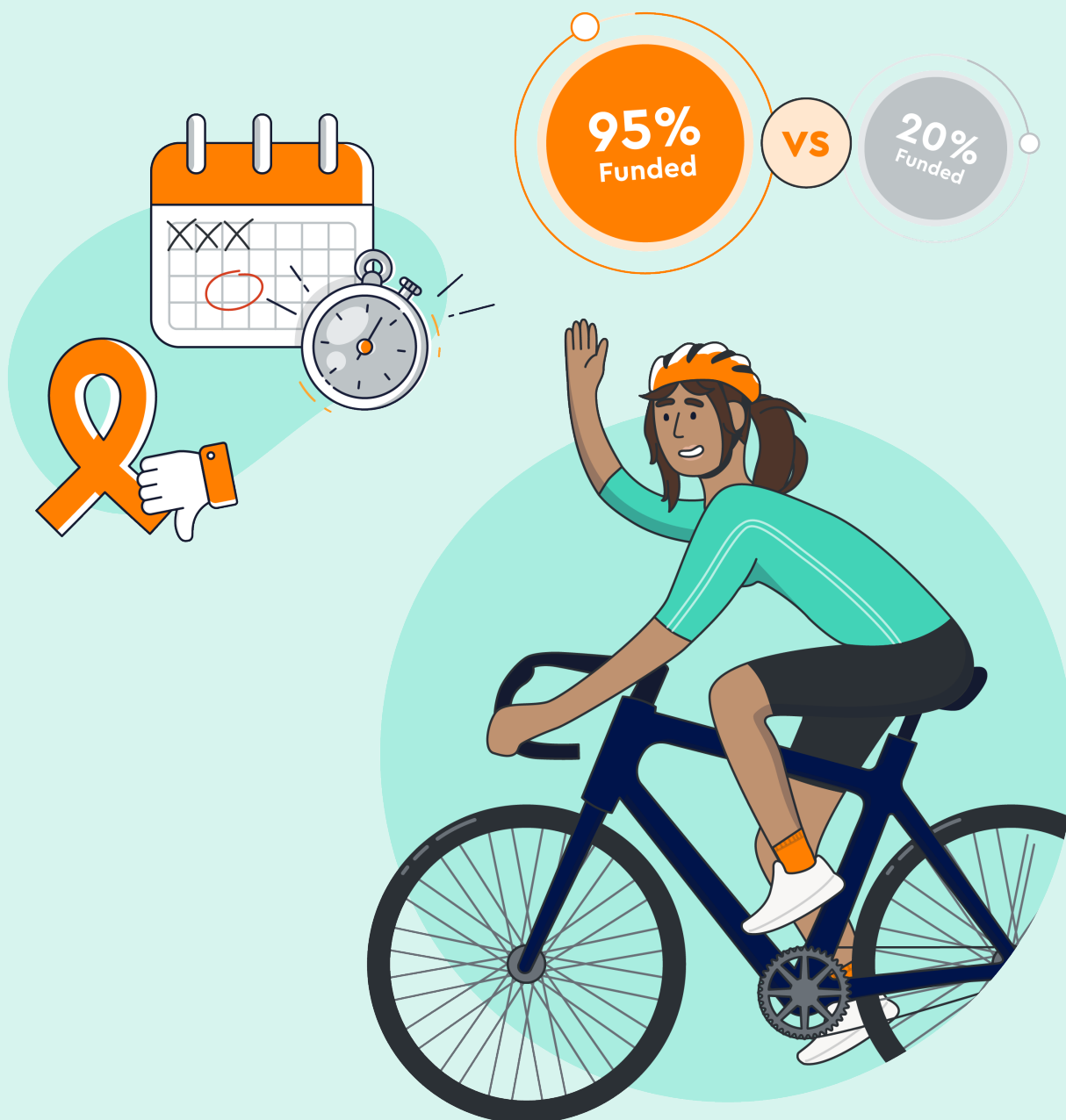


Figure 9: Barriers to participation (split by age)

Overall, 2025 has seen strong growth in mass participation, and the positive news for charities is how much of an important motivator fundraising is for those taking part. Fundraising also improves the whole experience for participants and even impacts their performance and training. And it's those positive experiences from supporting good causes that are leading to a third of people already committing to getting involved again in mass participation events. With more than two fifths thinking about it – there are lots of opportunities for charities to get more people involved with events.

Fundraising effectiveness



Fundraising effectiveness

There is a wide range in the amounts raised by event participants. Partially this is down to the event being undertaken, but it also is down to the abilities and experience of that fundraiser, when they start, their targets, the support that they are given by the charity they are raising money for and the channels they use.

Figure 10 shows this range for the last three years, from those who raise up to £100 to the small percentage (5%) who do over £10,000. Broadly the fundraisers fall into three groups. Firstly the Grass Roots, who raise up to £500 per event – just over a third (36%) of all event fundraisers fall into this group. Then there are the Semi-pros who raise between £500 – £3,000 per event. Nearly half (47%) of participants make up this group. Finally there are the Grand Masters who raise more than £3,000 per event. While a great group to have taking part for your charity, there are a limited number of them, with only 17% of event fundraisers falling into this top category.

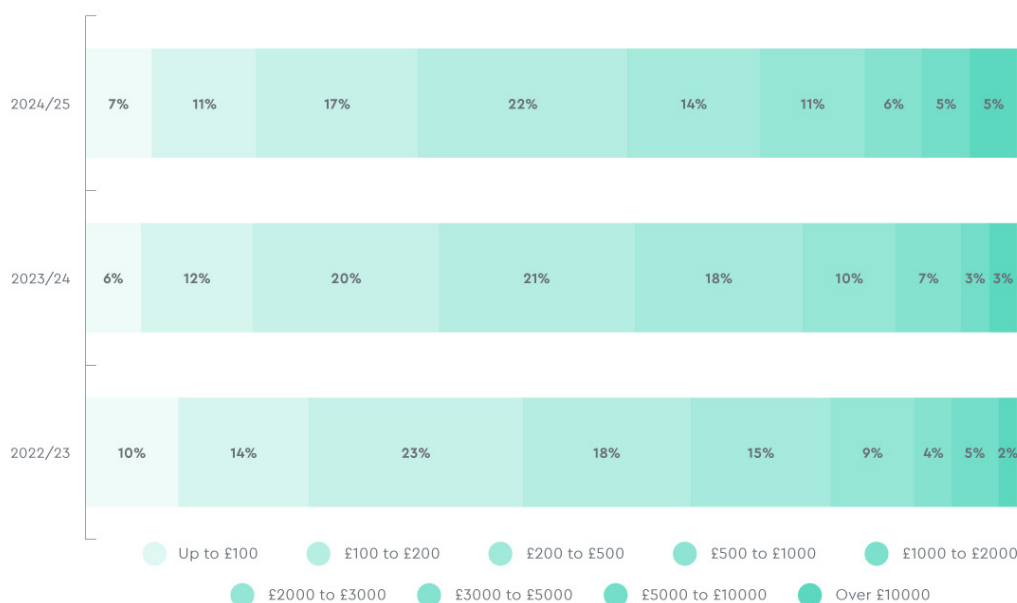


Figure 10: Amount raised for charity by event fundraisers

Interestingly, the figures for 2025 show that the Grand Masters have increased from 13% to 17% in the last year, so though a limited group it is one that is growing. Part of this growth may be down to the targets participants are setting themselves and being set by charities.

