



**Driving Low
Risk And High
Reward Growth**

Marc Roby

For Charity



What will we be looking at?

What a charity runner looks like

Which events people are taking part in

Where to find these runners

When to recruit

How to look after your runners



What a charity runner looks like in 2025

The shift hasn't just continued - it's **accelerated**.

1



Gen Z

29% of the LA Marathon
Biggest growth in London
Marathon Ballot

2



Average Age

Dropped to 34.6 years in
2024

3



Female Revolution

55.7% of charity runners

4



Social Media

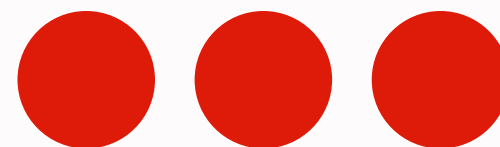
Running is trendy, and we
are seeing a cultural shift

Action points...

Expand your events mix

Tailor your messaging

Make it **Easy**



Which events people are taking part in

Running events are booming...

1



Huge Growth

79% Growth

135+ Charities in Paris

2



Sell Out Events

Hackney 11.5 Months

1,650 Runners

3



Registration Fees

74% of these dropouts had
not paid a registration fee

4



Targets

Increasing costs aren't
being passed on

Dropouts

Under £50

Did not pay: 32.43%,

Paid: 13.07%

£50 - £100

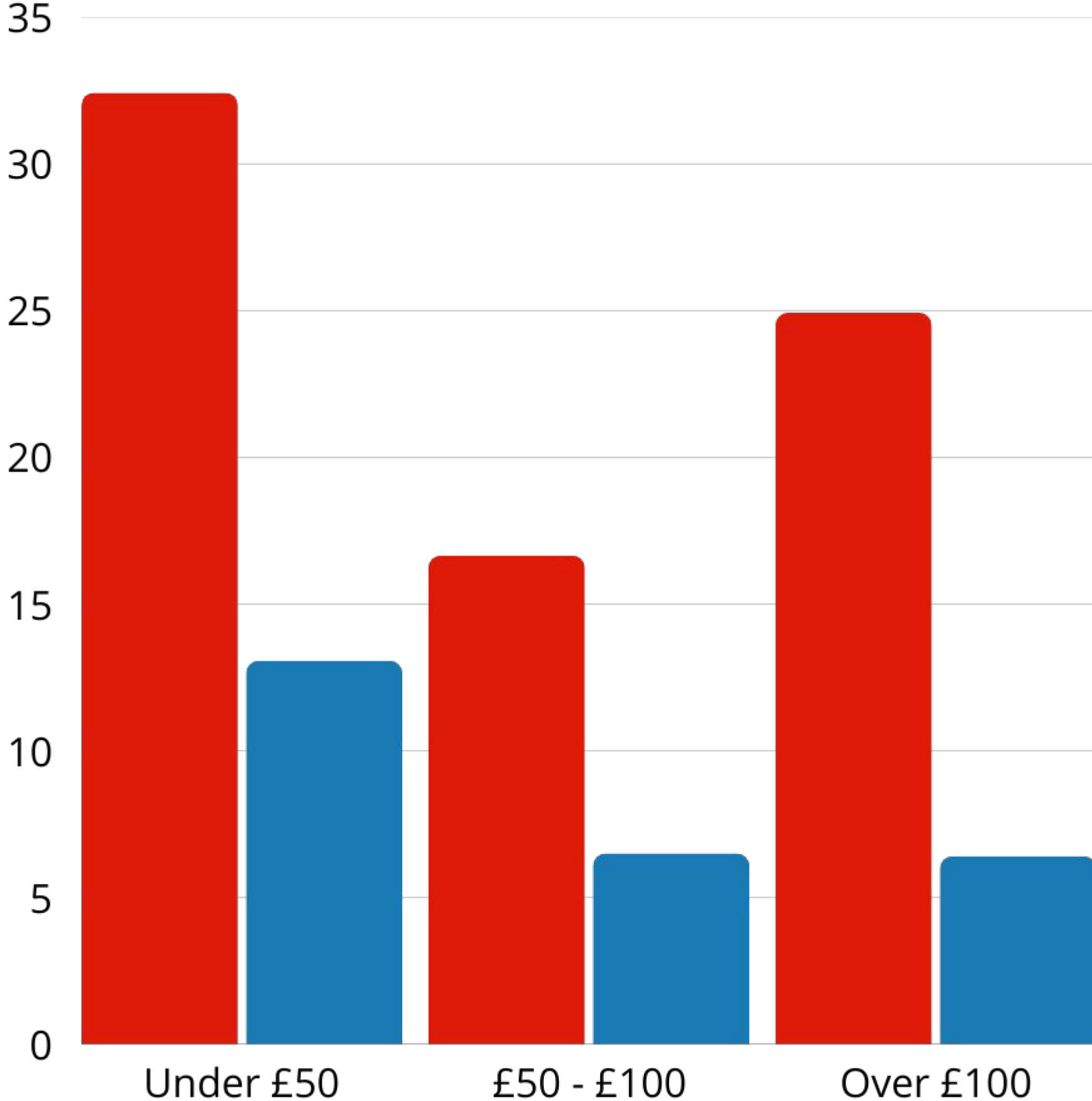
Did not pay: 16.66%

Paid: 6.50%

Over £100

Did not pay: 24.93%

Paid: 6.41%

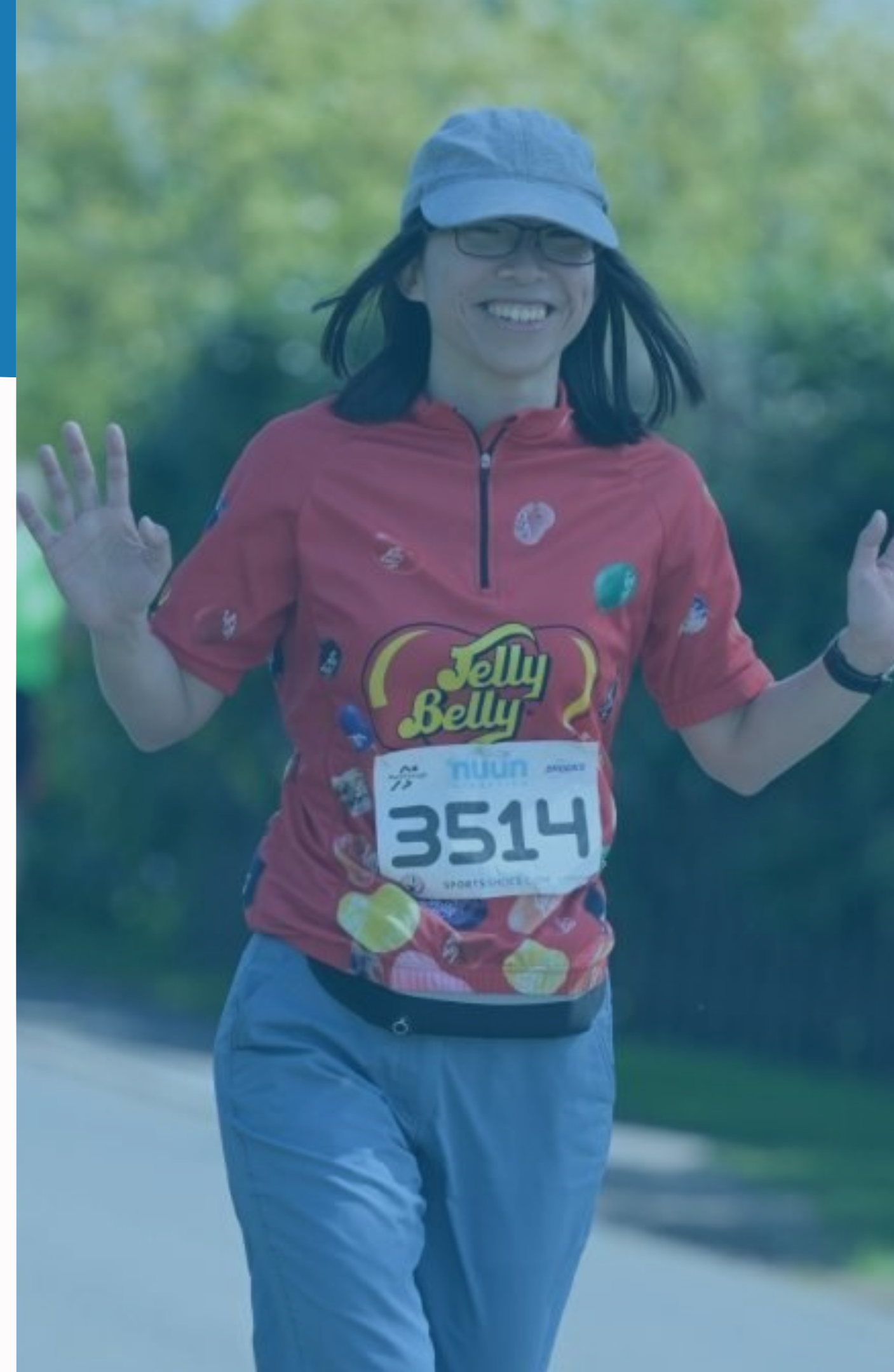
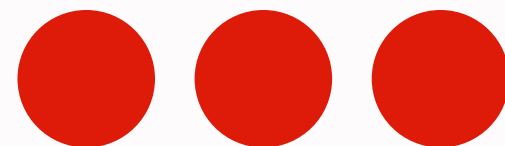


