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**The Big Half email journey templates**

Please use these templates to communicate with your supporters at each key stage of their Big Half customer journey. Feel free to edit the templates as fits your campaign message. Square brackets indicate text that can be tailored to your charity’s requirements.

There are four templates:

* Email 1 – Acquisition: for when you want to invite your supporters to take part.
* Email 2 – Welcome: to send to supporters who have signed up to take part in The Big Half for your charity.
* Email 3 – Good luck: to send closer to the event day (Sunday 4 September) so you can wish your supporters good luck and remind them of anything they need to do.
* Email 4 – Well done: for sending after the event to congratulate your supporters and thank them for taking part.

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**Email 1 – Acquisition**   
  
**Join [*charity name*]’s team for The Big Half 2022**

Dear Supporter

The Big Half is back on the streets of London on Sunday 4 September 2022!

After a challenging couple of years, we’re really looking forward to experiencing the fun festival atmosphere of London’s community half marathon – The Big Half – which is why we’re inviting you to run as one with thousands of others in support of [*insert name of charity*].

We have a limited number of charity places available, so if you’d like to take part and raise much-needed funds for [*name of charity*] please get in touch with us today [*add hyperlink to charity’s The Big Half sign-up page/email/comms*]

You’ll find more information about The Big Half at [thebighalf.co.uk](https://www.thebighalf.co.uk/index.html) [*alternatively add link to charity’s The Big Half resources*].  
  
We really hope you’ll join [*insert name of charity*] for The Big Half and help us raise much-needed funds.

Best wishes  
[*Charity sign-off*]

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**Email 2 – Welcome**   
  
**Welcome to The Big Half 2022!**

Dear Supporter  
  
Thank you for registering to take part in The Big Half on Sunday 4 September 2022. [*name of charity*] is really grateful for your support.   
  
We hope your fundraising has got off to a flying start. Don’t forget to give your supporters regular updates on your progress as the event approaches and remind your friends and family to donate – every penny counts when it comes to hitting your fundraising target!

Now’s also the time to step up your training – [The Big Half website has training plans and advice to help you](https://www.thebighalf.co.uk/training/training-advice/). You can also take advantage of all the support we offer our charity runners by visiting [*enter charity running web resources*]. And if you’re planning something special or unusual for The Big Half, please let us know – we’d love to help you tell everyone about it!

An Event Guide will be emailed to all participants ahead of Event Day, telling you everything you need to know about taking on The Big Half 2022. Please look out for these and read them carefully.

In the meantime, take care and we look forward to seeing you on the Start Line!

Best wishes

[*Charity sign-off*]

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**Email 3 – Good luck!  
  
Good luck in The Big Half 2022!**

Dear Supporter  
  
We’re delighted you’re taking part in The Big Half 2022. Thank you for supporting [*name of charity*].

Just a reminder that the event organisers will be in touch soon with your all-important event guide for the big day, so keep an eye on your inbox!

The theme of the event is We Run As One, so it would be great if you could share your The Big Half stories, photos and videos on social media to help motivate and inspire other runners just like you, using the official hashtag #WeRunAsOne.

Together, we can make The Big Half a real celebration of London’s diversity and the power mass participation events have in uniting people to raise much-needed funds for charities like ours.

Good luck and thank you again.  
  
Best wishes

[*Charity sign-off*]

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**Email 4 – Well done**

**Congratulations! You ran as one with us in The Big Half 2022**

Dear Supporter   
  
Congratulations! You did it. Thank you for taking part in The Big Half 2022. You ran as one with the thousands of other participants and raised vital funds for our charity!

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

*[Charity to add details of any TBH stories it has, number of participants, total raised etc]*  
  
The Big Half will be back in 2023 – so watch this space for information on tackling your next half marathon!

In the meantime, have you thought about going a step (or several steps!) further and taking part in [*insert event*] for charity? Visit our website [*link to charity’s TCS London Marathon or other event pages*] to find out more.

Best wishes

[*Charity sign-off*]