Figure 11 shows the importance of this, with three quarters (77%) of participants having a fundraising target to aim for. A quarter (26%) said the target was a minimum expectation from the charity – an increase of eleven percentage points on last year. Two fifths (38%) chose a target and shared it with supporters – up six percentage points, and one in seven (13%) had a target but didn't widely share it, which is down from 22% last year. Participants are either more likely to set their own target and share it or be set one by a charity and this is helping to increase the amount being raised.

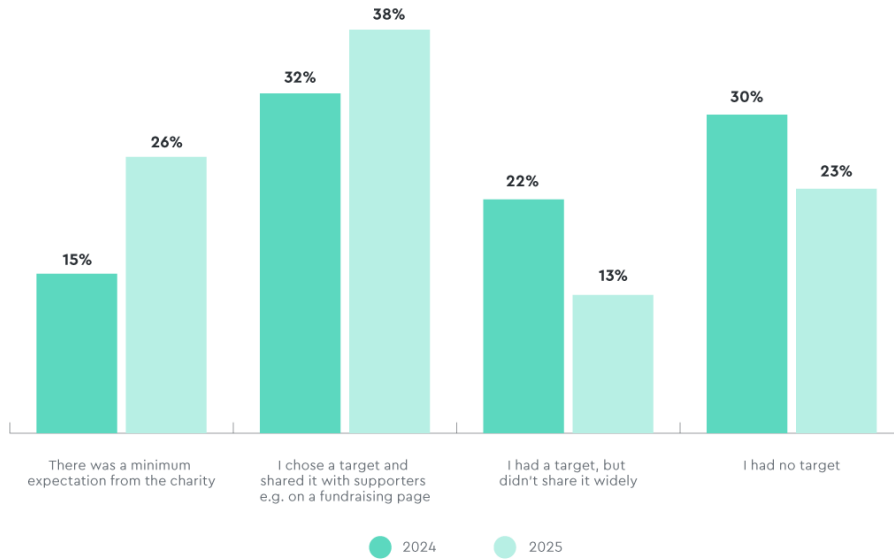


Figure 11: Types of participant fundraising targets

And participants are doing a great job of hitting these targets as shown in Figure 12. A total of 51% exceed their targets, with 15% doing so by more than 50%. And a further third (34%) met their target, meaning 85% either meet or exceed their targets. Even for those that fall short – 12% fall slightly short, and only 3% miss by a significant amount. By committing to a target, participants are motivated to make sure they hit it.

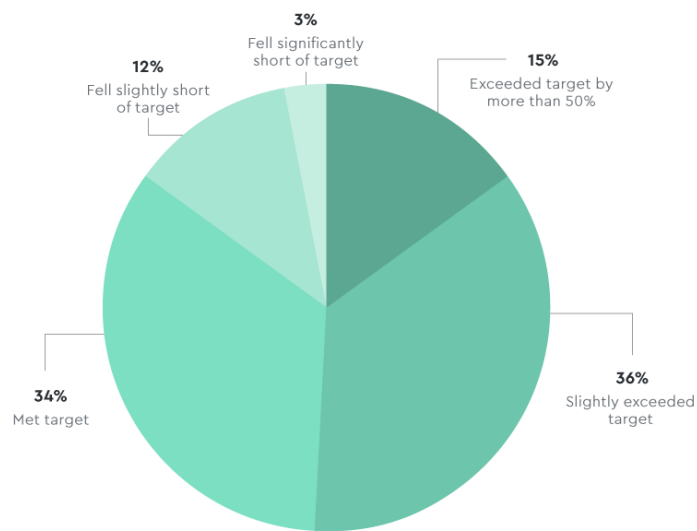


Figure 12: Achievement of fundraising targets

The Grand Masters raising over £3,000 are more likely to come from distance runners than charity owned events – as shown in Figure 13. More than two fifths (22%) of distance runners raise over £3,000 compared to 15% of those taking part in charity owned events. Similarly only one in five (21%) of distance runners raise £500 or less compared to 40% of charity owned event participants.



Figure 13: Amount raised by event type

A key success factor in effective fundraising is starting early. Figure 14 shows the amount participants raised split by when they started. The most successful fundraisers start six months or more out, with 82% of those starting early raising more than £500, and nearly a third (29%) raising more than £3,000. At the other end of the spectrum, for those starting their fundraising journeys just a month out 47% raise over £500, with just 13% managing more than £3,000. The graph shows how with each additional month of fundraising, these figures increase with the biggest jump to raising more than £500 being when people start at least three months out. For charities, this shift is worth factoring into communication plans and helping participants to start as early as possible. Looking behind these numbers – 42% of those taking part in charity owned events start with just two months to go – this figure is 32% for distance runners. There may be a number of reasons behind this, which charities should consider – shorter sign up times, lower targets or less commitment.

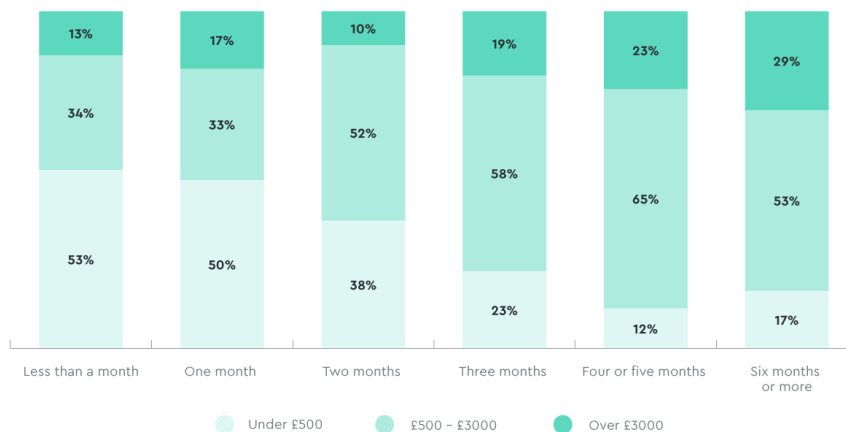


Figure 14: Fundraising (split by start date)

The importance of starting early is underlined by what people would do differently if they were taking part in an event again (Figure 15). From a fundraising perspective two of the most important factors are to start earlier (39%) and to be more active online with fundraising requests. Even though the vast majority are hitting targets, they have learned from their participation. This experience is one of the reasons that makes serial fundraisers more successful. Other notable lessons include taking part as a team (41%) and posting more about their event and training online (39%) - this content can help with fundraising asks for participants and is an important learning for charities to share with their supporters taking part in events.

