

Safeguarding against
event participant
dropouts:
retention journeys and
engagement



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Our Perspective at Run for Charity

- Working with over 1,000 charities across the UK
- Provide charities with over 850 different events
- Built up data across a range of different distances
- We don't just see who signs up.....We see what happens after they sign up.
- Data collected and shown is from the past 12 months



Earlier sign-ups: opportunity and risk

What does this mean for the charity?



Events are
selling out
Quicker



Longer to
Fundraise



More time to
Support



More time to
maximize
income



Earlier sign-ups: opportunity and risk

How does this affect participants?



More time to
pick up
injuries



Longer for
Motivation to
Dip



Longer to lose
confidence



More time for
life to get in the
way

Types of dropouts.

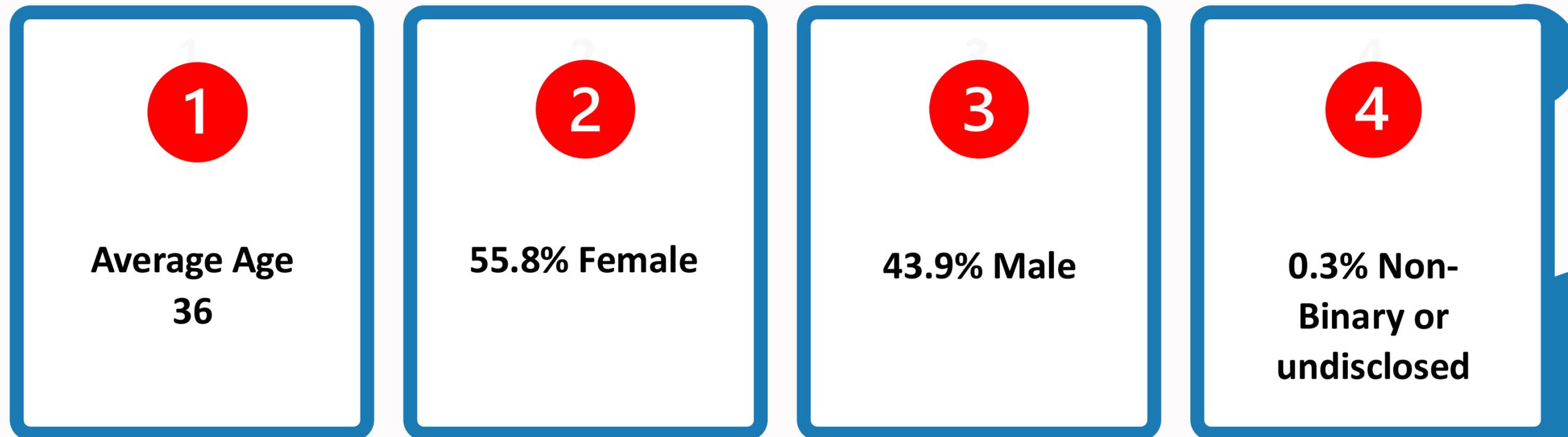
A runner that drops out **after** a deadline due to Injury, illness or personal circumstance

A runner that drops out **before** a deadline, early enough to be replaced via a waiting list



