

High School Student Leadership Guide



41 years ago, Terry Fox set an incredible example of leadership that will never be forgotten. He faced many challenges along the way and yet remained determined to reach his goal and make a difference in the lives of those suffering from cancer. Today, students across Canada continue to follow in his footsteps, empowered to carry on his legacy and set goals of their own. There was no limit to Terry's "try". Now is the time to ask ourselves what would our biggest "Terry Try" look like? Watch as you build incredible school spirit while fundraising for cancer research and show off your very best "try"!

How to get started:

This guide is designed especially for high school students to take leadership of their Terry Fox School Event. To get started, have a brainstorm session to determine what type of fundraising event works best for your school this year. Share this guide with your team and watch the ideas flow.

CONTENTS:

Building a Leadership Team
FUNdraising Made Easy
"Try Like Terry" Challenge
Promoting Your Event
Building Momentum and Hype
Creating a Kick Off Presentation
Getting Your Community Involved
Tips for the Big Day
Celebrating your Wrap Up
Terry Fox Foundation Policies and Guidelines

Page 1-2
Page 3
Page 4
Page 5-6
Page 7
Page 8
Page 9
Page 10
Page 11
Page 12

Building a Leadership Team



Step 1: Recruit student leaders

Identify a leadership class, council group or student leaders to represent as your Terry Fox School Event leadership team. There are many opportunities for students to lead by example, learn valuable event planning skills and make an impact on cancer research. Encourage students with all different talents and skills to get involved.

Ask your School Run Organizer (teacher) and administration if incentives can be offered to students to help you reach your fundraising goal. Once you've identified what incentives you'll be offering, decide how you will announce the incentives to recruit fellow student leaders.

Incentive Examples:

- Volunteer hours
- Letter points
- Spirit clothing day
- House points

Various Ways to Announce Incentives:

- Make an announcement over the P.A
- Hang posters
- Use social media
- Ask each leader to recruit 2 friends...

Here's a sample P.A. message for you to customize and use:

Hi, my name is (your name here). Terry Fox was just a few years older than us when he decided to run across Canada to raise funds for cancer research. It's now up to us to continue his mission. If you're looking for a chance to be a leader like Terry was, then you should join our Terry Fox Run Leadership Team. We're looking for volunteers to pitch in and help with all types of jobs: artists, brand ambassadors, Mathies, spirit leaders, Run day prep and techies. As an added bonus, <school name> is offering letter/house points and/or volunteer hours to anyone that joins the leadership team. To join or find out more info, look for the sign-up sheet outside the main office or email/text me at _____.

Step 2: Schedule a meeting to assign roles (Team Lead: Committee Chair)

Set up a meeting (virtual or socially distanced) to kick things off. Get to know your team, start brainstorming ideas and set a fundraising goal. Click [here](#) to download a sample agenda for your first meeting.

LEADERSHIP

Building a Leadership Team



Identify your team's strengths and talents to help divvy up the tasks. Create a committee of Team Leader Roles using the list below, or create your own.

School Run Organizer Representative

Lead the committee as the event Run Organizer. This role is ideally a teacher, administrator, or parent volunteer.

Committee Chair

Provide leadership by scheduling virtual meetings to coordinate team players, organize details and complete tasks on time

Event Day Chair

Work with Committee Chair to create an event day checklist and ensure all parties are on task.

Fundraising Manager

Build campaign momentum by tracking progress, monitoring fundraising activities and keeping the student body informed on how to donate online

Brand Ambassador/Social Media Manager

Develop a communication/promotion strategy and coordinate with local and social media outreach

Tech Operations Manager

Identify and oversee tech requirements for kick-off assembly, Run Day setup and any supporting fundraising activities

Video Production Manager

Build campaign momentum by working with Brand Ambassador to create impactful video/photo content of fundraising activities, Run Day and Challenge success

Visual Artist Managers

Work with the Brand Ambassador and Video Production Manager to create displays, posters, and Run day banners to help promote your event and make great photo ops.

Sponsorships Manager

Work with school admin/marketing office to reach out to local businesses that could donate goods or services to help support your event.

Spirit Leaders Manager

Recruit a team to support classroom fundraising activities, crowd safety, cheers, and fundraising encouragement.

Accounting Manager

Work with school accounting office to calculate and track donations. Update fundraising barometer poster and share updates over the P.A.

FUNdraising Made Easy



Determine the best fundraising methods for your school event.

The sky's the limit. Identify the best ways to communicate and share your school's online fundraising link to get things going. The more you share, the more funds you raise.