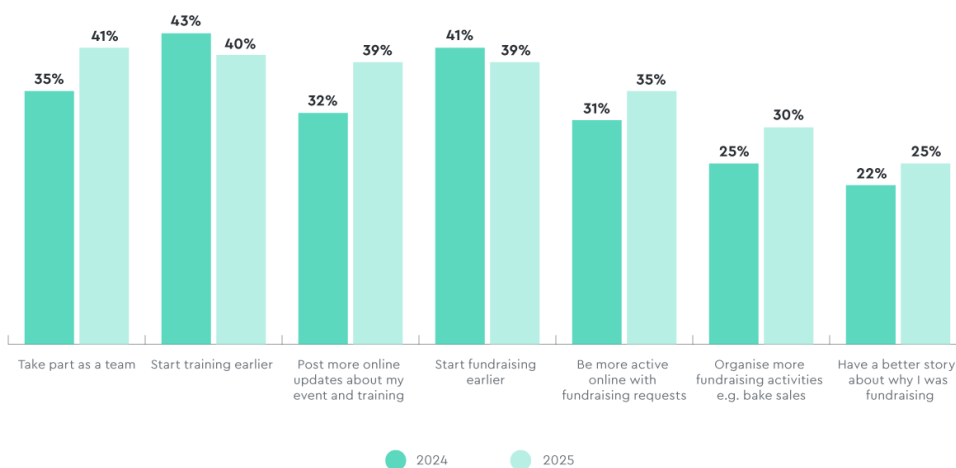


Figure 15: What would you do differently if taking part again

The value in getting an early start is also shown by the fact that donors give before the event - the more time they have to do that the better. Figure 16 shows that 80% of donors give before the event, and just 13% afterwards. While there is still time to gather donations afterwards, it is a narrow window of opportunity, and for charities, the message to participants should always be about starting fundraising early. And there is a large pool of potential donors waiting for them - 47% of those have not taken part in a charity event donated in the last twelve months to someone taking part.

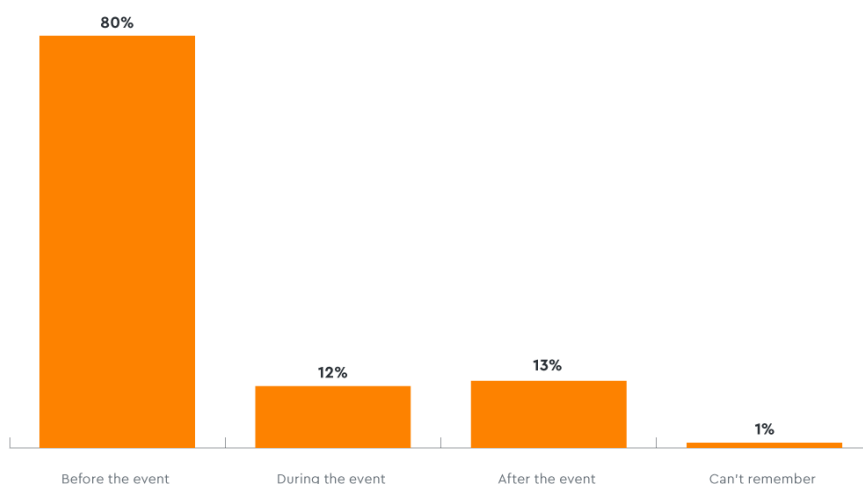


Figure 16: Timing of donation

The reasons why people donate are shown in Figure 17, with donors far more likely to judge the cause and the passion for the cause than the challenge. While the most popular reason for giving was knowing the participant well (60%), the second most important was the cause (46%), with a third (36%) thinking the most important reason was that the person taking part was passionate about the cause. However, the determination people show also encourages giving with nearly a third (29%) saying they donated because of the commitment participants were showing in training. All of these point towards the importance of charities making sure their participants are well set to sell their stories to their donors so they can demonstrate their passion for their cause.

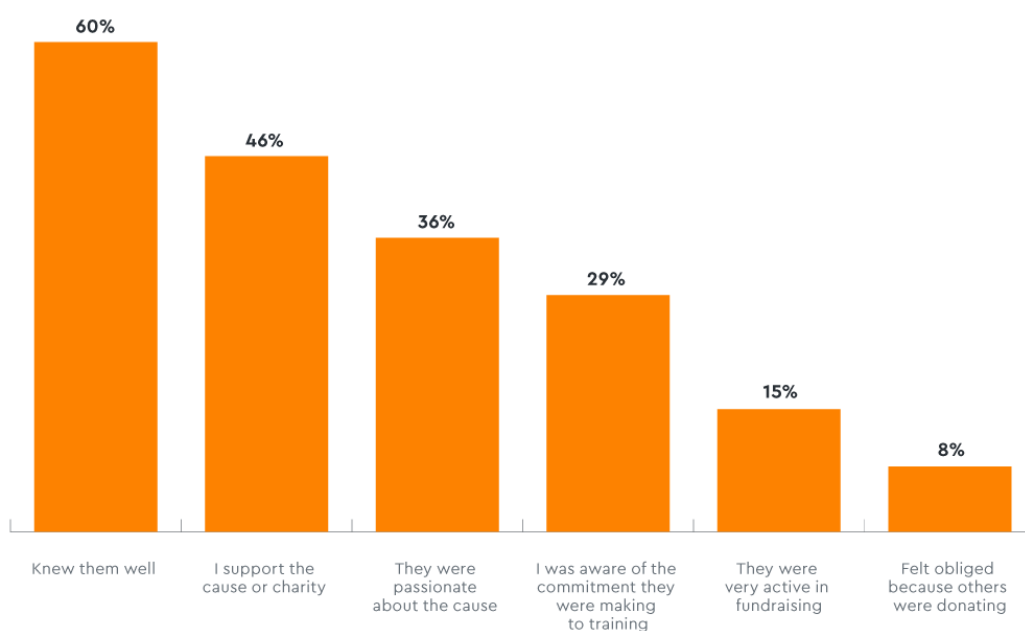


Figure 17: Reasons to donate

The reasons not to donate (Figure 18) show similar thinking from donors. Only 1 in 10 (10%) thought the activity a participant was doing didn't justify a donation, whereas one in five (20%) didn't give because they didn't feel warm to the cause or charity. For charities and participants it is worth noting that a quarter (25%) didn't donate because they either just forgot (19%) or didn't have time when they got the request (6%). For good causes this shows the importance of encouraging participants to share their fundraising pages regularly through social media and email.