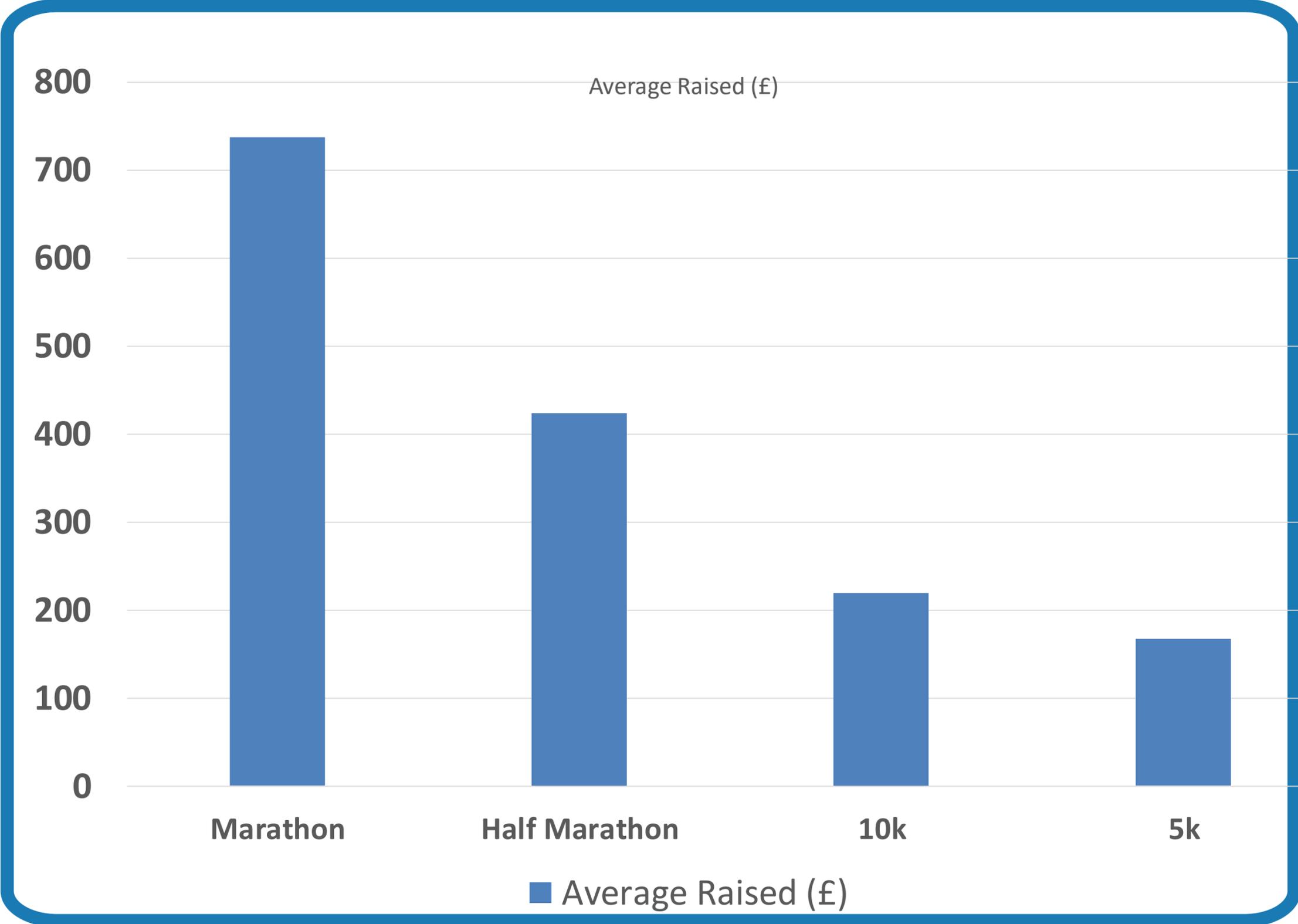
What does a charity runner look like today?

