



This is your charity's ready-made email plan designed to help get your fundraisers engaged, active, and raising more for your charity.

We've outlined a series of emails to send at each key stage of the fundraising journey, helping you support your participants from sign-up through to event day.

Simply copy and paste the content, personalise it with your participants' and charity's details where prompted, and you're ready to go.

Each email includes a suggested subject line, timing, and clear messaging to help prompt the right actions at the right time.

## **Email sequence overview**

**Email 1** – Welcome and congratulations

**Email 2** – Fundraising checklist

**Email 3** – Practical fundraising ideas

**Email 4** – Motivation and staying on track

**Email 5** – Increasing the target

**Email 6** – Event day logistics

**Email 7** – Congratulations and next steps

## Email 1 - Welcome and congratulations

Subject: Welcome to team [Charity Name]! Your TCS London Marathon journey starts here

Hi [Runner Name],

Huge congratulations on securing your place with Team [Charity Name] for the 2027 TCS London Marathon! We're so excited to have you running with us.

You're not just taking on 26.2 miles - you're helping support [brief mission impact], and every mile you run will make a real difference.

### Here are your first steps:

Set up your Enthuse fundraising page: [Link]

This is where you share your story *and* unlock all your runner benefits

Your exclusive benefits (only available through your Enthuse page):

- Access to money-can't-buy competitions and latest TCS London Marathon news
- Fundraising tips and support from the Enthuse team
- Integration to the official marathon app for tracking, training and donations

We're here for you all the way - from your first training run to that finish-line moment on the Mall.

You've got this. Happy training!

The Team at [Charity Name]

## Email 2 - Fundraising checklist

Subject: Turbocharge your fundraising: Top tips inside!

Hi [Runner Name],

Don't let fundraising feel like another marathon in itself, make use of this checklist to help you hit your fundraising goals:

Your 5 Step Fundraising Checklist:

- **Set Your Target:** Make sure your goal of [Runner's Target Amount/Charity Target Amount] is clearly displayed on your page. A clear target encourages people to help you reach it.
- **Add a Profile Photo:** Personalise your page with a great photo of yourself! People are much more likely to donate to a page with a face and a story.
- **Share Your 'Why':** Why are *you* running for [Charity Name]? Film a short video or write a powerful post about your personal motivation and share it widely.
- **Get That First Donation Early:** Ask a close friend or family member to make a small initial donation. This gets the ball rolling and makes it easier for others to follow.
- **Share Your Journey Regularly:** Don't just post once! Update your page and social media with training milestones, photos, and messages every 1-2 weeks.

Remember, every pound you raise helps us [specific impact, e.g., provide one week of shelter for a homeless person].

You're doing an amazing job. Keep up the fantastic work!

Best wishes,

The Team at [Charity Name]

## Email 3 - Practical fundraising ideas

Subject: Fresh fundraising ideas to boost your total!

Hi [Runner Name],

If you're looking to give your fundraising a lift, here are some fun ideas runners love:

### Quick + Easy Ideas:

Guess the Sweets in the Jar

Fill a jar, charge £1 per guess, and offer a small prize for the winner - simple, fun, and surprisingly effective.

Sponsored Playlist

Ask friends to donate £3-£5 to add a song to your marathon playlist. You'll raise money *and* get a unique soundtrack for race day!

Birthday Fundraiser

Ask for donations instead of gifts.

Ideas That Need a Bit More Time (but raise big £££):

Host a Raffle

Ask local businesses to donate vouchers or items, then sell £1-£2 tickets online or at work.

Local Boot Sale/Table Top Sale

Turn unwanted items into donations - these can easily bring in £50-£150 in just a morning.

Mini Car Wash – Fun with kids, neighbours, and families.

Your fundraising page: [Link]

More tips + ideas: [Link]

You're doing brilliantly - every pound helps make a difference. Keep going!

Best wishes,

The Team at [Charity Name]

## Email 4 - Motivation and staying on track

Subject: Push through the wall: Your motivation and impact check-in

Hi [Runner Name],

You're well into the long-run stage now, and we know this can be the toughest part. Feeling tired, overwhelmed, or low on motivation is completely normal.

When it feels hard, remember why you're doing this. Your fundraising is helping [insert impact], and every mile is making a real difference.

### **A quick fundraising boost:**

- Don't be afraid to ask again - people often just need a reminder.
- Share the highs *and* the tough days. It makes your journey real and inspires others to donate.
- Send a short, personal nudge to anyone who hasn't donated yet - it helps more than you think.

Your fundraising page: [Link]

More tips and advice: [Link]

Keep going, one step at a time, you've got this.

Best wishes,

The Team at [Charity Name]

## Email 5 - Increasing the target

Subject: Time to increase your target?

Hi [Runner Name],

We wanted to say a massive congratulations on hitting your fundraising target already, that's an amazing accomplishment at this stage and we're really grateful for all your hard work!

Many runners who reach their goal early choose to set a slightly higher target. This helps to inspire new donors, as people are more likely to give when they see there's a little way to go.

If you feel comfortable raising your target, even by £50 or £100 that can help to keep the momentum going.

And it can make a massive impact, too!

- An extra £50 helps us to [example of service]
- With £100 we can [example of service]
- £200 would mean [example of service]

Thank you again for your fantastic fundraising efforts - every pound is greatly appreciated!

Best wishes,

The Team at [Charity Name]

## Email 6 - Event day logistics

Subject: Your TCS London Marathon final countdown: Race day kit & meeting point

Hi [Runner Name],

The big day is almost here! It's time to stop worrying about training and focus on getting your logistics sorted.

### Key Race Weekend Info:

- **Expo Collection:** Don't forget to collect your race number and pack from the TCS London Marathon Running Show (the Expo). Details here: [Link to Marathon Expo Info].
- **Charity Cheer Point:** We'll be cheering loudest at Mile 21, near [Landmark/Street Name]! Tell your friends and family to look for our bright [Charity Colour] flags!
- **Post-Race Reception:** After you cross the finish line, join us for celebrations, a free massage, and food at our reception! Location: [Venue Name/Address], Time: [Time Window]. We'll have your well-deserved medal engraved!

Remember to pack your kit bag, double-check your alarm, and lay out your [Charity Name] running vest!

See you on the start line!

Cheering you on,  
The Team at [Charity Name]

## Email 7 – Congratulations and next steps

Subject: YOU DID IT! Congratulations from [Charity Name]!

Hi [Runner Name],

Congratulations! You are officially a TCS London Marathon finisher! We are so incredibly proud of your determination, dedication, and heart.

You were absolutely incredible out there, and seeing you cross the finish line in your [Charity Name] vest was an unforgettable moment for us all.

### What Happens Next:

- Rest! You deserve all the rest, all the food, and all the congratulations.
- Photo Gallery: We've uploaded photos from the cheer points and the post-race reception. Find yourself and share: [Link to Photo Album].
- Final Donations: Now is a great time to send one last thank you message to your supporters and remind them that your fundraising page is still open for a few weeks!

From the bottom of our hearts, thank you for running for [Charity Name]. The money you have raised will [reiterate the specific impact].

Warmest congratulations once again,  
The Team at [Charity Name]