



A Smarter Way to Support Marathon Fundraisers

Lovely Marathon | Good Thinking Jones

22 JAN 2026

LOVELYMARATHON.COM

Welcome!



Today we're talking about how smaller charities can support their runners to:

Have a lovely marathon experience.

Raise as much money as possible.

Become lifelong supporters.

And, be smart in how they spend their resources

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London Marathon Legends

Sarah Jones
My story
In 1952 an impatient little girl arrived into the world 12 weeks early, no one thought she'd survive...
But 73 years later, she's still creating joyful chaos—she's my mum, Mary (still little, still mighty).



Hello!

I'm Sarah (Good Thinking) Jones.

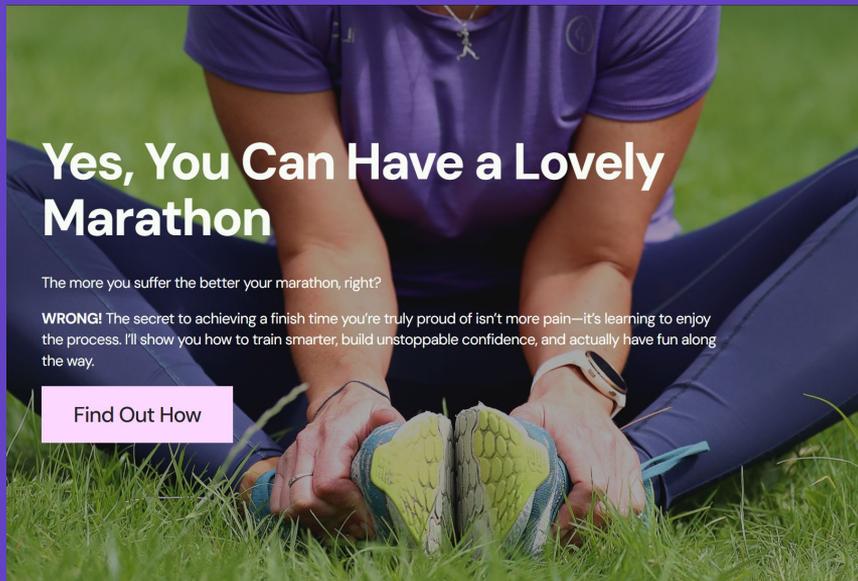
- Licenced Coach, 15x marathon runner (and fundraiser).
- CEO of Mencap Liverpool & Sefton (2009-2023)
- Now I help others to run charities/marathons



What about you?

- Are you a runner? Have you braved a marathon?
- Have you got runners doing marathons in 2026?
- Are you thinking about a Marathon strategy for 2027?

My approach— runners



LovelyMarathon.com

As a coach my focus is on helping people to 'have a lovely marathon'.

It should be hard

but it doesn't have to be horrible!

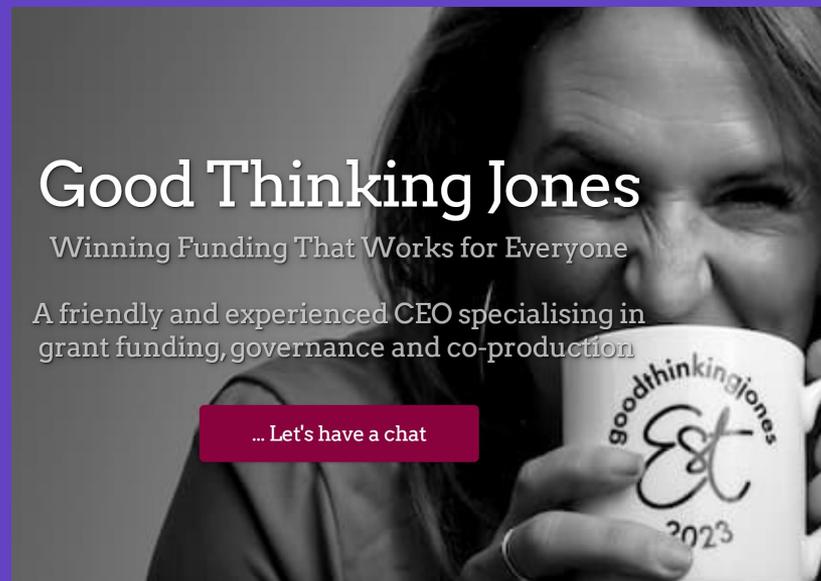
My approach- Charities



GoodThinkingJones.com

Winning funding that works for everyone.