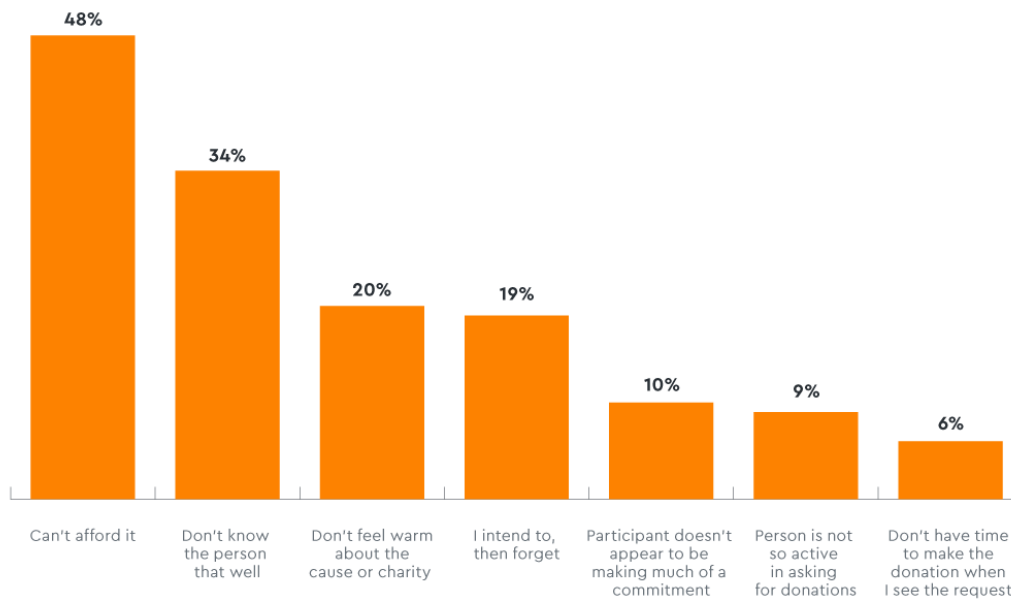


Figure 18: Reasons to not donate

Overall, more people are raising higher amounts from mass participation events – great news for charities. At least part of this is down to the fact that more participants have targets and they are doing a great job of hitting them – with 85% stating they either meet or surpass them. For charities it is well considering whether they can move these targets up – the level of success indicates there is potentially room for setting higher targets for participants. This should be done by charities in harness with helping supporters get started as early as possible – the most successful fundraisers start six months before the event, maximising their time to raise funds.

The importance of being experienced



Ernie's 5th Panda-thon!

Ernie
My story
Hello, I'm Ernie! The Panda is back. For the fifth time, I am squeezing into my trusty—and admittedly slightly battered—panda suit to tackle the marathon.

[Read more](#)

**£3,000
Funded**

The importance of being experienced

There is a school of thought that first time fundraisers for a charity are likely to be the most successful. However, Figure 19 suggests that those who have done two or more events (serial fundraisers) use that experience to raise more. More than a quarter (27%) of serial distance runners raise more than £3,000. With charity owned events this number doubles from 10% to 20%. It's often thought that it's harder for those taking part in events to increasingly raise more from the same donor pools - but in fact the experience participants gain from their first time event fundraising enables them to raise more. For charities it is worth factoring this into their plans if they have limited event spaces and are choosing participants.

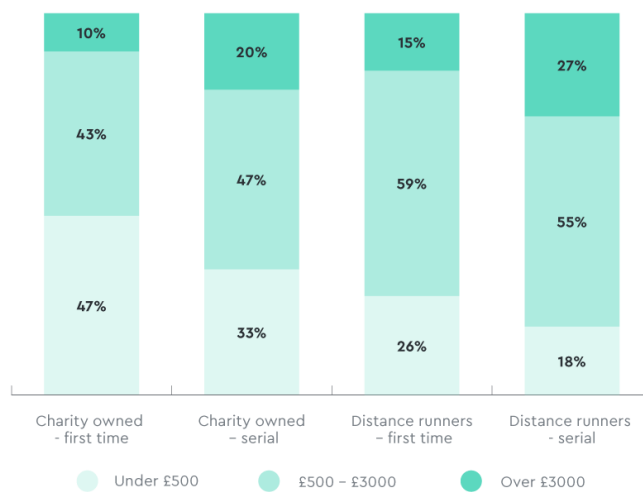


Figure 19: Amount raised by event type (split by relationship with charity)

One of the reasons why serial fundraisers tend to be more successful is their commitment to the cause. Figure 20 shows that those who have raised money for that charity in the past are driven by their commitment to that cause. 67% of serial fundraisers for charity owned events are motivated by the opportunity to raise money for charity and this applies to 60% of distance runners who are serial fundraisers. On the other side - first timers are driven by the challenge, with 46% of charity owned first timers and 51% of first time distance runners citing a new challenge as their main motivation for taking part.

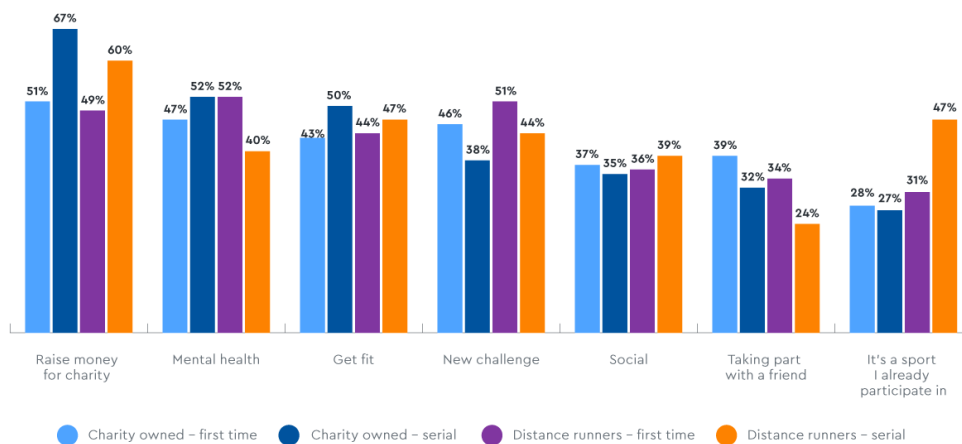


Figure 20: Motivations to take part in mass participation events for charity (split by first time and serial fundraisers)

And the deep commitment that serial fundraisers have to their chosen charity is also an important motivator when it comes to training, as seen in Figure 21. There is a marked difference in the impact the cause has on training performance. 67% of serial distance runners said fundraising kept them motivated during training - 13 percentage points higher than first timers; and 65% of charity owned serial participants said the same - 16 percentage points higher than their equivalent first timers.