Action points...

Get access to **High-Demand** Races

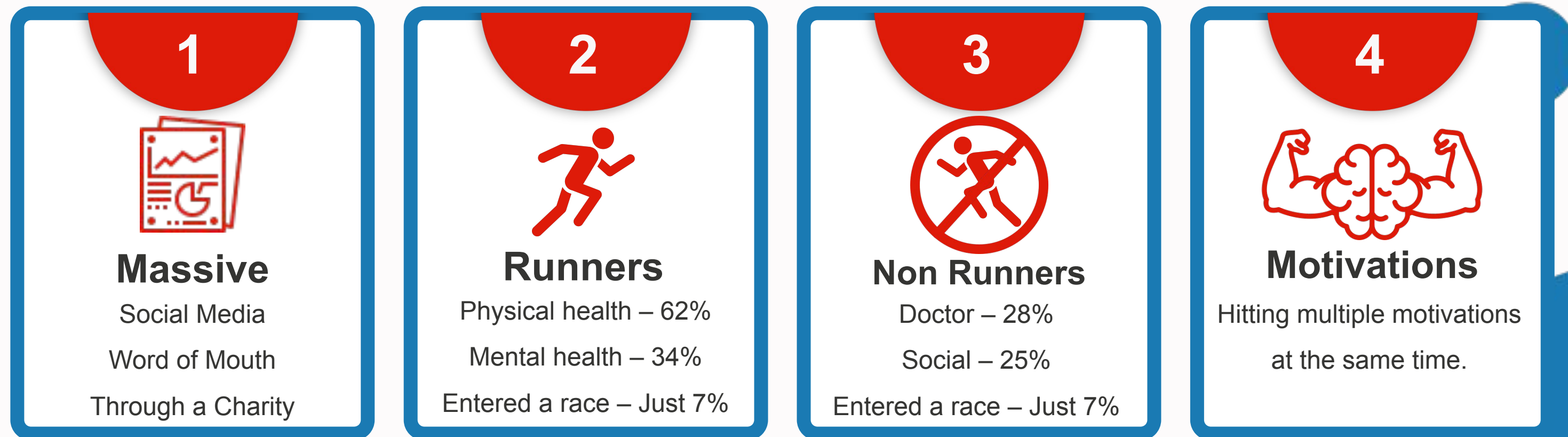
Charge a registration fee

Test your pricing



Where to find your next fundraiser

Then how to convince them to sign up...



Action points...

