



## Social media templates for charities

### Great Donation Drive social post template [charity] #1

Today is the start of the #GreatDonationDrive

If you're raising money for us by taking part in the #GreatNorthRun, make sure you share your fundraising page far and wide as part of @Great\_Run's biggest donation drive.

You're doing something amazing, let's shout about it!

### Great Donation Drive social post template [charity] #2

Fundraisers who self donate raise more!

So for this #GreatDonationDrive, set the tone for friends and family by giving to yourself ahead of the #GreatNorthRun.

### Great Donation Drive social post template [charity] #3

A reminder to our fantastic fundraisers that it's the month of the #GreatDonationDrive

If you're raising money for us in the #GreatNorthRun, then share your fundraising page with loved ones and be part of the event's biggest push for donations.

### Great Donation Drive social post template [charity] #4

Don't be afraid to ask for a donation this #GreatDonationDrive

While it can be daunting, our data shows that 86% of people say yes to a fundraising request for a major event.

#GreatNorthRun



### Great Donation Drive social post template [charity] #5

The #GreatDonationDrive is a brilliant excuse to share your fundraising page.

Why not end the month by putting the link in your email signature, on LinkedIn or internal comms channels at work.

Get the office involved!

#GreatNorthRun

### Great Donation Drive social post template [charity] #6

About a quarter of people forget or don't have time to donate when asked - so don't be shy about frequently posting.

You're doing something incredible, it's well worth reminding people.

#GreatDonationDrive

### Great Donation Drive social post template [charity] #7

The #GreatDonationDrive is coming to a close, so it's the perfect excuse to remind everyone that you're taking part and looking for donations.

Share your page and help us raise as much as possible.

#GreatNorthRun

### WhatsApp prompt template #1

Hi XX,

Thanks again for supporting [charity name] in the 2026 Great North Run!

September is creeping up on us and we noticed you hadn't started fundraising yet. Is there anything we can do to help you get going?

Best wishes,  
XX



## WhatsApp prompt template #2

Hi XX,

Thank you for fundraising for us at the 2026 Great North Run, we really appreciate your support.

We know that taking the first step can be the most difficult when asking for donations, so we've prepared the below for you to forward on to friends, family and colleagues:

Hey!

I'm taking on the Great North Run in September for the brilliant [charity name] and I'd massively appreciate any donations you can spare!

If you are able to give even a small amount, my fundraising page is here: [fundraising page link]

Thank you so much!

## **Social media templates for fundraisers**

### Great Donation Drive social post template [fundraiser] #1

It's the #GreatDonationDrive, the biggest push for donations for the 2026 #GreatNorthRun, so it felt like the perfect time to share my page!

I'm raising money for the brilliant [@charity social handle], anything you can spare would be greatly appreciated!

[link to your page]

### Great Donation Drive social post template [fundraiser] #2

I'm taking part in the 2026 #GreatNorthRun for [@charity social handle], so this Great Donation Drive I'm asking if people can spare anything for a great cause.

Here's my fundraising page if you'd like to support: [link]

#GreatDonationDrive



### Great Donation Drive social post template [fundraiser] #3

This September I'm taking on the #GreatNorthRun for [@charity social handle], a cause which means a lot to me.

Any donations you can spare would be hugely appreciated: [link]

#GreatDonationDrive

### Great Donation Drive social post template [fundraiser] #4

I'm taking on the historic #GreatNorthRun for [insert charity handle] and I'd love your support!

This month is the #GreatDonationDrive, a month dedicated to fundraising for the big day.

Any donations you can spare would be hugely appreciated: [link]

### Great Donation Drive social post template [fundraiser] #5

Want to be part of the biggest #GreatNorthRun donation drive and head into the weekend with a good deed under your belt?

I'm asking for any donations you can spare for [insert charity handle]: [link]

#GreatDonationDrive

### Great Donation Drive social post template [fundraiser] #6

Happy Saturday! In the spirit of the #GreatDonationDrive, I'm fundraising for [@charity social handle].

Would you be able to spare a small donation? Just the amount you might spend on a coffee or a pint would make a huge difference!

Thank you: [link]

#GreatDonationDrive



## Great Donation Drive social post template [fundraiser] #7

The #GreatDonationDrive is coming to a close, so if you fancy supporting me for the 2026 #GreatNorthRun, now's a great time: [link]

Thank you for your help!

## Email Template for charities

**Subject Line:** Get involved in Great Run's 2026 Great Donation Drive

Hi XX,

It's great to have you on board for the 2026 AJ Bell Great North Run and we want to help you with your fundraising.

Just like a half 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 Great Run's Great Donation Drive.

The Great Donation Drive has been set up by Great Run and its official online fundraising partner, Enthuse to be the biggest donation drive for the AJ Bell Great North Run.

From 1st July 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 spend the month shouting about your fundraising journey all over social media, in group chats and to your colleagues at work.

Join us in spreading the word from 1st July by sharing the link to your fundraising page far and wide.

If you haven't set up your official AJ Bell Great North Run page, [just search for us here and sign up](#). The page is integrated with your entry and makes it easy for people to donate and track you on the official app.

We've even drafted a social post for you, so all you have to do is press send.

Thank you for supporting us!



### **Great Donation Drive social post**

It's the #GreatDonationDrive, the biggest push for donations for the 2026 #GreatNorthRun, so it felt like the perfect time to share my page!

I'm raising money for the brilliant [@charity social handle], anything you can spare would be greatly appreciated!

[link to your Enthuse fundraising page]