London Marathon

Hospice UK Big Conversation webinar
4 November 2026

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Housekeeping



Please keep your mic muted unless you are asking a question



Please note that the presentation (excluding the Q&A) is being recorded



The recording and slides will be on the Hospice UK website after the event



Please use the Chat function to ask any questions as we go along



AI bots are not permitted in these meetings and will be removed

Agenda

14:00	Welcome & Introductions	
14:05	Getting the most from your London Marathon team	Marie-Claire Acton Event Fundraising Manager, Hospice UK
14:45	Questions & Sharing	
14:55 – 15:00	Hospice UK updates and Close	

Getting the most from your London Marathon team

We're going to cover

1. Plan ahead
2. Get to know your runners
3. Spot who needs support
4. Build your community
5. Make race day count

What we've tried, what's worked, what I would prioritise.

Getting the most from your London Marathon team

Why this conversation now

New teams

Some hospices have places for the first time.

Bigger teams

Others are suddenly managing many more runners.

Mixed experience

Saturday brings charities of every size and experience.

Focus: scaling up your London Marathon team without reducing fundraising averages

A small team behind a big event

MY EXPERIENCE

8+ years

working on London Marathon

5→ 500+

runner team sizes managed

Hospice UK programme lead since 2022

HOW WE DELIVER IT

2 people

delivering London Marathon

- **Alongside other events + campaigns**
- **Selective with time + resource**
- **Quality over quantity**

WIDER SUPPORT MATTERS

Race week is a whole-organisation effort.

Support from colleagues, volunteers and senior leaders helps us create a much bigger experience than the Events Team could deliver alone.

You do not need a huge team or budget. Be strategic, bring others with you and choose quality over quantity.

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What London Marathon looks like at Hospice UK

2024
160 places

Average per place

£2,699

2025
166 places

Average per place

£2,694

2026
171 places

Average per place

£3,405

2027
145 places

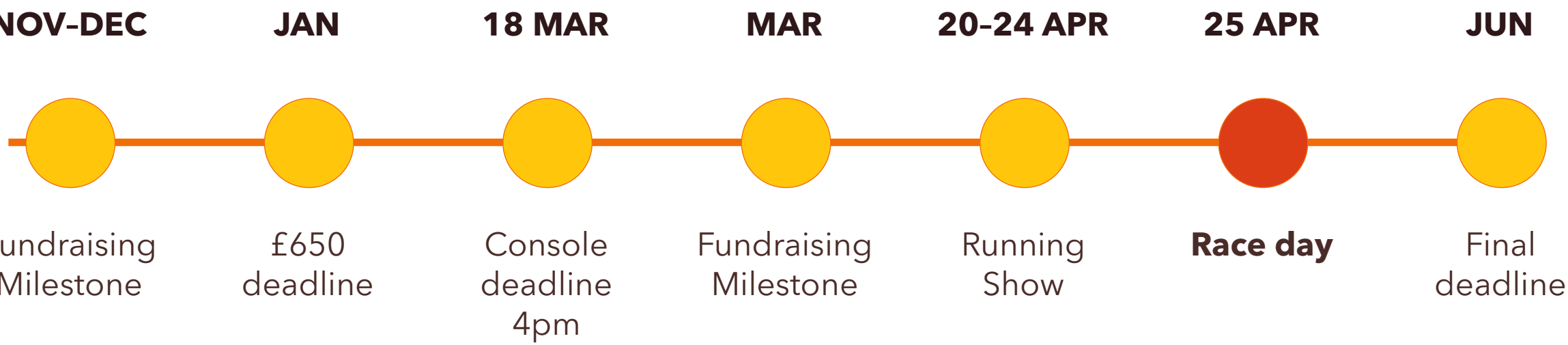
Average per place

TBC

2026 adjusted average: £3,113 excluding one £50k fundraiser

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Planning ahead



Build stewardship around key dates. Set expectations early and repeat them.

Deadlines should never be a surprise.

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Build the fun around the fixed dates

DATES + DEADLINES

- Impact stories
- Webinars
- Fundraising resources
- Runner stories
- Training advice
- Moments of joy
- Vest mailings
- Runner spotlights
- Phone calls
- Digital Communities
- Race Day support

Get to know your team through your data

31,000+

individual donations coded to London Marathon 2026

Easy reports

Contact details
Registration fee paid
Total income
Fundraising page link
Individual or team

Know the lag

Yesterday?
Last week?
Last month?

Don’t chase money already raised.

Make friends with your CRM data team before fundraising ramps up.

The January sticky period

DEADLINE

End-of-January fundraising deadline

CHECK IN

Ask for plans

3 WARNINGS

Clear dates + calls

FEBRUARY

Last chance to backfill

18 MARCH

Console deadline

Use the milestones to start a conversation, not just a chase.

Not everyone needs the same conversation

TOM

No fundraising
No console
Not replying

A proper check-in and clear deadlines.

JERRY

Fundraising well
Engaged on community
Console still not done

A friendly reminder and a nudge.

Data tells you to when to check-in. Knowing your runners shapes the conversation.

Scaling up: Drop-outs add up quickly

10 runners

15% drop-out

≈ 1–2 replacements
≈ £3,500

100 runners

15% drop-out

≈15 replacements
≈£35,000

Have your reserve list ready.

Build a team, not a group

CONNECT

WhatsApp
Peer support

ACHIEVE

Personal +
team target

RECOGNISE

Familiar faces
Webinars

CELEBRATE

Runner
Spotlights
Stories + wins

Create a sense of belonging & ownership so your runners start to do the work for you.

Race week



RUNNING SHOW



4 CHEER POINTS



POST-RACE

Support Package

RUNNING SHOW

Meet the team

CHEER POINTS

Share the support

JOIN THE CHEERING

Colleagues + volunteers

POST-RACE

Celebrate together

Free for Running show & cheer points
£40 per runner at post-race

Register your interest:
www.hospiceuk.org/LMsupportpackage

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If you take six things away...

1. Plan around key dates
2. Know your runners
3. Check in early
4. Make it feel like a team
5. Make race week special

QUESTIONS?

What's the biggest challenge you're anticipating with your 2027 team?

Share what has worked for you too.

THANK YOU!



Hospice UK National Conference 2026

Scan here for more details

Liverpool Experience Campus (formerly the ACC), 16 – 18 November 2026

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Grants and bursaries for professional development



Scan here for more details

Our professional development grants and bursaries help hospice staff attend courses, conferences and study days, to enhance their professional skills

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Feedback Survey

Please consider sparing a few minutes to answer this survey, so that we can continue to improve future Big Conversation events:
https://www.surveymonkey.com/r/X7PGQFP

Scan me



Thank you

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