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**2022 Vitality London 10,000 email templates**

Below are four email templates that you can use to start getting your supporters excited about the 2022 Vitality London 10,000:

* Email 1 introduces the event and encourages the recipient to sign up to run for your charity.
* Email 2 can then be sent to your participants once they have signed up to the challenge.
* Email 3 is to send to supporters closer to the event date so you can wish them luck and remind them of anything they need to do.
* Email 4 is to send after the event to congratulate your supporters and thank them for taking part.

The content can be edited to suit your organisation, aims and audience. Square brackets indicate text that can be tailored to your charity’s requirements.

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**Email 1

Join us for the 2022 Vitality London 10,000!**

Dear supporter

We are so excited that the 2022 Vitality London 10,000 is returning to its home in central London after more than 1,000 days away!

We have a limited number of charity places available in the event on Monday 2 May, so if you’d like to Celebrate You by running for your head and your heart, while raising much-needed funds for [name of charity], please get in touch with us today. [*Add hyperlink to charity’s event sign-up page/email/comms*]

**Celebrate You**The Vitality London 10,000 [Celebrate You](https://www.vitalitylondon10000.co.uk/celebrate-you/celebrate-you) campaign has always been about celebrating the power of running for your head and your heart and promoting the physical and mental health benefits of being active. Those who enter the London event can opt to run with friends and family in our Celebrate You wave – the last wave of the day – which is all about enjoying being active with others. There’s no pressure on Celebrate You participants to achieve a fast time!

You’ll find more information about the event, as well as training and nutrition advice ­– including the Run Happy & Healthy Plan – at [vitalitylondon10000.co.uk](http://www.vitalitylondon10000.co.uk). [*Alternatively, add link to charity’s Vitality London 10,000 resources*]

We hope you’ll join the thousands of other participants who’ll be having fun and celebrating the physical and mental health benefits of running in aid of [*name of charity*] in May 2022.

Best wishes

[*Charity sign-off*]

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**Email 2

Welcome to the 2022 Vitality London 10,000!**

Dear supporter

Thank you for registering to take part in the 2022 Vitality London 10,000 with us. [*Name of charity*] is really grateful for your support, and we can’t wait to Celebrate You as you take in the iconic sights of central London!

You’ve just embarked on your amazing journey to the Finish Line on Monday 2 May 2022, and we’ll be with you every step of the way…

Don’t forget it’s never too early to start raising funds, so why not set up your online fundraising page today, if you haven’t already? Then, as you progress through your training, you’ll be able to give your supporters regular updates and remind your friends and family to donate – every day counts when it comes to hitting your fundraising target!

Finally, please remember to take advantage of all the support and advice we offer to our charity participants – visit [*enter Vitality London 10,000 web resources*] to find out more.

Best wishes

[*Charity sign-off*]

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**Email 3

Good luck in the 2022 Vitality London 10,000**

Dear supporter

Not long to go now! We’re delighted you’re joining us on Monday 2 May to take part in the 2022 Vitality London 10,000 to Celebrate You. Thank you for supporting [*insert name of charity*!]!

The event organisers [*will be in touch/have been in touch*] with everything you need to know in preparation for the event.

**#CelebrateYou**
In the #CelebrateYou spirit, it would be great if you could share your inspiring Vitality London 10,000 stories, photos and videos on social media to motivate other runners like you to experience the positive impact of being active. Just use our hashtag, [#CelebrateYou](https://twitter.com/search?q=%23CelebrateYou%20london10000&src=typed_query)!

Together, we can make this event a real celebration of you, your goals, and the benefits of running for your head and your heart – all while raising vital funds for our cause.

Good luck and thank you again. See you on the Start Line!

Best wishes

[*Charity sign-off*]

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**Email 4

Post-event congratulations email**

Dear supporter

Congratulations – you did it! Thank you for taking part in the 2022 Vitality London 10,000 to [#CelebrateYou](https://twitter.com/search?q=%23CelebrateYou%20london10000&src=typed_query). You ran for your head and your heart, and all for the great cause of [*insert name of charity*]!

We can’t thank you enough. Everyone at *[insert name of charity]* is so grateful for your support.

[*Charity to add details of 10Ks ran by its supporters, number of participants, total funds raised, etc.*]

If taking part has left you feeling ready for a new challenge, check out the other events we have places in *[charity to insert link to other events, if they have them].* We’d love to count on your invaluable support once again!

Best wishes

[*Charity sign-off*]