

A black and white portrait of a young man with dark, curly hair, smiling. He is wearing a dark-colored shirt. The background is a light, textured gray.

TERRY FOX



[illegible]

42 years ago, Terry Fox set an incredible example of leadership that will never be forgotten. Use this guide to help you lead and set a great example, just like Terry did.

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Hi, my name is (your name here). If you're looking for a chance to be a leader like Terry Fox 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

LEADERSHIP

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The sky's the limit when it comes to your fundraising!

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 share it with your whole school by email, website or social media.

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! Students can achieve Terry Fox digital badges as they work towards reaching their goals!

3. Set up classroom teams for a friendly competition:

Classrooms can strike up a friendly competition and set up a fundraising page too! New for this year, classrooms can achieve awesome digital fundraising badges too! Ask your teacher to share a list of all the classroom teams with your school community for everyone to get involved.

4. Pledge Sheets:

Download and print a pledge sheet to record any cash or cheque donations. 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 fundraise online!



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"TRY LIKE TERRY" CHALLENGE

**Take your Terry Fox School Run to the next level with a
#TryLikeTerry Challenge!**

Challenge your students to meet a goal with a fun promise.
Build fantastic school spirit while fundraising for cancer research!



Every donation
gets a shot at
dunking the
gym teacher!



If we meet
our goal,
everyone gets
a no homework
weekend!

If we raise
\$4,000, the
principal will do a
head shave!

Top student
fundraisers get
to throw a pie at
teachers!

If we raise
\$2,500, all
teachers
compete in a
tricycle race!



If we raise
\$2,000, we all
dress up for
the day!



Get more great ideas at terryfoxschoolrun.org

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Follow these steps to help you reach your fundraising goal:

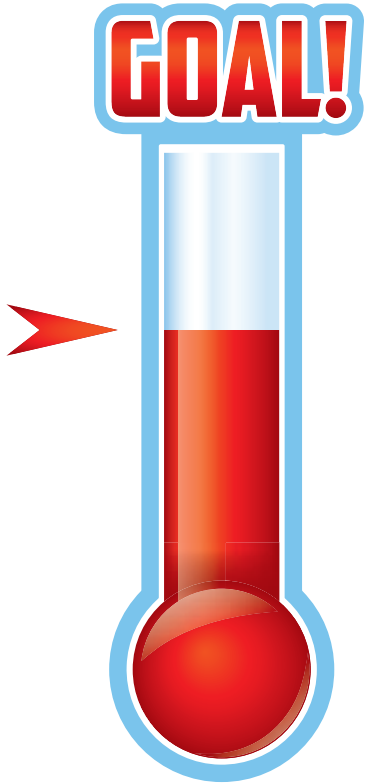
- ☐ Display posters in high traffic areas to get everyone interested and excited.
- ☐ Set up a front hall “Terry” display for everyone to see.
- ☐ Check out our Virtual Terry Classroom to access and share morning announcements, podcasts, videos, games, lesson plans and more.
- ☐ Hand out pledge sheets to each class and give a deadline for their return.
- ☐ Announce fundraising updates with your school to build momentum.
- ☐ Tell everyone about your school’s challenge and how close you are to meeting your goal.



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BUILDING MOMENTUM AND HYPE

TASKS	DUE DATE	ASSIGNED TO
Share fundraising link	Sept 8	Nathan
Share weekly fundraising updates on social media	Every Monday	Sharon
Announce bake sale date	Sept 14	Lisa
Post congrats to superstar students	Sept 16	Connor and Alain
Post 3 days to go on social media	Sept 20	Emil



TIPS TO KEEP YOU ON TRACK

- ✓ Update your front hall barometer poster with your fundraising success
- ✓ Share your school’s online fundraising link as much as possible
- ✓ Spotlight students who go the extra distance with a special shout out post
- ✓ Access sample **social media messages** to help create posts
- ✓ Click here for additional **videos** and **morning announcements**

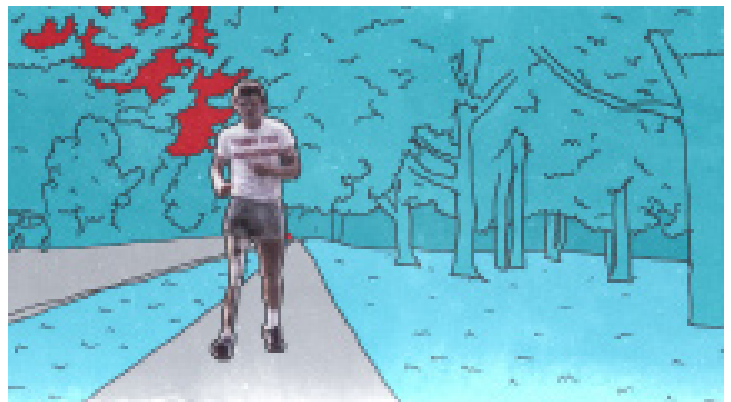
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CREATING A KICK-OFF PRESENTATION

Get everyone pumped to take part in this year's Terry Fox School Run with an awesome Terry presentation.

