

# **2026 TCS London Marathon webinar FAQs**

## **Questions about your charity journey**

### **What's the difference between Charity Bond Scheme and Charity Ballot?**

There was an application process for both the Charity Bond Scheme and Charity Ballot and the winners were selected through a ballot. To find the differences between the two, please see the Charity Ballot FAQs [here](#) and the Charity Bond Scheme FAQs [here](#).

### **Does having a single Charity Ballot place preclude us from applying for the Charity Bond Scheme at the end of this year?**

The term of the New Charity Bond Scheme is from 2026 to 2029. We will review if there will be further opportunities for charities to join the scheme in 2029.

### **When will we receive details to get started?**

In the weeks after Event Day 2025, we'll be in touch with all charities that have places in the 2026 event to confirm your total allocation for the 2026 TCS London Marathon. This will be followed by a Let's Do This console onboarding email.

### **When can we register our supporters?**

Currently, we can't confirm an exact date that your entries will be available on Let's Do This to allocate to participants, but it will likely be in May or early June.

We'll let you know as soon as you're able to register your runners, along with guide to help you with this process.

### **When will we receive our invoice?**

For the 2026 TCS London Marathon, all charities who have a Charity Bond Scheme have been invoiced already. Charities with bonds will be invoiced annually for the term of their bond.

For charities that secured an entry through the 2026 Charity Ballot, invoices will be issued in the week commencing 13 February 2025.

### **Do entries roll over if they aren't used?**

For Bond Scheme charities, your entries will roll over for **one year only**. If the entry remains unfilled in the year after they were issued, it will expire.

2026 Charity Ballot entries **do not** rollover. If they are unfilled after the participant registration deadline, they will expire.

### **On the Event Day, what can we do to maximise our presence there?**

We advise having a cheer point somewhere along the course to motivate your participants. Expect everywhere to be busy and allow more time for travel. It is best to avoid Tower Bridge, Cutty Sark and Embankment as these get incredibly crowded. If your charity would like to be located at any of these places you will need to arrive very early.

Your charity can also host a post-event reception, if you have the capacity, to thank your participants for their support.

### **Can charities attend Meet Our Experts?**

Meet Our Experts is an event held exclusively for participants. Towards the end of the year, charities will have the opportunity to apply for a stall at the 2026 event to interact with your charity runners and get the chance to talk to prospective fundraisers.

### **Will there be assets available to help us promote our places?**

Charities will be provided with a 2026 TCS London Marathon charity toolkit ahead of the event to help with recruitment.

### **Who do we contact if we have a question?**

If you have any charity-related questions, you can email the LME Charities Team on [charities@londonmarathonevents.co.uk](mailto:charities@londonmarathonevents.co.uk).

We can help with most queries, but if you have a specific participant-related query, please encourage your participant to contact our Customer Engagement team on [helpdesk@londonmarathonevents.co.uk](mailto:helpdesk@londonmarathonevents.co.uk).

If you have an issue relating to your Enthuse page, you can have a look at the Enthuse Help Centre or get in touch with the Enthuse team directly at [support@enthuse.com](mailto:support@enthuse.com).

## **Questions about your participants**

### **Does our charity go into a ballot for someone to choose our place or can we find our own participants?**

Charities will need to recruit their own participants.

### **Do you have any guidance on how we should award this place to someone and how do other charities go about it?**

It's a privilege to award your charity place to someone, and we recommend offering it to someone who is genuinely invested in your cause.

We encourage you to create an application form with questions that can help you decide who should receive your charity places. If you anticipate receiving a high number of applications, you might consider holding a ballot. Ultimately, the decision is yours, so good luck! Also, be sure to maintain a waiting list in case any participants drop out, allowing you to quickly replace them before the console deadline.

### **What communications do participants receive? Can we receive a copy of the participant stewardship email journey?**

Participants will receive communications from us leading up to Event Day (approximately one month before) with details about Running Packs, the Event Guide, start times, and other important information. If your participants have opted to receive emails from LME during registration, they will also receive marketing emails about our services, upcoming events, and Participant Newsletters.

We are currently working on ways to share participant communications with charities and improve the information we provide about what has been shared with your participants. We will keep you informed and let you know as soon as your participants receive important Event Day updates, so you're always in the loop.

### **When does the 2026 TCS London Marathon general entry ballot open?**

Last year, the general entry ballot for the 2025 TCS London Marathon opened on the Saturday of the event weekend (Saturday 20 April). The timeline will be similar this year, and we will be in touch to confirm when this.

### **Do participants have to pay a registration fee?**

No. Charity entries are paid for by the charity, so charity participants are not required by London Marathon Events or Let's Do This to pay any fee.

We expect that you will charge a fee and set fundraising requirements for your entries, which you can do independently.

### **Do we have to use Let's Do This to register runners?**

Yes. Let's Do This is our official registration platform partner, and all your participants must complete their registration on the platform so they can take part on Event Day.

They will receive a unique Booking ID after completing registration that is needed for their entry to be valid.

### **When is the participant registration deadline for the 2026 TCS London Marathon?**

This has not yet been confirmed, but for reference the registration deadline for all participants in the 2025 TCS London Marathon is Thursday 20 March at 16:00 GMT, just over a month before Event Day. We are not able to accept any entries after the console deadline has passed, so please ensure the deadline date is in your diaries to avoid disappointment for your supporters.

We will confirm the deadline once your entries are live, and it will be displayed on your Let's Do This Dashboard as a reminder.

### **Can we swap participants if someone drops out?**

Yes. You can cancel a registration on your Dashboard and then allocate the entry to another supporter. They will need to complete a new registration with their information.

This should be done before the participant registration deadline, after which no new registrations can be accepted.

