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**Virtual 2022 TCS London Marathon email templates**

Below are two email templates that you can use to start getting your supporters excited about the virtual 2022 TCS London Marathon:

* Email 1 introduces the event to people who’ve been unsuccessful in the ballot and encourages them to sign up to run for your charity
* Email 2 introduces the event to your supporters and encourages them to sign up to run 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 charity’s requirements.

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**Email 1 – Acquisition for unsuccessful ballot entrants  
  
Beat those ballot blues – join us for the virtual 2022 TCS London Marathon!**  
  
Dear Supporter

Missing out in the TCS London Marathon ballot is always disappointing – but we have a way you can beat those blues. Join our team and take part in the virtual TCS London Marathon on Sunday 2 October!

Not only is the virtual TCS London Marathon on the same day as the central London event, virtual finishers receive the same medal and T-shirt as finishers in the mass race.

You’ll benefit from the same support, too, with a running number, full package of pre-event information – from both [insert name of charity if applicable] and the event organisers – as well access to the free Official App powered by TCS.

**Your marathon, your way**

It’s your chance to be part of the world’s biggest marathon *your way*. You’ll have from 00:00 to 23:59:59 on Marathon Day to complete your 26.2 miles, so you can do it in stages, with friends, on your own, from home, or wherever you are. The possibilities are endless!

We have a limited number of charity places available in the virtual 2022 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 hyperlink to charity’s virtual marathon sign-up page/email/comms*]

You’ll find more information about the event, as well as training and nutrition advice, at [tcslondonmarathon.com](https://www.tcslondonmarathon.com/the-event/virtual-marathon) [*alternatively add link to charity’s virtual TCSLM resources*]  
  
We hope you’ll join the thousands of other participants who’ll be celebrating everything the London Marathon embodies – fun, fundraising, fancy-dress and amazing community spirit – in aid of [*name of charity*] in October 2022.

Best wishes  
[*Charity sign-off*]

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**Email 2 – Acquisition for general entries  
  
Join us for the virtual 2022 TCS London Marathon!**  
  
Dear Supporter

If you’ve always dreamed of being part of the London Marathon, but are not able to travel to the capital, are unsure you’ll ever be able to run 26.2 miles in one go, or have simply never got round to entering the ballot, we have a solution for you: join our team and take part in the virtual TCS London Marathon on Sunday 2 October2022!

**Your marathon, your way**

It’s your chance to be part of the world’s biggest marathon *your way*. You’ll have from 00:00 to 23:59:59 on Marathon Day to complete your 26.2 miles, so you can do it in stages, with friends, on your own, from home, or wherever you are. The possibilities are endless!

Not only is the virtual TCS London Marathon on the same day as the central London event, virtual finishers receive the same medal and T-shirt as finishers in the mass race.

You’ll benefit from the same support, too, with a running number, full package of pre-event information – from both [insert name of charity if applicable] and the event organisers – as well access to the free Official App powered by TCS.

**Limited places available**

We have a limited number of charity places available in the virtual 2022 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 hyperlink to charity’s virtual marathon sign-up page/email/comms*]

You’ll find more information about the event, as well as training and nutrition advice, at [tcslondonmarathon.com](https://www.tcslondonmarathon.com/the-event/virtual-marathon) [*alternatively add link to charity’s virtual TCSLM resources*]  
  
We hope you’ll join the thousands of other participants who’ll be celebrating everything the London Marathon embodies – fun, fundraising, fancy-dress and amazing community spirit – in aid of [*name of charity*] in October 2022.

Best wishes

[*Charity sign-off*]

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**Email 3 – Welcome email  
  
Welcome to the virtual 2022 TCS London Marathon**

Dear Supporter  
  
Thank you for registering to take part in the virtual 2022 TCS London Marathon with us. [*name of charity*] is really grateful for your support.   
  
You’ve just embarked on your amazing journey to the Finish Line – which can be anywhere in the world! – on Sunday 2 October 2022, and we’ll be with you every step of the way…

It’s never too early to begin raising funds, so why not start today? 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!

**Your marathon, your way**

Remember, this is your chance to take on the London Marathon your way – you’ll have 24 hours to complete your 26.2 miles, so be creative!

**Help and support**

You’ll be able to download the TCS London Marathon Official App (which will allow you to record your marathon and enhance your experience on the day), along with a guide to taking part in the virtual event. The organisers will let you know when both of these are available.

Finally, please remember to take advantage of all the support and advice we offer to our charity runners – visit [*enter charity virtual marathon web resources*] to find out more.  
  
Best wishes

[*Charity sign-off*]