I specialise in grant funding strategies and co-production.



Good Thinking Jones

Winning Funding That Works for Everyone

A friendly and experienced CEO specialising in grant funding, governance and co-production

... Let's have a chat

Some Good News...



More Good News....



Enthuse –Average donation of £46.75 and an average page value of £2,809.

~60 donors – Most of them new.

Social Media Reach – free marketing

And...

Lifelong supporter

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What do runners expect?



1. A fundraising pack to help them smash those targets
2. On-hand support from a dedicated fundraising team, from when they sign up to the finish line
3. A free charity running top or vest
4. Access to a training app with videos, weekly training plans and blogs from a personal trainer
5. Motivational webinars packed with event day and training tips from a four times TCS London Marathon runner
6. Loud and proud cheer stations to spur them on through those tough miles
7. A post-race reception to celebrate with their friends and family after the race! (massage and a meal, in a central london venue for 3+hours)

What's the cost?



Of providing this support?

- Money
- Time
- Resources

Of getting it wrong?

- Reputation
- People getting injured 🙄
- Loss of fundraising revenue (now/future)
- More stress next year...!





Imagine You're a Small Charity

With two people running The TCS London Marathon 2026

Introducing your two runners



Confident Colin

- Running Experience 5/10
- Fundraising Experience 0/10
- Thinks fundraising will be easy and the target is 'a guideline'.

Most likely to drop out because ... ?



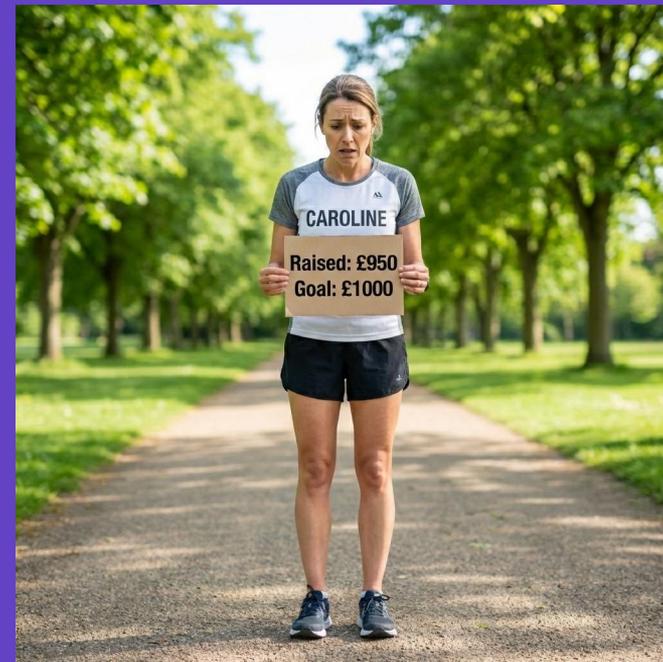
and...



Committed Caroline

- Running Experience 6/10
- Fundraising Experience 4/10
- Scared of letting everyone down.

Most likely to drop out because ... ?





10–15% of runners drop out

So what's a smarter way?

Get Personal.

Use their fundraising page as your starting point.

Explain that people give because:

1. The person
2. The connection to your cause
3. The challenge
4. ...



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Get Focused.

Coaching – Access to an expert.

Community– Peer support.

Cheerleading– Can you collaborate?

Charity Resources... Card Reader!

Most of all, Communicate!



Get Help.

For just £60 your runner can get:

- ✓ Coaching- A 12-Week Training Plan with expert support
- ✓ Community- 3 Group calls to help with fundraising and running
- ✓ Cheerleading- informal cheer points and meet up afterwards
- ✓ Charity Copy Skills- A free review of their page
- ✓ Extra help at no extra cost to the charity – Your runner gets a £150 voucher to spend towards my coaching.



Larger team/2027 plans?



If you have more than 10 runners this year...

Or, you're thinking ahead to next year, please get in touch via blume

And... look out for my research (hopefully May 2026)

Thank you for listening!

<https://substack.com/@sarahelizabethjones>