Running events are **booming...**



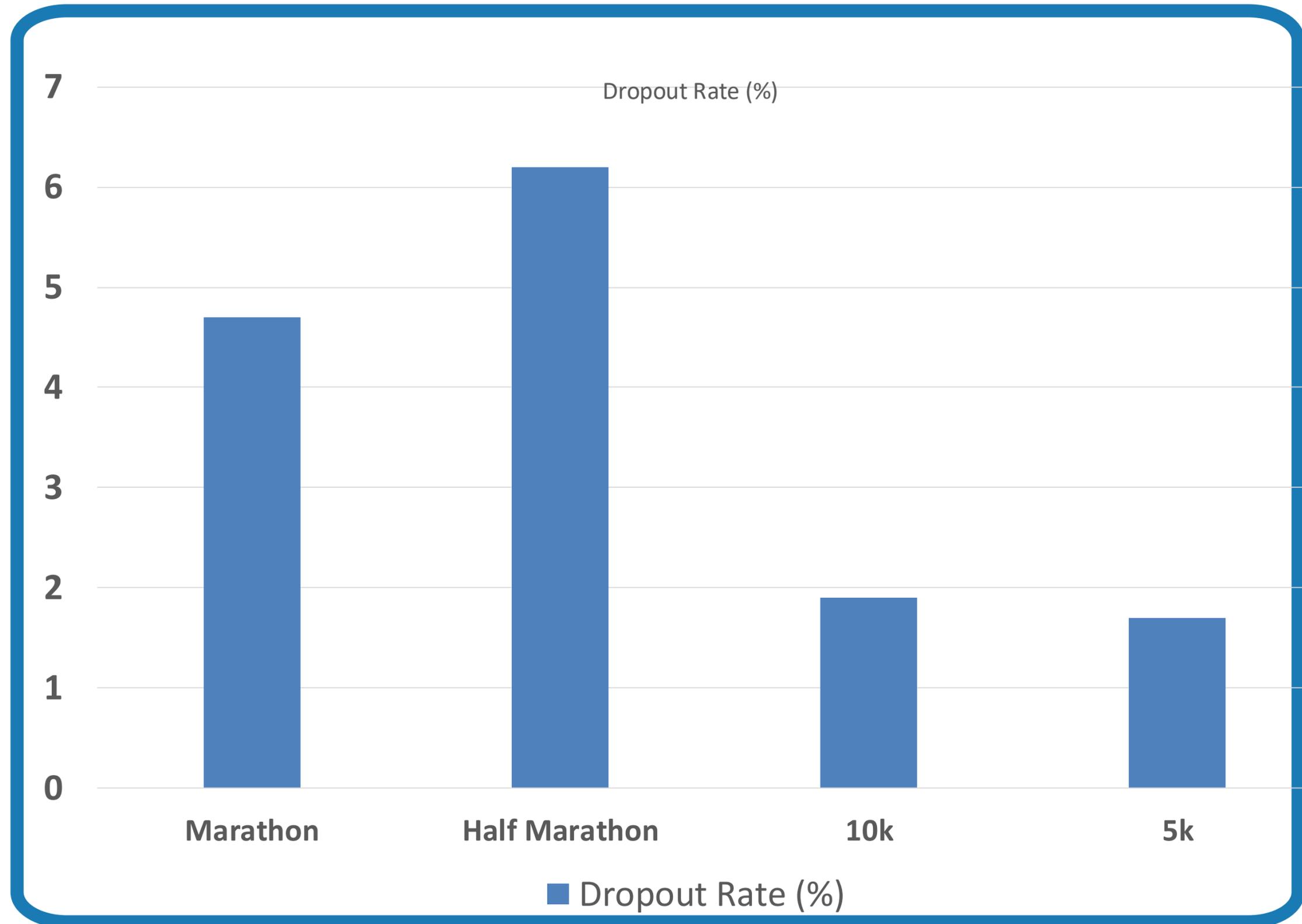
Fundraising Potential by Distance

Marathon - £737
Half Marathon - £424
10k - £219
5k - £167



Dropout Rate by Distance

Marathon – 4.7%
Half Marathon – 6.2%
10k - 1.9%
5k - 1.7%



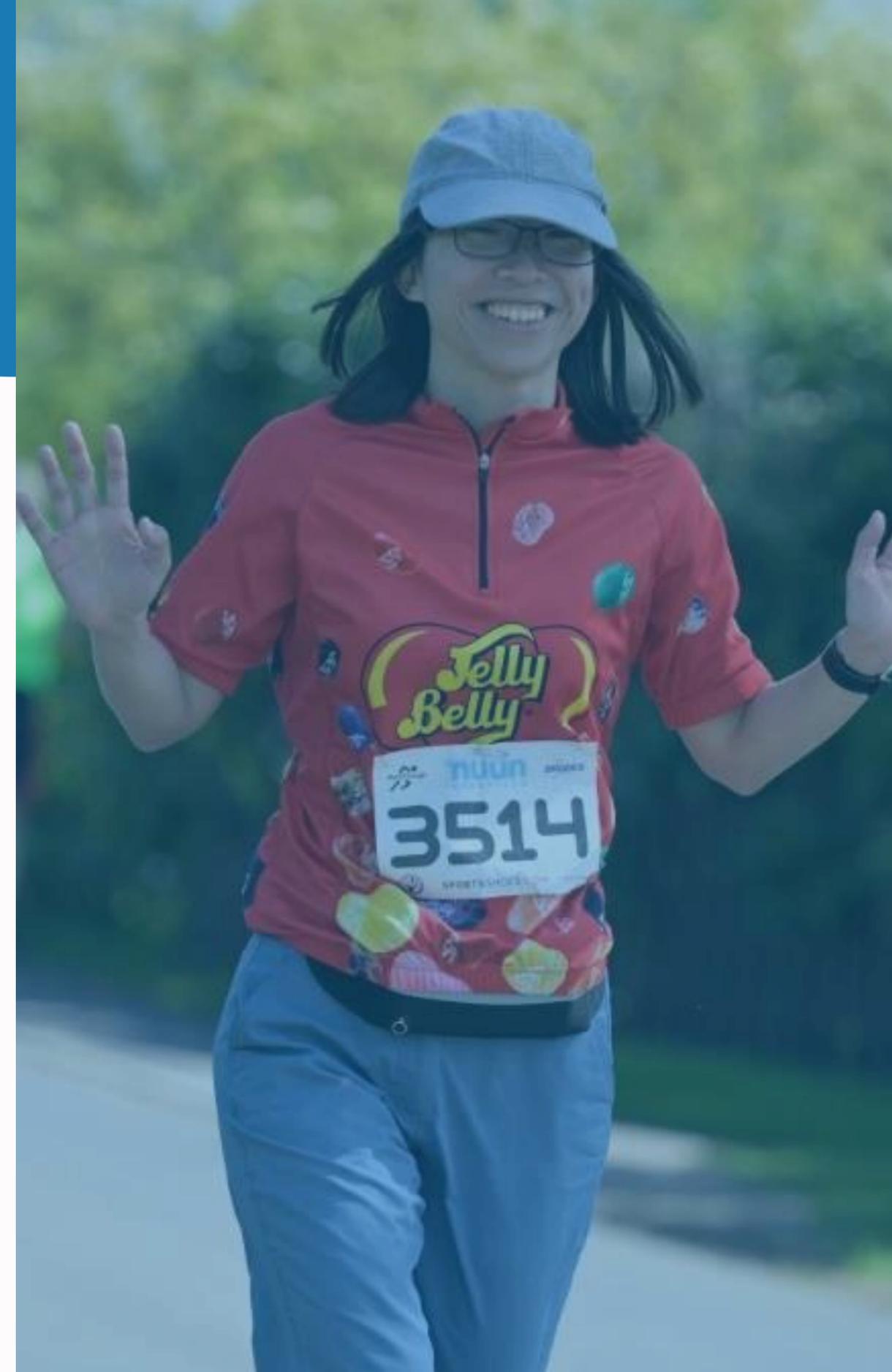
Spotting Commitment Signals Early

Registration fees for Dropouts

- 68% had not paid a registration fee
- 32% had paid and been refunded

Pledge intent

- Active participants pledge an average of £463.
- Dropouts pledge an average of £404.



The Runner Reality Framework

Based on fundraising potential and dropout risk, we see four broad runner types.



Retention Journeys Help

All runners require varying degrees of **support**.

Natural **check-ins** work across all runner types and help free up staffing time.



Final Thoughts

(Dropouts will always happen.)