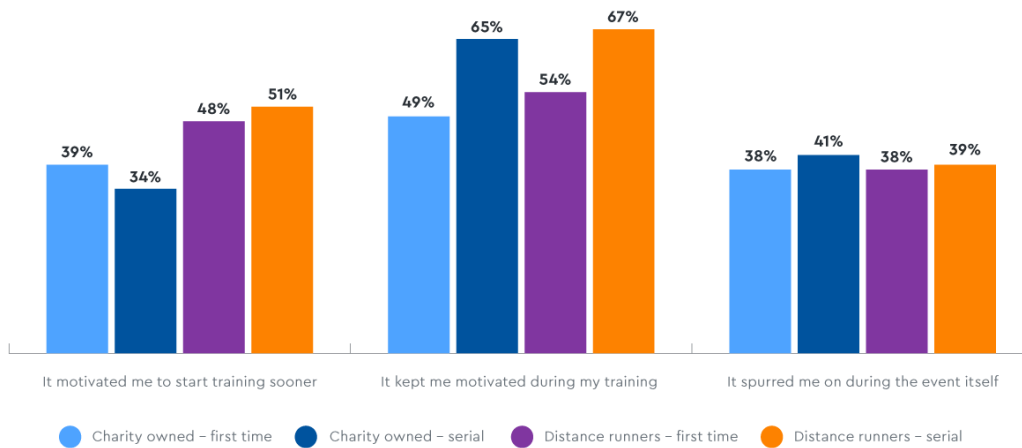


Figure 21: Impact of fundraising on performance (split by first time and serial fundraisers)

Figure 22 shows the commitment participants have to the same charity. Just under half (44%) have either committed to a future event or already taken part in another event for the same good cause. One in five (21%) have committed to taking part in a future event, and a further 41% are planning to fundraise again for the same charity even though they are not yet committed to a specific event. Just 15% have no plans to support the charity again. Distance runners are more likely to have made a further commitment than those who fundraised for a charity owned event (52% vs 42%). For distance runners these figures are very similar for both first time and serial fundraisers - 51% and 54% respectively. For charity owned events there is a wider gap here. 49% for serial fundraisers against 33% for first timers. While two fifths are open to doing an event again, charities need to plan their communications post event to help turn first timers into serial fundraisers.

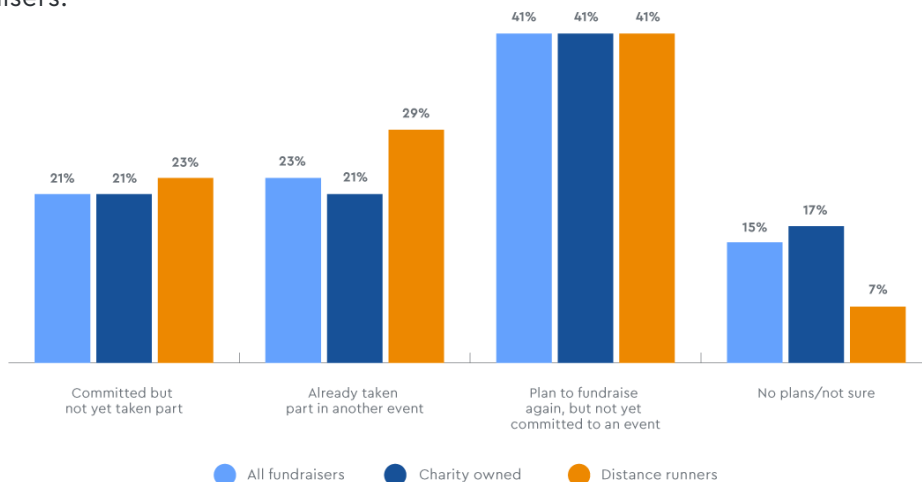


Figure 22: Future commitment to the same charity

The drivers of future commitment are varied as shown in Figure 23. Close to half (47%) state that it's because they enjoy the events, and this is closely followed by 46% saying they have a sense of connection with the charity. This was followed by 43% stating the charity needs their support. Interestingly just over two fifths (41%) said that friends and family now associate them with the charity and are happy to donate. This is positive news for charities helping them to build long term relationships with their supporters. And it also ties into the third of people (30%) who said that they would support the same cause again because they've made connections with fellow fundraisers. For charities encouraging teams both online and offline and generating a sense of camaraderie can help to drive commitment to their cause.

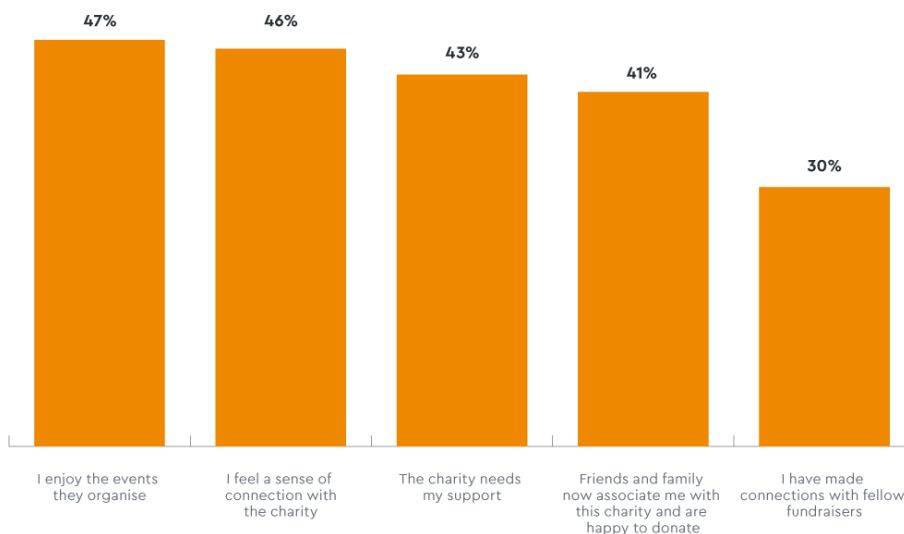


Figure 23: Drivers of future commitment to the same charity

While there are a healthy number of people signing up, Figure 24 shows the barriers stopping future commitment to the same charity. The top reason (37%) was not feeling able to ask friends and family to donate to the same cause again, followed by a third (34%) who want to fundraise for a different charity. It's worthwhile charities considering how they can keep these waverers interested by providing updated information about where the money will be spent and breakdowns of how the money is spent for participants to underline how worthwhile it is to continue their support. Encouragingly, very few people cited either the fundraising target a charity set as being too high (13%) or not getting enough support (8%).

