

TCS London Marathon 2023: the ultimate checklist

Maximise your fundraising with the official fundraising partner

3 Go! Supercharging engagement and support on the day and beyond.

10% of all donations on the day were made between 8am and 9am.

Fundraisers and supporters are starting their day early, so make sure you take advantage of all the race day excitement. Get started as soon as you can to maximise the number of donations made to your fundraisers and your cause, particularly between the crucial hours 8am and 9am in the morning – the busiest minute was 8:49am!

Action:

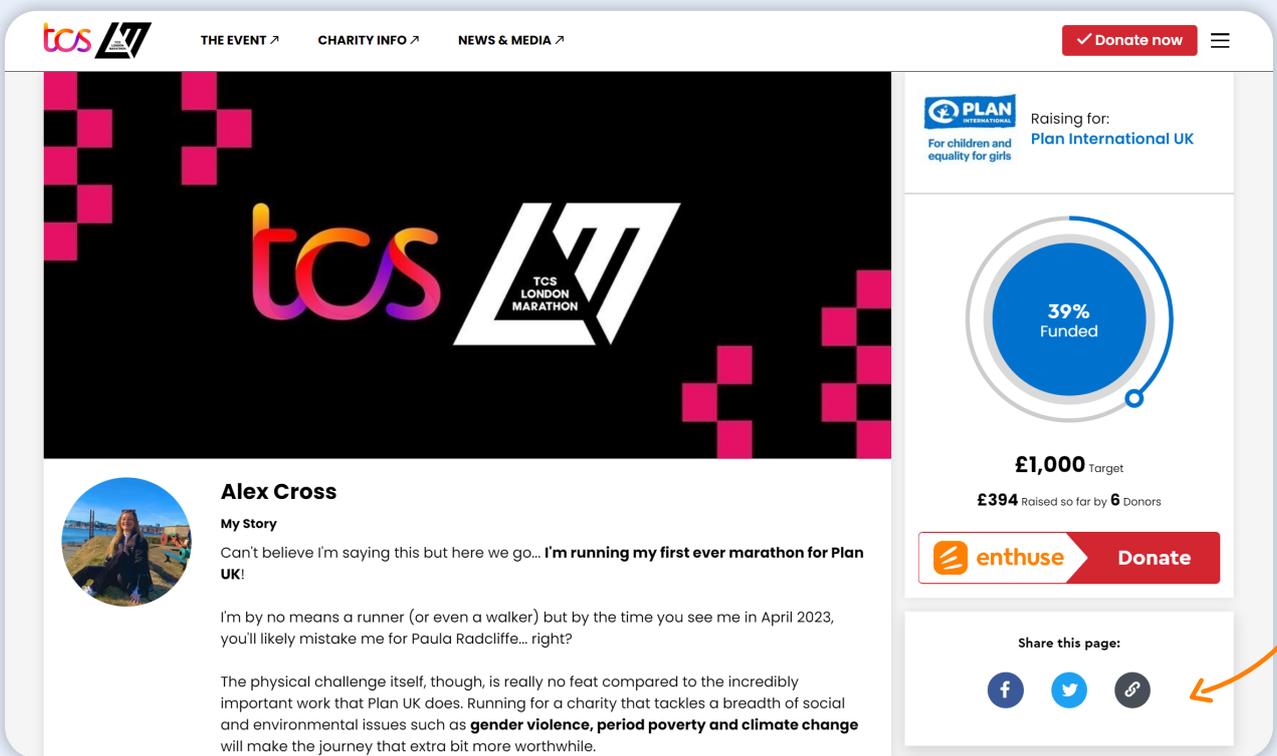
- Start your social media activations early...**
...even as early as 7am if you're able to. Post photos and videos of the day, particularly of your supporters.
- Head to the track to motivate your fundraisers with a cheer squad.**
Enthuse can even help you on the day by providing volunteers to maximise your cheer – first come, first served!
- Encourage your supporters (and their donors) to download the TCS London Marathon app.**
Enthuse is the only fundraising platform that integrates directly with the TCS London Marathon app. It's the easiest way to donate on the day, and spectators can track their loved ones as they make their way through the 26.2 miles.

20,000 donations are made on event day.

That's a lot in just one day! Harness your voice and do what you can to make your cause stand out.

What should you do?

- Tell fundraisers to share their page on socials before they run.**
Fundraisers can drive last minute donations by reminding their wider network the reason they're participating in a huge physical challenge, to raise more for your cause.



Up to 15% of fundraising comes in after the marathon

Take the opportunity to celebrate the incredible achievements made with your fundraisers, and keep the conversation going!

What should you do?

- Follow up after the race to thank fundraisers.**
Check in with how they are – thanking your fundraisers could result in lifelong supporters.
- Share pictures from the day on social media...**
Show your cheer squads, runners or anything that made the day extra special. Make sure your incredible support gets noticed.
- Encourage fundraisers to celebrate and share Enthuse's finisher medals.**
This could lead to even more donations.
- Make sure fundraisers chase any last donations.**
That last big push could make all the difference! Get participants to post content on their fundraising page, like photos from the day or announcing their race time.

[Onboard your charity for free](#)