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**Marie
Curie**



**Top tips for
fundraising
online**

Fundraising Tip #1

Fundraising page

Personalise your Enthuse page which was automatically created for you when registering for your place. The more you raise at the start of your journey, the easier it will be to focus on your training.

If there is a reason you are taking on your challenge or raising money for Marie Curie, let people know! A page with a story or a key message receives 65% more donations.



The screenshot shows a fundraising page for the tcs L726 London Marathon. The page is titled "Raising for: Marie Curie". It features a progress bar indicating that 18% of the £2,500 target has been funded, with £452 raised so far by 10 donors. The page includes a "Donate" button and a "Share this page:" section. The main content area displays a photo of a runner and a personal story by Amy Anstee, who is running the London Marathon in support of Marie Curie.

tcs L726

Take Part Event Information

Search

Raising for: Marie Curie

18% Funded

£2,500 Target

£452 raised so far by 10 Donors

enthuse Donate

Share this page:

Amy Anstee

My Story

Every five minutes, someone dies without the end of life care they need. Marie Curie wants to fix that, and so do I...

This April I'll be running (and inevitably crying at mile 20...) the **London Marathon** in support of **Marie Curie** - and I'd love your support.

Fundraising Tip #2

Share, share, share!

Link to your fundraising page on every platform you can think of, Facebook, TikTok, WhatsApp, Instagram, LinkedIn... and do this often!

Tag us @MarieCurieUK. You can encourage your friends and family to share your posts to reach a wider network of people.



Fundraising Tip #3

Raise awareness

Sharing information about the challenges that Marie Curie are facing and why you are fundraising can inspire people to donate. You can go online or ask your Community Fundraiser for more information about Marie Curie's work.



1 in 4 people in the UK
don't get the end of life
care and support they need



Fundraising Tip #4

Take photos and videos

Capture content and share often, a visual fundraising journey attracts more supporters! You could share video content from your training runs. Tag us @MarieCurieUK.



Fundraising Tip #5

Connect your Strava

Connect your Strava to your Enthuse page so when you do training runs, you can update your supporters! This keeps the page updated for new supporters and keeps existing supporters engaged.

Join the London Marathon Marie Curie team on Strava for monthly challenges.

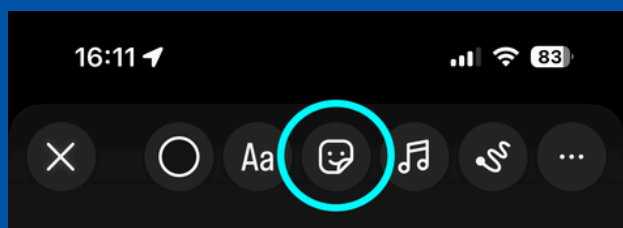


Fundraising Tip #6

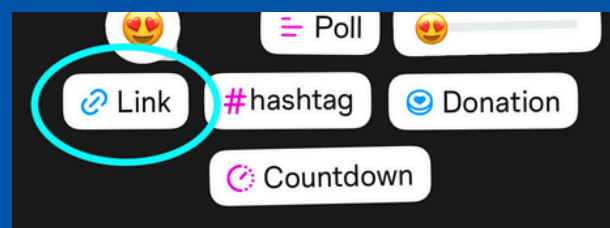
Donation links

When creating an Instagram story, you can include a donation link to give your supporters an easy way to donate.

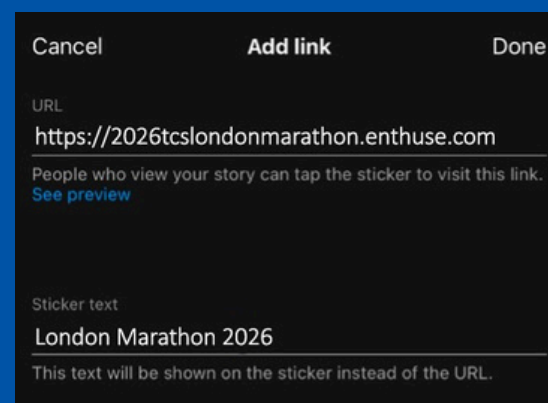
1. Upload your photo and click on the sticker icon.



2. Click on the 'Link' sticker in the drop down menu



3. Copy and paste your Enthuse URL and change the name of the sticker to 'London Marathon 2026'



Fundraising Tip #7

Show the impact

People who support you will like to know the impact of their donation. When you thank someone, why not give some information about the difference their donation has made?



Fundraising Tip #8

Set deadlines

It's important to set targets and deadlines for yourself so you know what you need to raise by when. The earlier you can reach your target, the better!



Fundraising Tip #9

Show appreciation

If you thank and acknowledge everyone who makes a donation, they might be likely to repeat a donation or share your fundraising wider. Create a positive experience when people give!