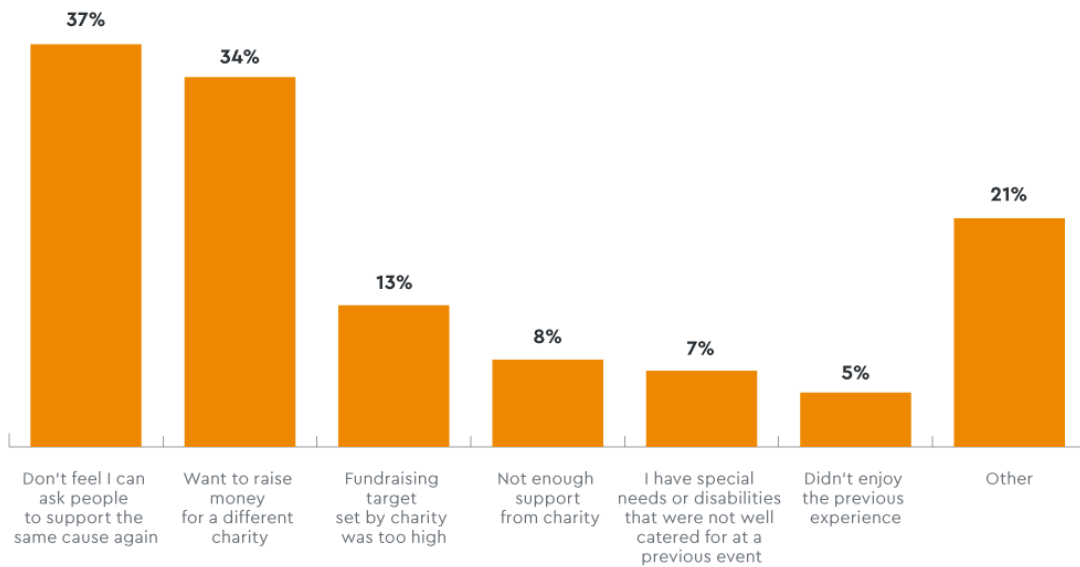


Figure 24: Barriers to future commitment to the same charity

For fundraising, it seems experience is the best teacher. Serial fundraisers - whether it's third party events or charity owned - are using their experience to raise more. And they are using their passion for a cause to keep themselves motivated. This is all positive news for charities, but the area that needs consideration is how to move first timers into serial fundraisers. This is an area with lots of potential with two fifths of participants thinking about taking part in a future event for charity. The challenge is how to lock those participants in.

The power of sharing



The power of sharing

One thing that is absolutely consistent with participants is the support they get from charities. Overall 89% of charity fundraisers rate the support they get from charities as good or excellent – an impressive response and something the sector should be rightly proud of.

Although the overall figure is very positive, there are areas that participants would welcome more coaching on from charities – this is shown in Figure 25. Fundraising ideas was the area supporters would find most helpful, with a third (35%) stating this. This was followed by tips on how to ask for support and opportunities to connect to other participants (both 30%). The connection with other participants is potentially about sharing fundraising ideas as much as training ones. A quarter (27%) said they would find training plans useful, and 26% more information on how the money was spent. Then there were four areas coming in at around one in five participants – free kit, apps to track fundraising, milestones gifts and lastly a post event reception.

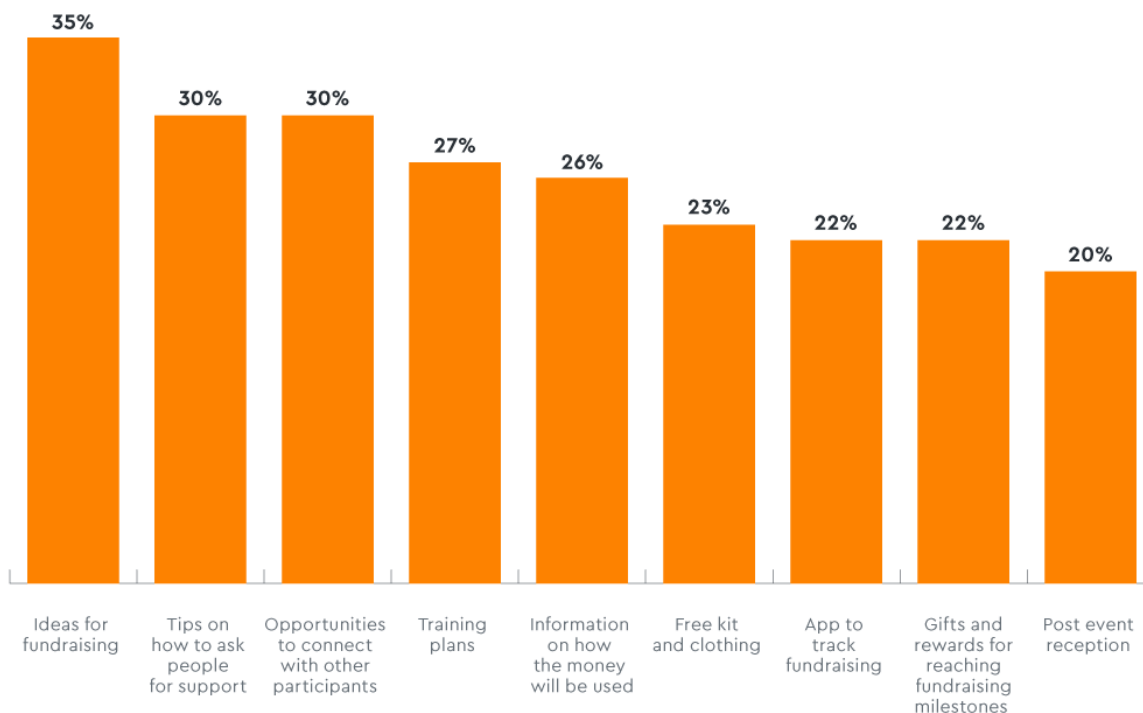


Figure 25: Areas charities could offer more support

Figure 26 shows how people would prefer to receive support from charities for fundraising and training. Email (50%) leads the way, with WhatsApp groups with other participants (41%) and websites (40%) the next most popular. Phone calls rank at just 19% – showing that participants prefer to reference information when they have time. A third of people (34%) rank apps to track fundraising as a preferred support channel, and this rises to 42% of 25 – 34 year olds. An important consideration for charities, particularly for large scale events such as the TCS London Marathon or AJ Bell Great North Run which already have these in place and are integrated with fundraising.

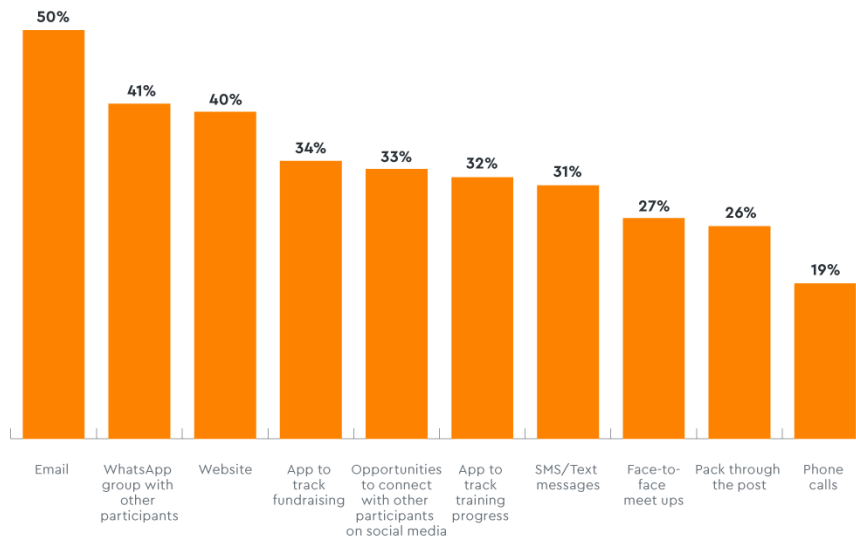


Figure 26: Preferred channels of support for fundraising and race preparation

Figure 27 details the different activities people do to raise funds when undertaking an event for charity, and shows the split between different levels of fundraising. The most successful fundraisers are more active across both offline and online activities, but are particularly focused on getting their message across on social media. Two thirds (66%) posted on social media about the event – 23 percentage points more than those raising less than £500. More than half (52%) of the most successful fundraisers posted their personal story on social media – 17 percentage points higher than those raising less than £500.

