



Here for young people
Here for communities
Here for you

YMCA London Marathon Fundraising Guide: Social Media Toolkit

Welcome to Team YMCA! Here is your social media toolkit!

Running the iconic London Marathon is an incredible challenge — and fundraising for YMCA makes every step even more meaningful. This toolkit gives you everything you need to tell your story, inspire your supporters, and shout about the impact of your journey.

1. Key Messaging: What is YMCA and Why it Matters

Use these quick facts and powerful lines to tell people why their support matters:

- YMCA is the oldest youth charity in the world, transforming lives and communities for 180 years.
- Across England and Wales, YMCA supports more than 400,000 young people every year.
- YMCA provides safe housing, mental health support, youth work, education and job skills, and much more.
- Every donation helps someone find their feet again after facing homelessness, family breakdown, or poor mental health.

Suggested one-liners:

- "I'm running for YMCA because no young person should be left behind."
- "26.2 miles for safe homes, strong futures and a place to belong."
- "YMCA gave me purpose, now I'm giving back."

2. Sample Social Media Posts

Instagram / Facebook / LinkedIn

💚 I'm running the London Marathon for YMCA, who've been changing lives for 180 years. Every step I take helps provide safe housing, mental health support and youth services to those who need it most. Please donate if you can: [Insert Fundraising Link] #TeamYMCA #LondonMarathon

YMCA helped more than 20,000 people find a safe place to live last year. I'm running 26.2 miles to make sure that continues in my community. Sponsor me here: [Insert Fundraising Link] #RunForChange #TeamYMCA

Why am I running for YMCA? Because YMCA supports those in need, and more than 58,000 young people are affected by homelessness. Together, we can change that: [Insert Fundraising Link] #TeamYMCA

X (Twitter)

Running #LondonMarathon for @YMCAEW. Every mile supports housing, youth clubs & mental health help. Join me! [Insert Fundraising Link] #TeamYMCA

Just hit £100! That could help a young person learn budgeting or job skills. Thanks everyone! #RunForChange

3. Personal Story Prompts

Help your followers connect emotionally by sharing your reasons for running:

- "I chose YMCA because..."
- "This cause means a lot to me because..."
- "Training has been tough but knowing I'm helping young people in [insert impact area] keeps me going."

4. Hashtags & Handles

Tag YMCA and help us share your story:

Hashtags: #TeamYMCA #LondonMarathon #RunForChange

Tag us:

@YMCAEW on X (Twitter)

@ymcaenglandandwales Facebook/Instagram/LinkedIn

5. Visual Assets

You'll receive a pack of social graphics including:

- Fundraising milestone templates
- "Why I Run" Instagram story templates
- Customisable "Thank You" images
- Profile picture overlays

6. Tips to Maximise Fundraising

- Post regularly: updates on training, milestones, challenges.
- Share a mix of personal stories and YMCA facts.
- Offer shout outs at mile markers or a song of their choice on your marathon playlist for donations
- Thank donors by tagging them (with permission).
- Use photos in your YMCA running vest as you near race day!
- Ask friends to reshare your posts.

7. Marathon Week Countdown Ideas



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YMCA enables people to develop their full potential in mind, body and spirit. Inspired by, and faithful to, our Christian values, we create supportive, inclusive and energising communities, where young people can truly belong, contribute and thrive.

FAMILY & YOUTH WORK	HEALTH & WELLBEING	HOUSING	TRAINING & EDUCATION	SUPPORT & ADVICE
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- **7 Days to Go:** "One week until race day! I've trained, I've cried, I've carb-loaded. But it's all worth it to support YMCA."
- **3 Days to Go:** "This Sunday I'm running 26.2 miles to raise money for YMCA. Please donate if you haven't yet – together we can change lives."
- **Race Day:** Post a sweaty selfie and thank your supporters!

Thank you for going the distance for YMCA. Your run changes lives – and together, we'll help even more young people belong, contribute and thrive.

If you require further support or guidance please do not hesitate to get in touch – communications@ymca.org.uk



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