We will provide further instructions on how exactly you can do this once your entries are live.

## **How can we defer a participant's registration?**

Charity entries are tied to the charity, rather than each specific participant. This means that charity entries cannot be deferred.

If the runner does not cross the Start Line, the entry will be considered unfilled and will roll over if eligible. The entry will then be added to your total allocation for the subsequent year.

It is at the charity's discretion whether an entry is allocated to the same participant and if so, they will have to be registered as new.

## **When do participants get their bibs/running number?**

All participants must collect their Event Packs from the TCS London Marathon Running Show at ExCeL London. Details about picking up the Event Pack will be shared with participants a few weeks before Event Day.

## **Questions about fundraising**

### **Is there a minimum amount that participants have to fundraise?**

The fundraising target for participants in the TCS London Marathon can vary depending on several factors, including the level of support you provide throughout the event cycle. This may include things like:

- **Training and Event Day support:** Offering participants access to training plans, expert advice, and support on Event Day can help them achieve their fundraising targets more easily.
- **Fundraising resources:** Providing participants with resources such as fundraising tips, templates, and promotional materials can make a significant difference in how successful they are in reaching their target.
- **Incentives and recognition:** Offering rewards or recognition for reaching certain fundraising milestones can motivate participants to raise more.
- **Personalised engagement:** Regular communication and encouragement can help keep participants engaged and committed to hitting their fundraising goals.

Ultimately, the fundraising target is determined by each charity, and it's up to you to decide what works best for your specific needs and the level of support you provide. If you're looking for some guidance, you can visit the websites of other charity partners who have TCS London Marathon places to see the targets they set for their participants, which can help you make a more informed decision.

### **Why have London Marathon Events chosen to partner with Enthuse?**

We were looking for a fundraising partner that would provide the best possible service for charities, participants and their donors, and the extended partnership provides certainty for charities planning the future growth of their third-party events programmes.

The new long-term agreement, till 2034, comes as a result of the successful partnership that has been in place between LME and Enthuse since 2022. This has seen more than £60 million raised already for charities through Enthuse's official platform for the TCS London Marathon. We believe Enthuse provides the best possible service for charities, participants and donors.

The Enthuse integration with LME's registration process means fundraising pages are automatically created as participants sign up for events. Fundraising pages are fully branded with the logo and colours of the charity the participant has chosen to support,

as well as the event. Enthuse fundraising pages are also exclusively integrated with LME's official event apps, through which supporters tracking a participant can donate. One in seven donations on Event Day coming through the app.

The London Marathon Events and Enthuse partnership provides charities with full access to real-time fundraising and donations data, insights and analytics for their supporters participating in any LME event via a centralised account for all events.

### **Where can I find Enthuse's FAQs?**

You can find Enthuse's FAQs by visiting [this page](#).

### **Does Enthuse collect Gift Aid?**

Yes, Enthuse is an approved HMRC Gift Aid agent, so they can also collect Gift Aid on your behalf.

### **Are there any charges for us a charity to use Enthuse?**

There are zero set up or subscription costs for you to use this fundraising solution for the TCS London Marathon and all events organised by London Marathon Events. However, Enthuse charges 1.9 per cent plus 30p per transaction to cover the cost of the card fee. There is a small additional fee for processing Gift Aid on behalf of the charity. This is 5 per cent of the Gift Aid value only. For every £10 donated with Gift Aid, you will receive £12.15, i.e. 121.5% of the donated amount.

### **When participants set up their Enthuse profile through Let's Do this, will they have to manually set their target or is it automated to what we've set the target to?**

Once you have access to your charity's Enthuse account, you can set the fundraising target for your participants. If this hasn't been set up, the participant can select what their fundraising target is.

However, it's important to inform participants of the fundraising target when offering them a charity place, so they are aware of their fundraising commitments, even if the target hasn't been set up on Enthuse yet.



## **How do we as a charity access the backend of our Enthuse page to edit the TCS London Marathon details on our account?**

Enthuse will be in touch with your charity to help you set up an account. Once you have access to your account, you can make changes to your TCS London Marathon page. If you require additional support with this, please contact [support@enthuse.com](mailto:support@enthuse.com).

## **How can we appear on the charity listings for ballot place fundraisers?**

You will be onboarded with Enthuse, and once your charity is set up, ballot entry participants will be able to find your charity through the search wizard when selecting a charity to fundraise for using Enthuse.

## **If we already use Enthuse, will the TCS London Marathon automatically link to our account?**

Yes, the 2026 TCS London Marathon will be added as a new event on your Enthuse account.

## **Can you have a separate charity branded page for the TCS London Marathon and Brighton Marathon?**

Yes, each event will have its own page. You can customise these to your charity branding and will include the event branding for each event.

## **Does Enthuse require Stripe?**

Yes – as part of the Enthuse Onboarding process, you'll be guided through setting up a Stripe Connect account. Payment processing services for Enthuse are provided by Stripe. You can read more about this in Enthuse's customer terms [here](#), but if you have further questions, please contact [support@enthuse.com](mailto:support@enthuse.com).

## **If we gain any additional ballot place fundraisers through general recruitment, will they be linked to our Enthuse charity dashboard?**

Once your charity is set up on Enthuse, your ballot entry supporters can easily find your charity through the search wizard. Alternatively, you can share your charity's 2026 TCS

London Marathon Enthuse page with them, where they'll find a button to start fundraising for your cause.

### **Can the Enthuse be used worldwide?**

Yes, international participants can use Enthuse to fundraise for your charity.

### **How long do fundraising pages stay open for donations after the event?**

On Enthuse, fundraising pages can stay open indefinitely unless you actively choose to close them; you participants can continue to receive donations even after the event date has passed, meaning there is no set time limit on how long a page remains active.