Other popular activities for those raising more than £3,000 include asking for donations at clubs or teams that they are a member of (60%), asking employers for support (44%), and getting people involved in their training as part of fundraising through activities such as step challenges (47%). All of these take time to set up and put in place, so it's important for charities to help participants get signed up as early as possible for events.

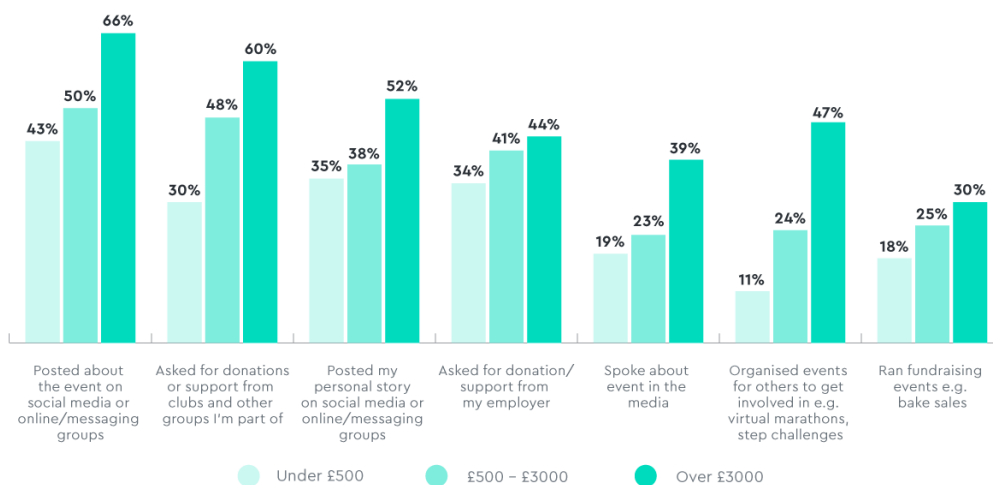


Figure 27: Fundraising activities to support event participation (split by amount raised)

Figure 28 shows how donors who have given find out about participants asking for donations. While nearly half (48%) donate because of a personal request, it's far more likely that they donate when they see a post on social media – 86% of donors see updates online.

In terms of channels – donors cite Facebook (34%) WhatsApp (19%), fundraising pages (14%) and Instagram (14%) as the most likely places they've heard about a participant asking for donations. Email (8%), workplace platforms (8%) and LinkedIn (3%) lag behind. While TikTok is only at 5% overall – there is a marked difference in younger age groups with 14% of donors under 25 saying they donated after seeing a post on this platform.

For charities it is worth considering how they can help participants use a variety of channels, particularly work related ones. Providing templates for LinkedIn posts and workplace platforms like Slack with fundraising page links may help to drive more donations. For TikTok, with an increasing number of younger participants – encouraging engagement on this channel is a great way to interact with donors under 25.

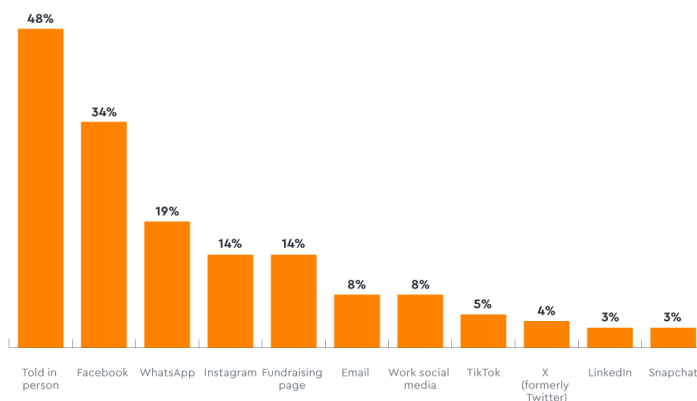


Figure 28: How donors hear about requests

Contrasting with how donors hear about fundraising is the platforms participants use – shown in Figure 29. Facebook leads the way with two thirds (64%) of participants using this. Though WhatsApp (54%) and Instagram (47%) have both closed the gap over the last year. TikTok remains popular with younger participants – 41% of 25–34 year olds use it, with a significant drop off as age increases. The majority of other channels have remained similar in usage year on year.

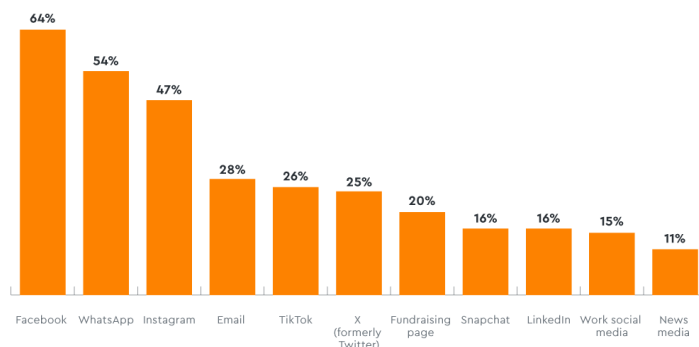


Figure 29: Channels used by participants

The highest performing fundraisers post more widely, as shown in Figure 30. Participants raising £3,000 or more typically post on five different channels or platforms - twice as many as those raising £500 or less. While this may partially be down to them having wider networks - they are clearly investing more effort as well. The largest differentials between the highest fundraisers and those raising less than £500 are X (39 percentage points), TikTok (30 percentage points) and Fundraising pages (27 percentage points). It's worth charities encouraging participants to post updates on their fundraising pages and share those through their social networks, as well as experimenting with different social channels like TikTok.

