

TCS London Marathon 2023: the ultimate checklist

Maximise your fundraising with the official fundraising partner

1 On your marks: the months leading up to the TCS London Marathon.

Marathon

Mean age: 38 **Gender split:** 63%M 37%F

Motivations: Raising money (72%) Health and fitness (64%) Mental health (60%) The challenge (55%)

Lifetime charity runs: 8

Where on the journey: Maintaining or dropping back

Signed up for a charity run this year: 49%

Plans for future charity challenge "Stay in your lane": 71% would run a marathon. 63% a half. 52% a 10K

Location, location: Most expect to travel

Impact of Covid

Prefer events closer to home: 61%

Running has become a hobby: 70%

Lost fitness: 55%



Targeting the right supporters starts with knowing about the runners.

Efficiency is key if you want to maximise your fundraising efforts, and the first step is to know your runners so you know who to target.

What should you do?



Your time is precious – spend it where it counts.

There's only been six months between 2022 and 2023 London Marathon. Don't waste resources trying to attract a new audience.



Show fundraisers that you're there for them.

Of all those who have taken part in a marathon before, 71% would participate again. Do what you can to encourage fundraisers to raise money for your charity year after year by providing running vests, creating Whatsapp groups with your fundraisers, and cheering your supporters on the day.

100% fundraising page creation with Enthuse.

With Enthuse, we can guarantee 100% fundraising page creation because unlike other fundraising platforms, it's integrated into the official event registration process.

What should you do?



Don't waste time chasing supporters to set up a page.

Choose Enthuse as your mass participation events fundraising platform and save precious time. With automatic page creation, you can focus on what really matters: helping people raise money for your cause.

Fundraising pages created on the same day as the participant receives their place raise £700 more on average.

When your supporters give themselves more time for fundraising, they'll raise more!

What should you do?



Don't forget general ballot entrants who still want to fundraise.

68% of people say that fundraising is the most important factor when taking part in mass participation events ([Mass Events 2022: What Have We Learnt?](#)). Make sure your charity profile is fully set up to attract those looking to support a great cause like yours.

Onboard your charity for free