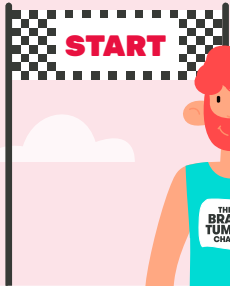


ROAD TO RAISING £3,000

We know that for some of our London Marathon runners, hitting a £3,000 fundraising target can be more daunting than the race itself. To help inspire you to smash this target – and maybe set a new PB for fundraising – we've put together a map to guide you on the road to £3,000!



Setting up your **JustGiving** page is the first step on your fundraising journey and it only takes a few clicks to get your page set up and ready to be personalised.



TOP TIP!

Personalising your page's story section helps **raise up to 65% more!**

Fundraisers who kickstart their fundraising by donating to their own page **raise an average of 58% more.**

Fundraising pages that are shared on social media **raise an average of 440% more** – but make sure you share by email and WhatsApp too.



Get creative and organise some festive DIY events to help boost your fundraising. **Click here** to learn more about festive fundraising.



TOP TIP!

Setting up your fundraising page before Christmas helps you **raise an average of 24% more.**

Order some of our **branded fundraising materials** and check out our fundraising resources.



TOP TIP!

Sharing your page at certain times of the day can lead to more donations – try sharing at 9.00am, 12.00pm, 8.00pm and 10.30pm.



Ask local shops and cafes if you can put up posters advertising your fundraising. You can also **contact other local businesses** to ask if they can support you.



TOP TIP!

Contact our **PR team** and they'll send you a template press release you can use to drum up extra attention for your fundraising through local press.

Sharing your story with local businesses and regional media can help you drum up additional attention for your fundraising.



Sharing regular updates, photos and videos to your JustGiving page has been shown to help **raise an extra 14%.**



TOP TIP!

If you hit your fundraising target early, make sure you **increase it to motivate more people to donate.**

Ask your employer if they can contribute to your fundraising with matched funding.



The new year means your training will be kicking into a higher gear and some easy new year fundraising wins can do the same for your fundraising. **Click here** for some new year fundraising tips.



TOP TIP!

Connecting a fitness app to your JustGiving page helps **raise up to 40% more.**

The week before the Marathon – and even race day itself – is a great time to **share photos and videos of your marathon prep.**

20% of donations come in after an event has ended, so make sure you keep sharing updates even after you cross the finish line.



YOU DID IT!

Thank you for all your hard work and dedication, we're so grateful for every penny you raise. **£3,000 could fund ten whole days of world-class research into brain tumours.**