Go **beyond** the cause





Make it **social**

Support them from day one



When to recruit them

why you should ignore the 'New Year, New Me' brigade

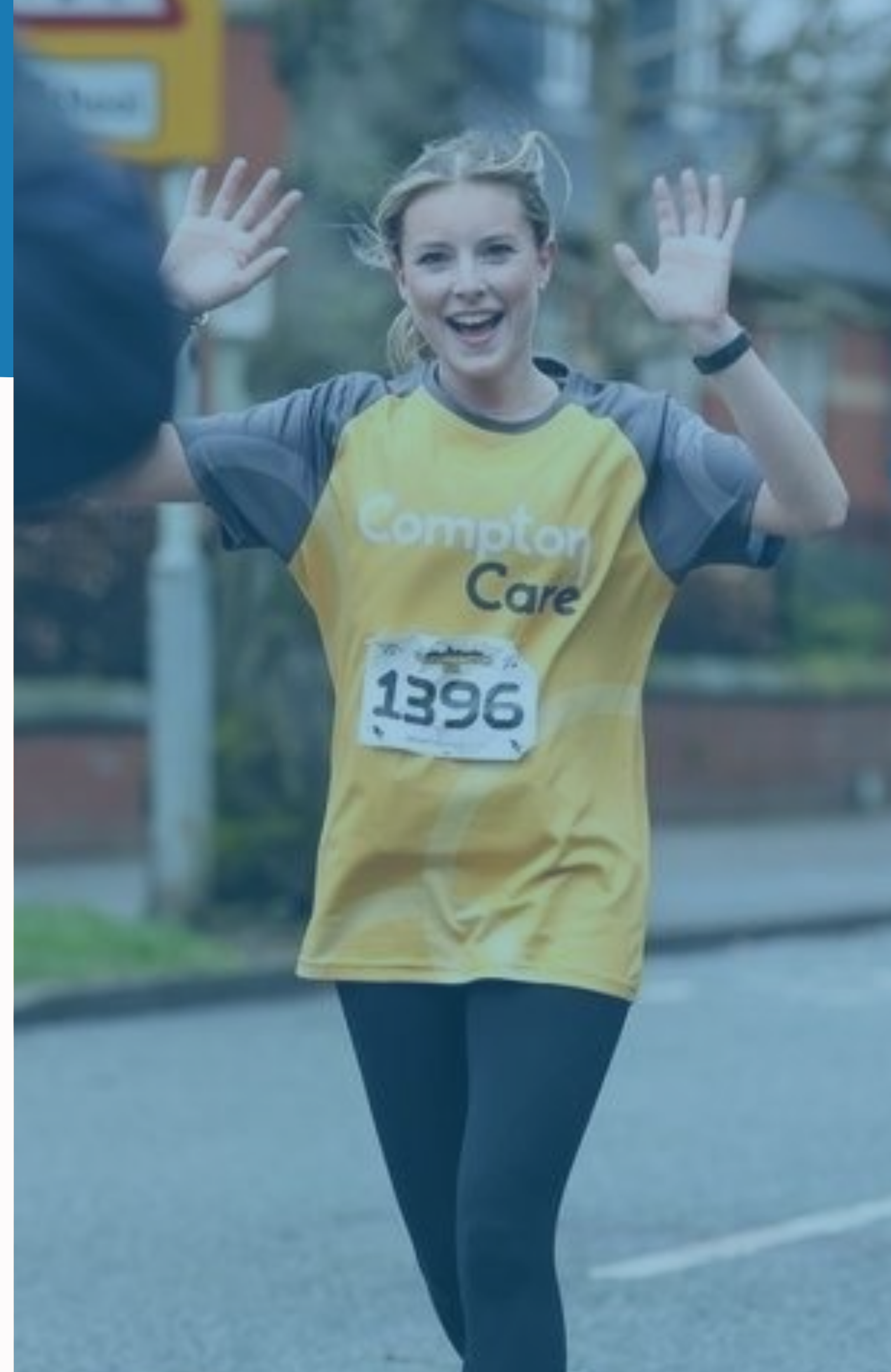
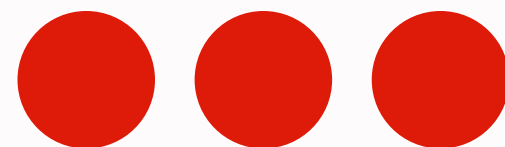
<p>1</p>  <p>New Year? Whilst January is a strong month for recruitment, it isn't top</p>	<p>2</p>  <p>When to push April is when we see most conversions, but plant the seed soon</p>	<p>3</p>  <p>Medal Monday Sunday and Monday are when we see the biggest spikes</p>	<p>4</p>  <p>Lead time Average lead time: 116.7 days (up from 97.5 days in 2023)</p>
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Action points...

Use January to **Build** Momentum

Plan **Big** Campaigns for March & April

Schedule Marketing for Sundays & Mondays



How to look after them

(and reduce dropouts!)