1



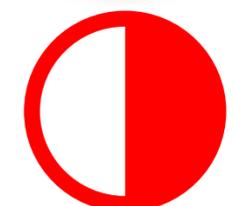
68%
of deleted runners
paid no registration
fee

2



**Dropouts Pledge
less**
Across all distances

3



**HM have the highest
Attrition**
6.2% dropout Rate

4

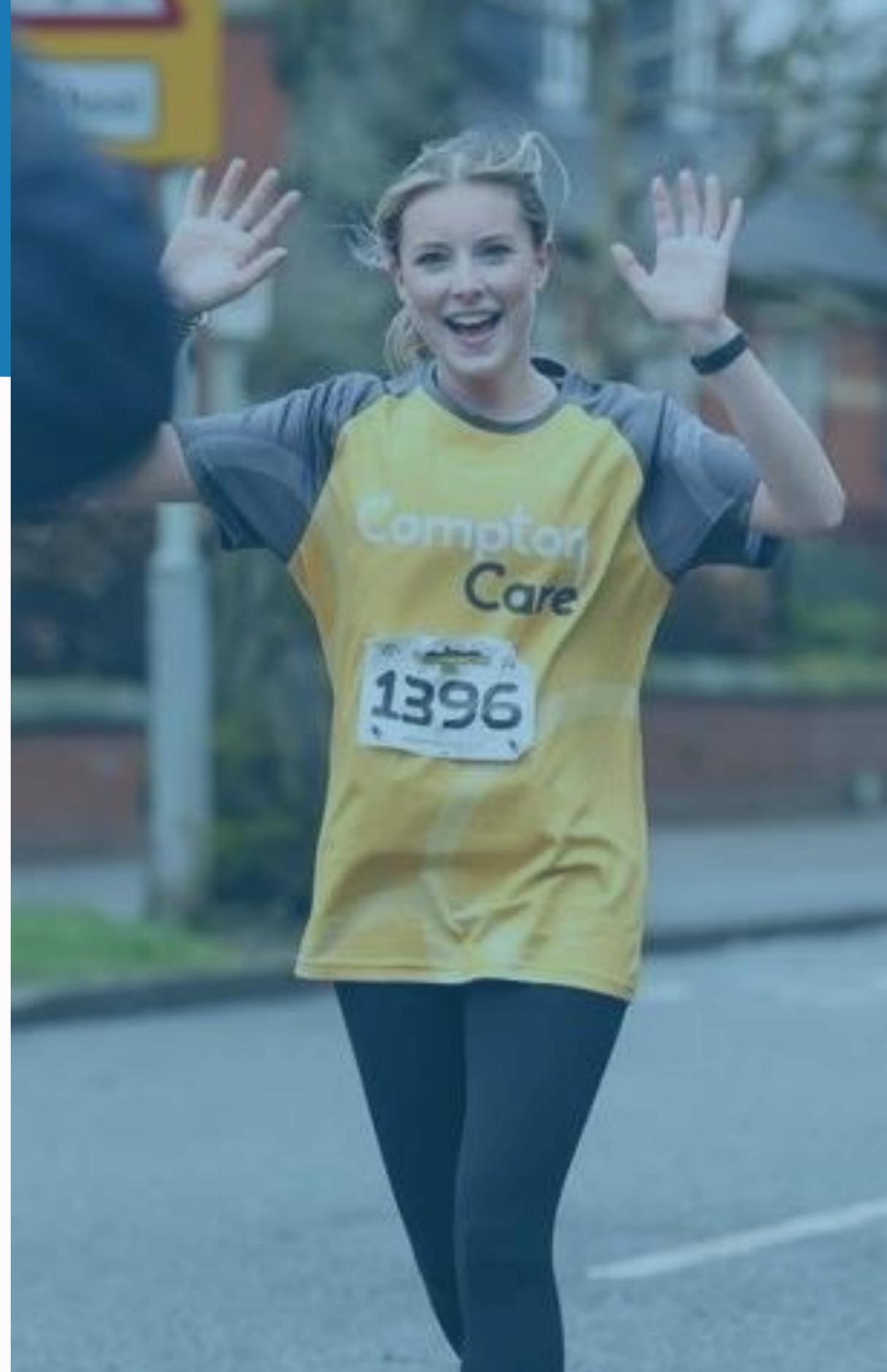


**3.7 x more
replaced**
Runners through WL than in
2024



Things to remember

- Not about saving **everyone**
- Spotting **Risk** early
- Acting **Decisively**
- Have retention journeys that feel **natural**
- Make sure that engagement **reassures** rather than **overwhelms**





THANK YOU

For watching this listening

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