- 1. Share your school's fundraising page link:** Your teacher in charge of your event has received an email from us with your school's fundraising link. Ask your teacher to email it to your school community and post it on your school website and social media. There is no minimum donation. Every dollar counts!
- 2. Encourage other students to set up their own fundraising page:** Students can set up their own page under your school name and share their link with friends and family. All donations made on a student page will automatically be added to your school's total! Boost your personal fundraising by taking up a "Try Like Terry" Challenge. Simply pick any fun activity to support your fundraising and "Try like Terry"! New for this year, students can even work towards achieving fun digital fundraising badges to help them reach a goal!
- 3. Set up classroom teams for a friendly competition:** Just like students, classrooms can take up a "Try Like Terry" Challenge with another classroom and set up their own page as well. Give your classroom a fun name and get everyone to share the link to add to your school's total. New for this year! Classrooms can achieve fun digital fundraising badges too!
- 4. Pledge Sheets:**
We know that some students have relatives or family friends that prefer to give cash or cheque donations, and that's okay! You can download and print a pledge sheet here to record their donation and make sure that they receive a receipt. Be sure to tell students to bring in all of their funds collected with their pledge sheets to your school.

Achieve "Try like Terry" badges when you set up your own fundraising page



"Try like Terry" Challenge



Build fantastic school spirit with all grades AND reach your fundraising goal with a Try like Terry Challenge! High Schools across the country are holding **"Try Like Terry" Challenges** in support of this year's event.



Try Like Terry

FOR STUDENTS

SET A GOAL

- Raise \$100
- Raise the most in my class
- Collect more than 10 donations

PICK A FUN ACTIVITY

- Walk, run or ride 1 km per day
- Try some Terry Activity Sheets @terryfox.org
- Make a Terry Fox video to share

START FUNDRAISING

- Set up my own fundraising page to share
- Share my page with 10 people or more
- Try to earn my digital badges of achievement

FOR CLASSROOMS

- Raise \$500
- Raise the most in our school
- Get 100% participation from our classroom

- Combine our classroom's daily kms
- Create an inspiring door display
- Paint "rocks of hope" to display around our school

- Set up a classroom fundraising page to share
- Each student shares our link with 10 people
- Challenge another classroom for a friendly competition

FOR YOUR WHOLE SCHOOL

- Raise \$2500
- Raise more than we did last year
- Set a goal with a fun reward

- Walk, run, ride to try and reach 5,373 km
- Sign up for a virtual meet up with Fred Fox
- Fundraise for a "no homework" weekend

- Share our school link weekly
- Sell Terry tees to students/staff
- Update our barometer poster and share fundraising updates online

Promoting Your Event



Check out our online resources to help you display your Terry pride throughout your school hallways. Ask your teacher in charge to help you choose resources from the list below and share with each class.

Terry Fox Poster Set

Every school will receive a set of Terry Fox posters to display throughout your school. Be sure to display your posters in as many high traffic areas as possible. Be sure to hang the BIG goal poster in a place for everyone to see and update it daily with your fundraising results. You'll build hype and excitement in no time!

Student Participation Certificates

Honor all participating students and student leaders with a Certificate. Download at terryfox.org/schoolrun to print out as many as you need.

Virtual Terry Classroom

We've got a one-stop-shop for everything you need to learn all about Terry, listen to podcasts, watch videos and more. Share this virtual Terry Classroom with everyone to help get everyone talking about Terry.



Promoting Your Event



Now that you have identified your fundraising methods, you will need to identify ways to promote it to help you reach your goal. Bring your school community together virtually and keep the momentum going with fundraising progress updates.

Step 1: Build excitement with engaging social media content

Get your school community's attention with engaging content and messaging. Here are two things to remember when communicating about your event:

1. Identify key details that need to be included in every message: your school's fundraising link, your current fundraising update, how close you are to your goal...
2. Create content that is unique to your school community: announce your challenge goal, share supportive messages for local survivors (with their permission!), recognize students that go above and beyond. Go to our sample social media messages for sample suggestions and shareable images of Terry.

Step 2: Get everyone's attention with a "Terry" poster display

Ask your admin office if you can claim the front hall display case during your campaign for a Terry Fox display. You can even get your artistic team leads to help with creating some poster projects for display throughout your school. Here's a project that one of our school's took on with great success last year!



Building Momentum and Hype



Stay on track with a team communication schedule by identifying upcoming posts or announcements, team leads and due dates.

