

FUNDRAISING WEEK CREATIVE CHECKLIST

Fundraising Week is all about putting the 'fun' in fundraising. London Marathon Events and their official fundraising partner, Enthuse want you to celebrate Fundraising Week by getting creative and doing something a little different.

So in February 2026, go the extra mile to stand out and secure those donations. The best ones will be shared on London Marathon social channels for extra reach!

Here's ten ideas to get you started:

1. Training tunes

Let people choose your training or event day playlist. You could ask them to make a donation on your official fundraising page and comment the song (or songs) they want you to add. The higher the donation, the more songs they can add!

2. Sponsor a mile

Make it easy for people to donate by sharing your fundraising page and asking them to sponsor you a certain amount per mile. Like a 2025 version of a sponsored silence at school! Donors can even track you running their mile and donate on the official TCS London Marathon app.

3. Making it work at work

Lots of companies do a scheme where they double the amount you raise for charity with match funding - check if your employer does this to boost your fundraising. They might even want to do something fun on social media to help promote it. See if you can get the whole company involved.

4. Reach out to local media

Why not approach your local newspaper or radio station and tell them about why you're running for the charity you've chosen. If they publish an online piece, see if they can link to your fundraising page. You'll be a local celebrity.

5. Plan a raffle



Get in touch with local businesses to see if they'll offer you items to raffle for your fundraising. Local companies are often keen to support, so give it a go!

6. Run in a pack

Increase your network for donations by running as a pack. Enthuse official online fundraising pages give you the opportunity to run as part of a team and fundraise together. The more the merrier.

7. Host a quiz night

Organise a quiz night and charge people an entry fee to add to your fundraising total. Use your official fundraising page for QR codes for entry fee donations or have them pay in cash and add their donations to your page.

8. Run a sweepstake

Organise a prediction game, with people paying a donation to your official fundraising page to guess your finish time. Put up a small prize for guessers to win or just play for pride.

9. Have a bake sale

Everyone loves a bake sale. Bake some treats then make a few posters about the cause you're raising for with some QR codes linking to your fundraising page for cashless donations.

10. Auction of promises

How about auctioning off some good deeds for the highest donation offers? Dog walking, gardening or car washing around your neighbourhood? Or perhaps coffee and tea duty or fetching people's lunches at the office?

There you have it, ten more ideas to raise even more for your chosen cause.

Good luck and happy fundraising!