



If you're asking your fundraisers to raise their target once they've hit it, the below messaging may provide some inspiration on how to word that request.

1. "Celebrate & Stretch"

You've hit your fundraising target already - a huge accomplishment! Your commitment and the generosity of your supporters are making a real difference.

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

If you feel comfortable raising your target, even by £50 or £100, it can help keep that momentum going. [Consider adding impact messaging here, e.g. each extra £100 you raise could do XYZ]

Whatever you decide, thank you again - your dedication is already having a real impact.

2. "Supporter Psychology Explained Simply"

Congratulations on smashing your fundraising target - that's an incredible achievement!

We often see that supporters are motivated to give when they can help a runner "close the gap" to a target. Now that you've reached yours early, you might like to add a small increase so that new supporters still feel that sense of helping you reach something meaningful.

Even a small adjustment keeps the momentum strong and can unlock further donations.

We're so grateful for everything you've done already - whether you change your target or not, you're making a huge difference.

Messaging you can give runners that they can add to their page:

"I've raised my initial target thanks to your amazing support! I've increased it so we can go even further - any help towards the next milestone is hugely appreciated!"

"Only £___ to go until my new target - thank you so much to everyone who's donated so far!"

"Every donation, big or small, helps me get closer to making an even bigger impact for [charity name]. Thank you!"



Official online fundraising partner



Your fundraising URL:

<http://cardiffhalf26.enthuse.com/pf/alexandra-taylor>

[Edit page](#)

Alexandra, you are AMAZING!

You're in the top 10% of people who've already hit their fundraising target. It's people like you who make the TCS London Marathon the largest annual fundraising event on the planet!

With 6 weeks to go, there's plenty of time to take advantage of the surge in donations in the lead up to the big day. So now's a great time to set yourself a new goal and increase your fundraising target for 2wish.

[Increase your target](#)

Shout loud and proud

Share the great news with your supporters. A third of people increase their target because people are more generous than they thought.

[Share to WhatsApp](#)

[Share to Facebook](#)

You should feel very proud of yourself!

The Enthuse team

Official online fundraising partner for the 2024 TCS London Marathon



3. Above is an example email that is sent to fundraisers on Enthuse who have met their target already. It mentions the fundraiser being in the top 10%, and how there is ample time left before the event to go even further.