ACTION	DUE DATE	ASSIGNED TO
Share event/challenge message and fundraising link on website	Sept 8	Wendy
Post Terry Fox Run launch, goal and fundraising link on social media	Sept 8	Wendy
Share weekly fundraising updates on social media	Every Monday	Lisa
Announce bake sale date	Sept 14	Lisa
Post congrats to superstar students	Sept 16	Wendy & Lisa
Post 3 days to go on social media	Sept 27	Lisa

Building Momentum and Hype:

Tips To Keep You On Track

- ✓ Update your front hall barometer poster with your fundraising succes
- ✓ Set up a front hall display to remind everyone of your school's upcoming event
- ✓ Share your school's online fundraising link as much as possible
- ✓ Encourage all students to set up a student fundraising page
- ✓ Spotlight students that go the extra distance with a special shout out post
- ✓ Access sample social media messages to help create posts
- ✓ As your event gets close, increase the frequency of your posts
- ✓ Click here for additional videos and morning announcements

Creating a Kick-Off Presentation



Get everyone pumped to take part in this year's Terry Fox School Run with an awesome Terry presentation. We've got great options for a variety of presentation formats! Share our video or google classroom slideshow or you can even create your own using the resources and tips below:

Virtual Presentation Resources and Tools:

- **"Anything's Possible" assembly video**
- **Pre-written kick off speech**
- **Pre-written wrap up speech**
- **Google Slide Presentation**
- **Terry Fox facts and trivia**



Virtual Meet-Ups with Fred Fox:

Sign up for a complimentary virtual meet-up with Fred Fox, Terry's brother and get inspired to "Try Like Terry." Fred will share personal memories and stories of growing up with Terry and the Marathon of Hope. A great way to kick off your event!



Getting Your Community Involved



Enhance your main event or **“Try like Terry”** Challenge with donated goods or services from your school community of parents and local businesses. Ask if you can use them as prizes to help your school meet your fundraising goal. Your local community is often very eager to get involved and support you.

Step 1: Make a list of some items you would like to seek out to support your fundraising efforts. Here are some examples:

- Raffle prizes/egift certificates
- Supplies for a take out BB-Q/pancake breakfast
- Freezies or popsicles
- Challenge incentives (example: costumes, farm animal visits...)

Step 2: Reach out to your school community, parent council, and local business on social media, local radio station, your school website, or send an email/letter. [Click here](#) to download a sample email that can be shared or create your own.

How to Access Local Donated Goods/Services – *Tips and Resources*

Here are some tips to keep in mind when contacting local community businesses or services:

1. Identify the right contact: find names of business managers/owners
2. Create eye-catching subject lines
3. Be specific with your request and offer options
4. Highlight how their support can enhance their community image
5. Follow up and say thank you to them in writing and on social media



Tips for the Big Day



If you're planning a main event day, use this full list below to select tasks and assign to team leads. Keeping everyone prepped and informed is the key to a smooth and safe event.

Select tasks that fit your activity:

- ___ Encourage all classrooms to take part in a **"Try like Terry"** activity and post it with your school fundraising link
- ___ Ask school administration to speak to caretakers and admin staff re set up and take down details
- ___ Let the neighborhood know about the event thru social media and outdoor signage
- ___ Identify a point person to enlist and inform volunteers how to help along the route and ensure distancing is maintained
- ___ Prepare an agenda or timeline for the event and distribute to key players
- ___ Designate a photographer/videographer to capture the day
- ___ Advise tech services for an indoor or outdoor PA
- ___ Set up various event stations for selfies or different music mixes including live presentations
- ___ Create a music playlist to share
- ___ Warm up to Kirsten Fox's (Terry's niece) workout video
- ___ Write a brief opening remarks speech to be shared over a P.A. or outside
- ___ Prepare any banners and display signage
- ___ Ensure your Spirit committee is ready to cheer everyone on
- ___ Have first aid supplies on hand
- ___ Give volunteers instructions - first-aid info, emergency teacher contact names, route info

Wrapping up your event

- ___ Display running stickers on a dedication wall and post on social media
- ___ Share your day's fundraising success on social media
- ___ Remove all tech equipment
- ___ Takedown outdoor signage
- ___ Tear down event stations
- ___ Clean up the grounds of any garbage and sanitize all equipment for next use

Celebrating Your Wrap Up



It's time to celebrate your success! This is your opportunity as leaders to recognize everyone's hard work and success. Now is the time to say thank you and congratulations:

- Prepare a brief wrap up speech of thanks and share it over the P.A. or create a video slideshow of everyone's contribution and share it with all classrooms
- Present student leaders with **Terry Fox Certificates**
- Inform student leaders over the P.A. or social media on how to complete their volunteer hour tracking forms
- Thank all students with a special **Try like Terry Challenge** that they'll cherish forever.

How to Celebrate and Wrap Up Your Event – *Tips and Resources*

Preparing a speech:

Check out terryfox.org for a sample wrap up speech to customize and edit as your own. Consider inviting virtual guest speakers to share their story (cancer survivors).