1



More dropouts

2023 dropout rate: 7.9%

2024 dropout rate: 9.8%

2



Check ins

Utilise Strava or Facebook
groups

3



Take Small Wins

Motivated runners stay in
the game

4



Tools

Give Them the Tools to
Train Properly

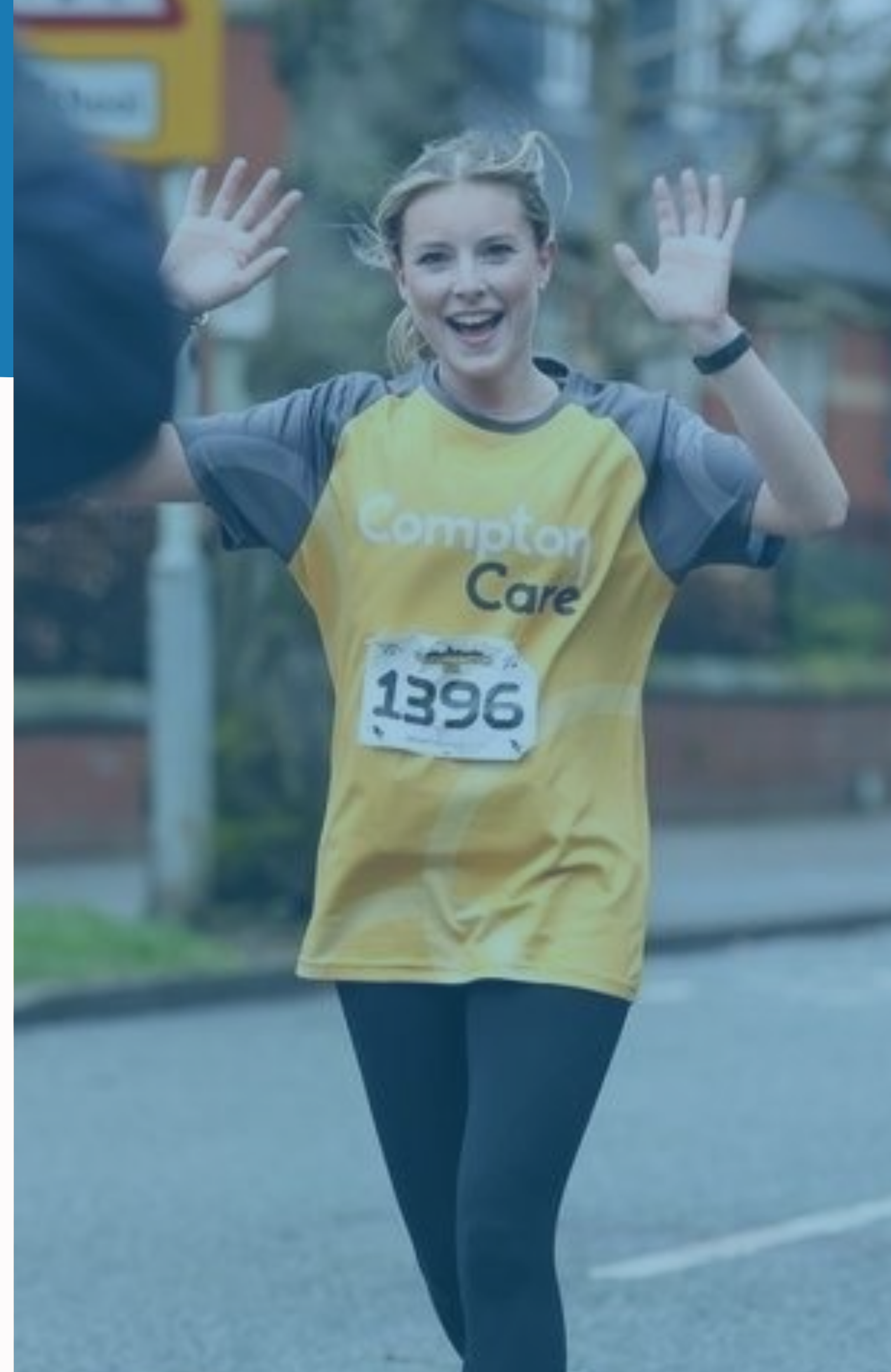
Final Thoughts

The runner profile is **shifting**

Demand is skyrocketing

Timing **matters**

Retention is just as important as recruitment





THANK YOU

For watching this listening

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