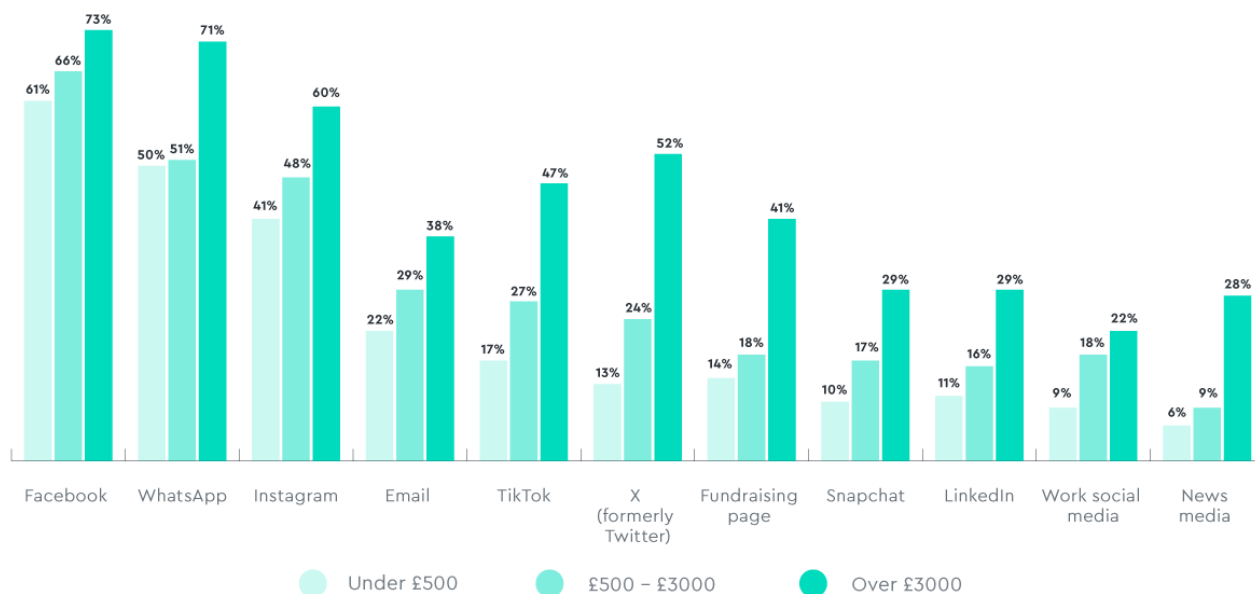


Figure 30: Channels used by participants (split by amount raised)

The frequency with which people use these channels for communicating about their fundraising is shown in Figure 31. The majority (65%) post two to three times a week or more, with 89% stating they post at least weekly. One in five (22%) post most days and one in seven (14%) post at least every day and sometimes more often. Nearly two fifths (38%) of fundraisers who post every day or more raise more than £3,000. While there is much more to successful fundraising than posting online or on social media, charities should consider the advice they provide to participants about the frequency of posting. Encouraging their event fundraisers to be less shy about posting every day could help to drive donations for them. One way of making this easier for participants is to recommend they post on different channels on different days to reach a variety of audiences.

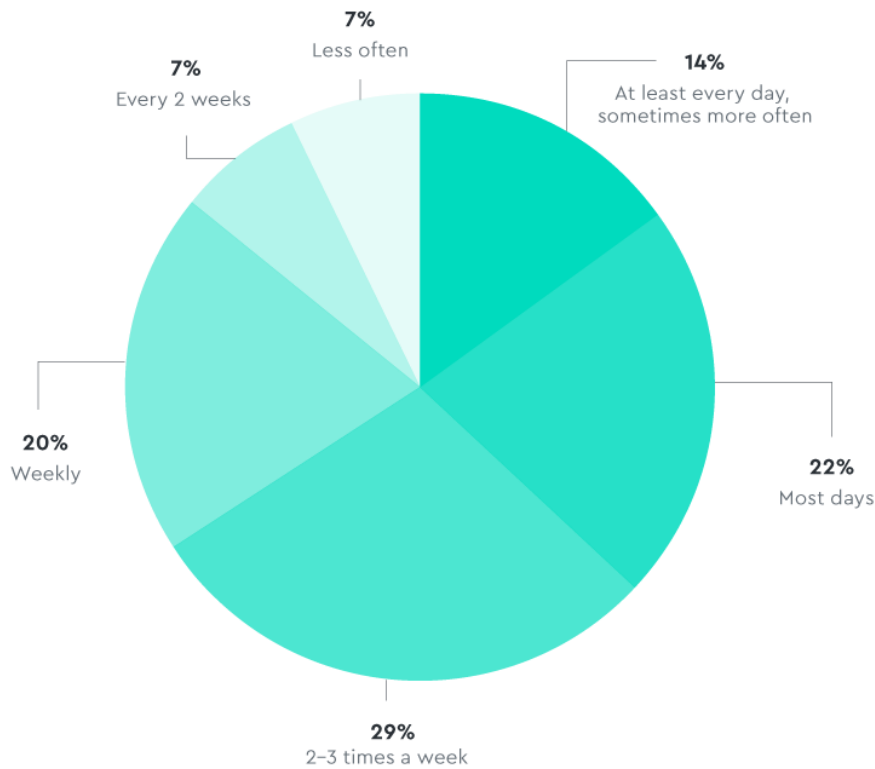


Figure 31: Frequency of posting

The most successful fundraisers are both persistent and consistent with their use of digital channels to reach potential donors. They use an average of five channels and post every day or more. While this is not the only successful path for fundraising – it is one that clearly contributes to it. Encouraging participants to post regularly about the event they are taking part in and using a wide range of social media should be a key part of a charity's approach to helping their fundraisers.

Fundraising the great motivator



Fundraising the great motivator

The continued success and growth of mass participation and charity owned events has played a crucial role in fundraising income for the third sector. The public's enthusiasm for the area is continuing to rise as shown by the record ballots for major events. And their success at fundraising is demonstrated by the amount of people who are meeting or exceeding their targets. For charities this means they should think carefully about whether they can move the target they set higher, and help their participants reach these by helping them to stay focused. The most successful fundraisers start early, have a clear target and commit to that target. And they are often second time fundraisers – experience is playing an important role in success, and for good causes getting participants to come back and be serial fundraisers for them is a key goal. Mass participation events are continuing to rise and the future looks bright for charities.

These are the eight key takeaways from this edition of the research:

1

Early starters: The most successful fundraisers start six months or more from the event. 82% of these raise more than £500, and 29% over £3,000. Charities should factor helping participants start as early as possible into communications plans.

2

Fund your motivation: Fundraising is a crucial motivator for participants – 59% say raising money for charity is their main motivator for getting involved. And 59% say they find fundraising rewarding and enjoyable – great news for good causes.

3

Stay on target: 85% of fundraisers who set a target meet or exceed it – the key for charities is being bold in target setting.

4

Master fundraisers: Event fundraisers fall into three main groups with around one in six (17%) raising more than £3,000 at events and 47% between £500 and £3,000. The good news for charities is that those raising more than £3,000 has risen four percentage points since last year.

5

Frequent flying: Nearly a third (30%) of fundraisers who post on social media every day or more raise over £3,000. While there is much more to successful fundraising than posting online, it's worth charities encouraging their event fundraisers to be less shy about posting every day, it could help drive donations for them.

6

Serial fillers: Serial fundraisers are nearly twice as likely as first timers to raise over £3,000. Experience is a great teacher and securing long term participation from supporters should be a key focus for charities.

7

Missing donations: 25% of the public say they do not donate because they either forget or didn't have time to do it when asked. This is a significant opportunity for charities, and encouraging their participants to regularly post their fundraising pages will help to make sure less donations are missed out on.

8

The future looks bright: Looking ahead, 22% of the public are already committed to a charity event in the next year, and another 42% are thinking about it. For charities, making sure those considering it understand donors are willing to support them can help them convert more potential participants into fundraisers.

About Enthuse



Enthuse is a fundraising, donations and events registration technology provider that has helped thousands of charities raise millions. Enthuse's solutions are customised under a cause's own brand and put the organisation in control of the data. This allows charities to build and nurture a loyal supporter base, raise more and ultimately have more impact. Enthuse was founded in 2012 and is headquartered in London, with operations in the Republic of Ireland. Enthuse is also the official online fundraising partner for London Marathon Events and Great Run.



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