

TCS London Marathon 2023: the ultimate checklist

Maximise your fundraising with the official fundraising partner

2 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.

What should you do?

Inspire fundraisers to engage with their fundraising from the get go:

- Self-donation:** Fundraisers who self-donated raised 81% more on average. This is the **most impactful** way a fundraiser 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 picture or a story raise three times more on average.
- 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.
- Page activity:** Encourage fundraisers to post about their marathon journey to connect with their supporters.
- 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.
- Strava:** Enthuse integrates with the number one fitness tracker, Strava, so your fundraisers can update their supporters with their training and event progress.

Branded charity profiles raise 14% more on average.

Branded charity profiles perform best, and we give you the tools that put your story front and centre. That means that for activated fundraising pages, the average value could increase by £189 to £1,537.

What should you do?

Add the below to your charity profile to maximise your brand power:

- Logo**
- Cover photo**
- Brand colours**
- About us**

25% is raised in the week leading up to the marathon.

Even if your fundraisers are hitting their targets ahead of the event, the week before is a great time to push for some extra donations.

What should you do?

- Encourage fundraisers to be active on their pages.**
For example, logging their final training runs before the main event.
- Make sure fundraisers are sharing their achievements on social media...**
... whether they've reached important milestones in their fundraising or they've completed their final training run.
- If a fundraiser has met their targets, they can increase them!**
It's easy for fundraisers to edit targets on their page if they exceed them. You can also add a suggested target in the edit section to give your fundraisers something to aspire to.

Edit your target

Plan International UK suggests raising at least **£1000** to help their cause.

Your target

£ 1000

Cancel

Save

Onboard your charity for free