Present a school slideshow/video:

Everyone wants to see themselves on camera. Collect all photos from your campaign activities, add some tunes, and show off your success!

Saying thank you:

Keep your event inclusive and thank everyone who helped make your event a success: school administration, student leaders, caretakers, donors, participants, parent volunteers, community officials, Challenge volunteers, and local businesses. Give your team members a card of thanks showing your gratitude or send an email saying thanks.

Post Event wrap up meeting:

Consider having a post-event team wrap up meeting and party. Take notes on what worked, what didn't, what could be done differently for next year. You can also have a virtual team zoom party to celebrate everyone's hard work and success and share a big thank you to the team on social media.



Terry Fox Foundation Policy & Guidelines



Despite Terry's relative youth when he ran the *Marathon of Hope* in 1980, he showed remarkable vision in establishing many of the policies The Terry Fox Foundation (or "The Foundation") abides by today.

The principles that Terry valued so highly – integrity, honesty, concern for others, benevolence – form the very essence of The Terry Fox Foundation and the events that bear his name. His vision of non-commercial, all-inclusive events sets The Foundation apart in a highly competitive environment. Supporters donate to the cause in the true spirit of Terry Fox – selflessly, generously, and with great compassion for others.

In a world where it is widely believed that sponsorship, fundraising minimums and incentives are necessary elements for success, The Foundation stands alone. We truly appreciate the efforts made by our Organizers and volunteers to respect these guidelines in the organization of their events. Please consult your Provincial Office should you require further clarification.

TERRY FOX RUN DATE

Policy: The Terry Fox Run is usually, but not always, held on the second Sunday after Labour Day each year.

Guidelines: Every effort should be made to host your Run on the National Date, keeping in mind that all promotional materials and media releases reflect that date. Please confirm the annual date with your Provincial Office before booking your site for the next year.

NON-COMMERCIALIZATION

Policy: In accordance with Terry's wishes, no individual, group, or company can earn any direct financial profit from their association with any event that bears Terry's name.

Guidelines: Offers to sell products at any event with partial return of profits or to provide "% off" coupons are not permissible.

NON-COMPETITION, ENTRY FEES & USE OF PRIZES

Policy: The Terry Fox Run is a non-competitive, all-inclusive, family-oriented event.

Guidelines: Timing, charging of entry fees or setting of minimum pledges are not in keeping with Terry's vision of a Terry Fox Run. Awarding of prizes/incentives based on performance or pledge totals is not permissible. Draw prizes are permitted provided opportunity to win is based on chance (i.e. one chance per participant, NOT one chance for every \$50 raised).

EXPENSES

Policy: Funds raised through the Terry Fox Run must be directed in full to the Foundation. No pledges or donations from Run participants may be used to cover costs associated with organizing the Run.

Guidelines: Any goods or services required to hold a Terry Fox Run must be donated or be covered by specific donations from third parties (e.g. food, service, or security requirements).

CORPORATE SUPPORT

Policy: Companies or organizations that wish to support the Terry Fox Run must do so with no expectation of profile or sponsorship status.

Guideline: Corporate supporters may be acknowledged through a thank you board at the Run site, media coverage of a company's

participation or via Terry Fox Foundation produced hard-copy and electronic newsletters. Such acknowledgement cannot include corporate logos.

MERCHANDISE AND PROMOTIONAL MATERIALS

Policy: All materials are designed and produced by The Terry Fox Foundation. The printing of corporate names are NOT permitted on any Terry Fox materials or merchandise with the exception of team T-shirts.

Guidelines: Registered corporate teams and groups may purchase Terry Fox T-shirts and have their team name printed on the back or sleeve of the shirt. No logos are permitted.

ANNUAL DESIGN & LOGO USE

Policy: Run Organizers may use the annual design to further promote the Run, but not the Foundation's logo.

Guideline: The Provincial Office will forward a copy of the design upon request – please do not alter it. The annual design cannot appear on any printed or electronic communication that bears the logo of any other group or entity.

CONJOINING WITH ANOTHER CAUSE

Policy: Fundraising events that bear Terry's name cannot be conjoined with any other cause, no matter how worthy.

USE OF TERRY FOX'S NAME AND LIKENESS

Policy: The Fox family has sole jurisdiction over the use of Terry's name and likeness.

Guidelines: Any requests for use of Terry's name or image must be made in writing and conveyed via the National Office (fred@terryfox.org) to obtain approval by the Fox family.

HONOURS FOR TERRY

Policy: Terry Fox Foundation employees and Terry Fox volunteer representatives are prohibited from pursuing naming and award opportunities in Terry's name.

FOR FURTHER CLARIFICATION OR QUESTIONS ON THE ABOVE GUIDELINES, PLEASE CALL 1 888 836-9786.