

Fundraising checklist



Want an easy way to stay on top of your fundraising effort? Our handy checklist is full of helpful tips.

The timings will be different depending on what you're doing and your previous experience of such events. A non-runner signing up to the London Marathon will likely share a lot more updates about their training than a seasoned athlete, for example. The checklist is not a definitive or exhaustive list, but is a good guide to help you.

When you first sign up

- Create your [fundraising page](#) – write your [story](#) and personalise it with photos
- Ask your family and close friends to sponsor you first
- Download our fundraising [resources](#) to help you along the way
- Let us know what you're planning
- Need help? Get in touch
- Once you have a few donations, share your fundraising page on social media and by email
- Don't forget to ask people to Gift Aid their donations
- Talk to your employer to let them know what you're doing. They might be able to match your fundraising
- If your employer allows, email your colleagues to let them know what you're doing, put posters up in break-out areas, or take in sponsorship forms

As you hit your training or preparation milestones...

- Share your preparation milestones on social media, by email and by posting updates on your fundraising page
- As you hit certain fundraising goals, share your success on social media and by email
- Post photos and videos on social media and on your fundraising page

Six weeks to go

- Remind people about why you're doing this – share a link to your story on social media
- When you get your running vest or your race number, share a photo or video on social media and on your fundraising page
- Re-share what you're doing and why
- Share your fundraising page and story again. Don't forget to ask people to Gift Aid their donations

One month to go

- How is your preparation going?
- How close are you to meeting your target?

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- Thank people as they sponsor you
- Share updates on social media and on your fundraising page about how your preparation is going – include the highs and the lows
- Share videos or photos from your training or preparation
- Let us know how you're getting on
- If your employer is supporting you, keep them updated about how things are going. Take your sponsorship form back into work. Send your colleagues an email update

Two weeks to go

- How are you feeling? Tell people on social media and on your fundraising page
- Have you hit your target? Let people know
- What's your next goal or next big milestone? Share this on social media

One week to go

- This time next week I'll be Share this on social media and by email
- Remind people why you're doing it with a link to your story

The day before

- Post an update about how you're feeling. Nervous? Excited? Raring to go? A video would be a great way of doing this
- Post about any last minute prep

On the day

- If you have time, share updates on the day on your social media page

The day after (or as soon as possible in the days following the event)

- How did it go? How are you feeling? Share this on social media, by email and on your fundraising page
- Share some photos from the day
- Share a link to your fundraising page on social media
- Let us know how you did
- Pay in any offline donations
- Put your feet up with a well-deserved cuppa!