

# TCS London Marathon

## Fundraising schedule

Congratulations on securing a place with Sightsavers for the TCS London Marathon! We're delighted to have you as part of our team and look forward to supporting you in any way we can in the run-up to the big day.

We've created this fundraising schedule to help you smash your target for the event. The timings are suggested, so this isn't something you need to stick to – but you might find that breaking down your fundraising into manageable chunks makes it easier for you to achieve your target.

**Please note that, while you can fundraise at a pace that suits you, there are two deadlines you have agreed to as part of the terms and conditions of accepting your place with us:**

- Your phase 1 fundraising target of £500 is due towards the **end of November**. If you don't hit this target by the date specified, we may need to offer your place to someone else to ensure we don't lose money.
- Your total fundraising target of £2,200 is due **no later than four weeks after the event date**.

### By the end of October: £300

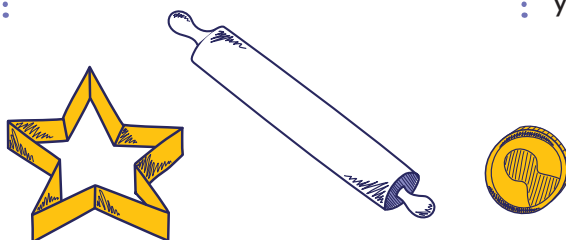
Embrace the spooky season with a Halloween party, movie marathon or pub quiz. Organise a Strictly sweepstake – or host your own mini dance-off! Thriller, anyone?!

### By late November: £500

Invite friends and family to join you on a training run and ask for a small donation. Consider a pre-Christmas clear-out and see if you can sell any items. Now is also a good time to ask your employer if they can offer matched funding.

### By the end of December: £750

Host a festive get-together, movie marathon (cue the never-ending 'Is Die Hard a Christmas film?' debate!) or pub quiz. Ask for sponsorship in lieu of Christmas gifts. Host a Christmassy bake sale or baking competition with friends, family or colleagues. You could even organise a 'Decorate the gingerbread person' competition at work – the one which most looks like you wearing marathon gear wins!



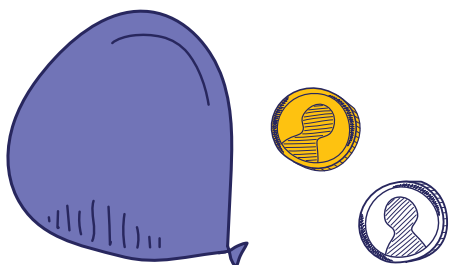
### By the end of January: **£1,000**

Get sponsored to give something up. Bring some New Year cheer to your colleagues by hosting a bingo night, adapting it to suit your audience to jazz things up. You can also beat the January blues by organising a games night and/or coffee morning. Organise your 'Guess my time!' sweepstake.



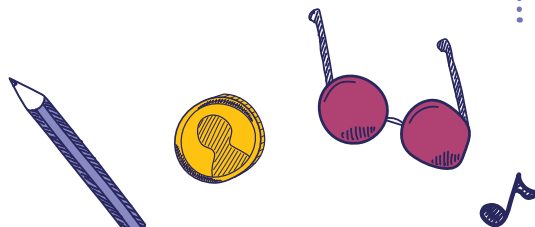
### By event day: **£1,950**

Take advantage of the fact that Easter often lands near the marathon - organise an Easter egg hunt with a suggested donation to take part, or an Easter quiz or raffle.



### By the end of February: **£1,250**

Brave a head shave! You could even dye your hair beforehand to help encourage donations. Plan to wear fancy-dress during the marathon - give your supporters some options and get them to donate to vote. The outfit or item with the most votes is what you will wear on the day!



### By four weeks post-event: **£2,200**

You've done it! You've completed the most incredible marathon journey, and it's time to shout about that. Post a picture of your finish - and that all-important Finisher's medal bling - on your fundraising page and social media channels. Share with friends, family and colleagues to encourage any final donations. Also, don't forget to collect employee matched giving!

### By the end of March: **£1,500**

Invite your supporters to sponsor your playlist. Ask for a suggested donation for them to add a song to your race day soundtrack. You could also ask your supporters to sponsor an amount for each mile on the day: £1 for mile one, £2 for mile two, etc...



### Let's take this online...

Fundraising online is an easy way to keep track of how you're doing, and it's simple and secure for your supporters. You choose which platform you want to use but, as part of your registration with the race organisers, a page on **enthuse.com** will automatically be created. We encourage you to use this platform, as it also means people can donate directly to your page via the official app - which is great for on-the-day donations!

### Your checklist for the perfect online fundraising page:

- ☐ Add a picture, alongside your personal story.
- ☐ Make sure you've included your fundraising target amount.
- ☐ Donate to yourself - according to TCS London Marathon, people who self-donate raise up to ten times more!
- ☐ Post updates on your training and fundraising to your page, so your supporters can follow your progress.
- ☐ Share your page! Via social media and in your email signature. If you're feeling techy you could even create a QR code linking to your fundraising page and add this to your running vest for when you're out and about.

