



Official online fundraising partner

TCS London Marathon 2023: the ultimate checklist

Maximise your fundraising with the official fundraising partner



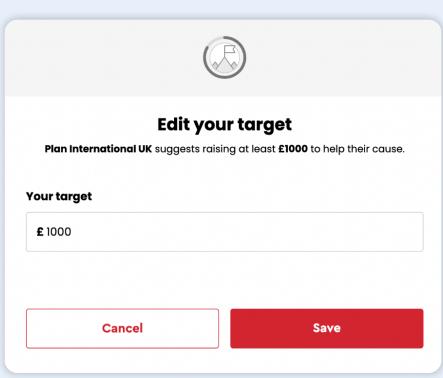
Get set:

the weeks leading up to the TCS London Marathon.

The average donation amount is £45.38.

Do what you can to motivate your fundraisers to find donors - each one is valuable! Automatically created fundraising pages mean when your supporters register for an event, they can start raising money straight away.

J				. ,	o ,
Wha	it should you do?				
Inspi	ire fundraisers to en	gage with their fundraising	from t	the get go:	
	Self-donation: Fundraisers who self-donated raised 81% more on average. This is the most impactful way a fundraise can engage with your cause.			Social sharing: Fundraisers can click one of the social buttons on their fundraising page to spread the word and encourage more donations.	
	Customisation: Fundraisers who add a profile profile picture or a story raise three times more on average. Page activity: Encourage fundraisers to post about their marathon journey to connect with their supporters. Strava: Enthuse integrates with the number one fitness tracker, Strava, so your fundraisers can update their supporters with their training and event progress.			Workplace fundraising: 49% of workers have taken part in a workplace fundraising event in the last three months, with bake sales, sports days and dressing up among the top activities. Matched giving: Encourage fundraisers to ask their employer to match fund them. 53% of people would give more generously when sponsoring a family or friend if they knew their donation was being matched.	
Branded cha that for acti	arity profiles perforn	aise 14% more on average in best, and we give you the tages, the average value could	ools t	that put your story front and ce ease by £189 to £1,537.	ntre. That means
		charity profile to maximise y	our bi	rand power:	
	Logo	Cover photo		Brand colours	About us
Even if your some extra	fundraisers are hittindonations. It should you do?		event	, the week before is a great tim	ne to push for
	_	aisers to be active on their p ging their final training runs b	_		
		nisers are sharing their achie ve reached important milesto		nts on social media their fundraising or they've co	mpleted their final
	It's easy for fundr	-	r page	ease them! e if they exceed them. You can a ndraisers something to aspire t	
)		



Onboard your charity for free