

2027 TCS London Marathon Activation Month

Social posts for charities

Post 1

August is Activation Month for the 2027 TCS London Marathon!

If you're fundraising for our cause, make sure you use this month as an excuse to start asking your circle for donations - let's get your page active!

Post 2

Fundraising for us as part of the 2027 TCS London Marathon?

If you're yet to log a donation on your official fundraising page, now's the perfect time.

August is Activation Month, a moment dedicated to logging those first donations. So don't be shy, use it to make the ask!

Post 3

Activation Month is coming to a close!

If you're yet to log a donation on your official 2027 TCS London Marathon page, now is the perfect time.

Fundraisers who have a donation on their page by August end up raising £581 more on average - get up and running!

Social posts for fundraisers

Post 1

August is Activation Month for the 2027 London Marathon!

It's a call to action to get those first donations on pages. I'm fundraising for [charity name] and would really appreciate your help building early momentum.

Here's my page: [Enthuse fundraising page link]

Post 2

August is Activation Month for the 2027 London Marathon and I'm looking to kickstart my fundraising!

I'm raising money for the fantastic [charity name] and your donations would mean the world.

Here's my page if you can support: [Enthuse fundraising page link]

Post 3

Activation Month is coming to a close!

If you're able to, I'd greatly appreciate an early donation to my 2027 London Marathon fundraising page to help me on my way to my target!

Here's the link: [Enthuse fundraising page link]



WhatsApp message

Hi [name],

It's great to have you on board for the 2027 TCS London Marathon and we want to help you nail your fundraising.

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.

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.

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,
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