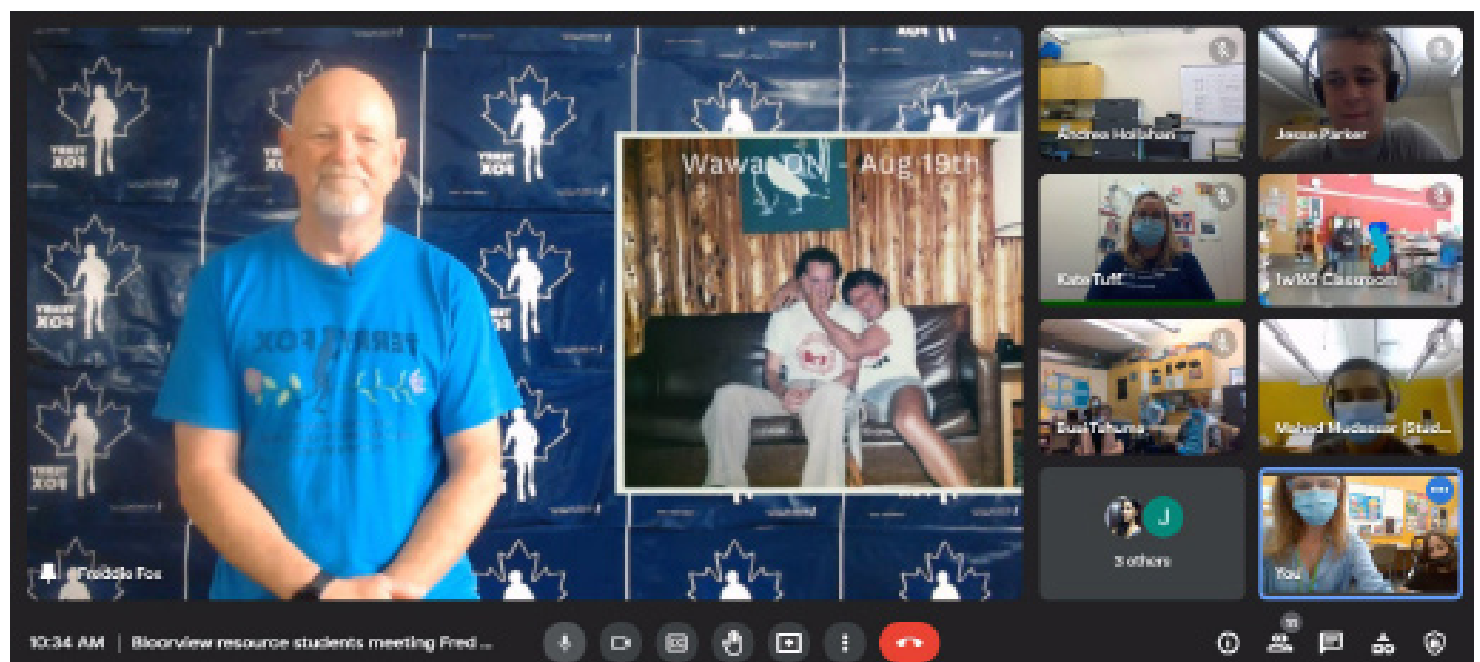
Virtual Presentation Resources and Tools:

- "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 a Fox family member:

Sign up for a complimentary virtual meet-up with Fred, Judith or Erin Fox, and get inspired to "Try Like Terry." They'll share personal memories and passed down stories of Terry and the Marathon of Hope. A great way to kick off your event!

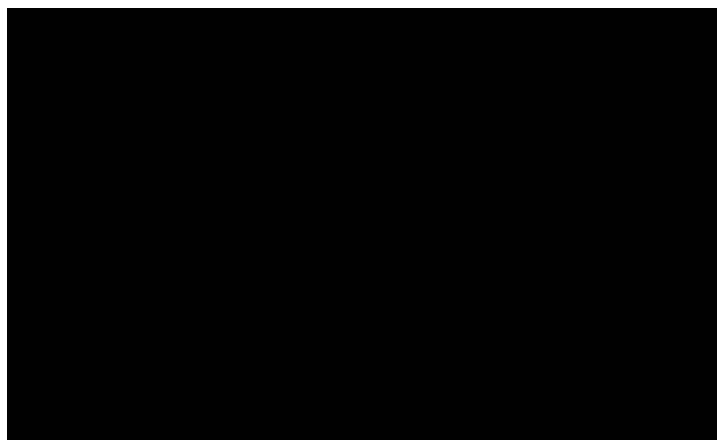


GETTING YOUR COMMUNITY INVOLVED

Enhance your main event or **“Try like Terry”** Challenge with donated goods or services from your school community of parents and local businesses. Ask around for prizes you can use to help your school meet your fundraising goal.

Here are some examples:

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



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

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. Follow up and say thank you to them

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✓ Choose & check off your event day tasks:

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- ☐ 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
- ☐ Take down any signage and clean up the grounds
- ☐ Tear down event stations
- ☐ Remind your team to tally volunteer hours

CELEBRATING YOUR WRAP UP

It's time to celebrate your success!

- 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**
- Thank all students with a fun **Try like Terry Challenge** celebration that they'll remember forever.

TIPS AND RESOURCES

Preparing a speech:

Go to our **resource page** to download a wrap up speech.

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.





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).

TERRY FOX FOUNDATION POLICY & GUIDELINES

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.

TERRY FOX FOUNDATION POLICY & GUIDELINES

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.**