**2024 TCS London Marathon email templates**

Below are three email templates you can use to start getting your supporters excited about the 2024 TCS London Marathon:

* **Email 1** is aimed at people who have been unsuccessful in the ballot and encourages them to sign up to complete the event for your charity
* **Email 2** introduces the TCS London Marathon to your supporters and encourages them to sign up to complete the event for your charity
* **Email 3** can then be sent to your participants once they have signed up to the challenge

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

**Email 1 – acquisition for unsuccessful ballot entrants

Beat those ballot blues – join us for the 2024 TCS London Marathon!**

Dear supporter

Missing out on a place in the TCS London Marathon Ballot can be disappointing – but your journey does not have to end here. Join our team and take part in the TCS London Marathon in support of *[charity name]* on Sunday 21 April 2024!

**Limited places available**

We have a limited number of charity places available in the 2024 TCS London Marathon, so if you’d like to take part in this life-changing challenge while raising much-needed funds for *[name of charity]*, please get in touch with us today! *[Add link to charity’s marathon sign-up page/email/comms]*

You can find more information about the event, along with training tips and all the latest news, at [tcslondonmarathon.com](https://www.tcslondonmarathon.com/the-event/virtual-marathon). *[Or, add link to charity’s marathon resources]*

We hope you’ll join the thousands of others taking on this iconic 26.2-mile challenge in April 2024, and will accomplish something incredible in aid of *[name of charity]* in the process.

Best wishes

*[Charity sign-off]*

**Email 2 – acquisition for general entries

Join us for the 2024 TCS London Marathon!**

Dear supporter

If you were inspired by the excitement, elation and accomplishment shown by more than 48,500 finishers at the 2023 TCS London Marathon, now’s your chance to book your place at the world-famous event in 2024.

**Limited places available**

We have a limited number of charity places available in the 2024 TCS London Marathon, so if you’d like to take part in this life-changing challenge while raising much-needed funds for *[name of charity]*, please get in touch with us today! *[Add link to charity’s marathon sign-up page/email/comms]*

You can find more information about the event, along with training tips and all the latest news, at [tcslondonmarathon.com](https://www.tcslondonmarathon.com/the-event/virtual-marathon). *[Or, add link to charity’s marathon resources]*

We hope you’ll join the thousands of others taking on this iconic 26.2-mile challenge in April 2024, and will accomplish something incredible in aid of *[name of charity]* in the process.

Best wishes

*[Charity sign-off]*

**Email 3 – welcome email

Welcome to the 2024 TCS London Marathon**

Dear supporter

Thank you for registering to take part in the 2024 TCS London Marathon for *[name of charity]* – we’re so grateful for your support.

We’ll be with you every step of the way as you embark on your amazing journey to the unforgettable Finish Line on The Mall on Sunday 21 April 2024.

**Start raising funds**

If you’re keen to kickstart your fundraising, why not get going today? As you progress through your training, you’ll then be able to give your supporters regular updates and remind them why they should donate to your chosen cause. Every day counts when it comes to hitting your fundraising target!

**Help and support**

Closer to the event, you’ll be able to download your free Event Guide and the Official TCS London Marathon App, powered by TCS, which will allow you to record your marathon, be tracked by friends and family, catch up on the latest event news and information and much more. The organisers will let you know when both resources are available.

Finally, please remember to take advantage of all the support and advice we offer to our charity participants – visit *[add link to charity’s marathon resources]* to find out more!

Best wishes

*[Charity sign-off]*