



2027 TCS London Marathon Activation Month

Subject Line:

Start fundraising for the 2027 London Marathon now to raise £581 more

Email Copy:

Hi XX,

It's great to have you on board for the 2027 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 the TCS London Marathon Activation Month.

What is it?

Activation Month has been set up by the Marathon's official online fundraising partner, Enthuse to get people fundraising as soon as possible.

From the 1st of August 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 set up your official page on Enthuse and start shouting about your fundraising journey all over social media, in group chats and to your colleagues at work.

Why are we encouraging it?

The data from Enthuse shows fundraising pages set up by August are the most successful! Pages set up on Enthuse by this month raise 27% more on average – that's £581 more per fundraiser.

That sort of money can help us make a real difference.

So if you haven't already, make sure you set up your official fundraising page and start sharing to get your first donations!



Thank you for supporting us!

Best wishes,
XX