

#DEAR TERRY

TERRY FOX SCHOOL RUN



2023 TERRY FOX RUN HIGH SCHOOL STUDENT LEADERSHIP GUIDE

#DEAR TERRY

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Get started on collecting volunteer hours!

Not only will you be supporting cancer research, you'll be building fantastic school spirit!

43 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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BUILDING A LEADERSHIP TEAM

Step 1: Recruit student leaders

Identify a class, council group or a group of students to come together as your Leadership Team. 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. Announce the incentives to recruit fellow student leaders.

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

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

_____.

Step 2: Schedule a meeting to assign roles

(Team Lead: Committee Chair)

Set up a meeting to kick things off. Get to know your team, start brainstorming ideas and set a fundraising goal.

Incentive Examples:

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

How to Announce Incentives:

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



LEADERSHIP

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BUILDING A LEADERSHIP TEAM

Identify your team's strengths and talents to help divvy up the tasks.

School Run Organizer Representative

This role could also be a teacher, administrator, or parent volunteer.

Committee Chair

Get your team organized by scheduling meetings, assigning tasks and making sure everyone is keeping up.

Fundraising Team

Build momentum by tracking progress and sharing updates with everyone.

Brand Ambassador/Social Media Team

Create a fun tiktok video to promote your event and tag The Terry Fox Foundation to be entered into a random draw to win a tshirt. (One tshirt awarded per province/territory.)

Tech Team

Oversee tech requirements for kick-off assembly, Run Day setup and any activities.

Visual Artist Team

Create displays, posters, and Run day banners to help promote your event and make great photo ops.

Sponsorships Team

Work with school admin/marketing office to reach out to local businesses for donations.

Spirit Leaders Team

Support classroom fundraising activities, Run day crowd safety and cheer everyone on!

Accounting Manager

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



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FUNDRAISING MADE EASY

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.

2023 TERRY FOX SCHOOL RUN

TERRY SET GOALS EVERY DAY. WHAT WILL YOURS BE?

TAKE YOUR 2023 TERRY FOX SCHOOL RUN TO THE NEXT LEVEL WITH
A #TRYLIKETERRY CHALLENGE!

Set a goal and challenge your students to meet it by offering a fun reward.

If we raise 5% more
than last year, **Then**
we'll have a movie day!

If we raise more than
ever, **Then** we'll have
a crazy hat day!

If every student
collects five
donations, **Then**
we'll have a no
homework weekend!

HOW TO REACH YOUR GOAL

- Create a fantastic "Terry" display
- Share your school's online link by email, on social media or website
- Encourage students and classes to set up a page under your school link
- Go to our Virtual Classroom and share morning announcements, videos, lesson plans and more!



If every classroom
fundraises, **Then**
we'll have a teacher
vs students soccer
match!



If we raise \$1,000,
Then we'll have a
scavenger hunt!

If all classes set up an
online page under
our school link, **Then**
we'll have a favorite
sport jersey day!



THE TERRY FOX
FOUNDATION

TERRY FOX SCHOOL RUN
SEPTEMBER 22, 2023



TERRYFOXSCHOOLRUN.ORG

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PROMOTING YOUR EVENT

Follow these steps to help you reach your fundraising goal:

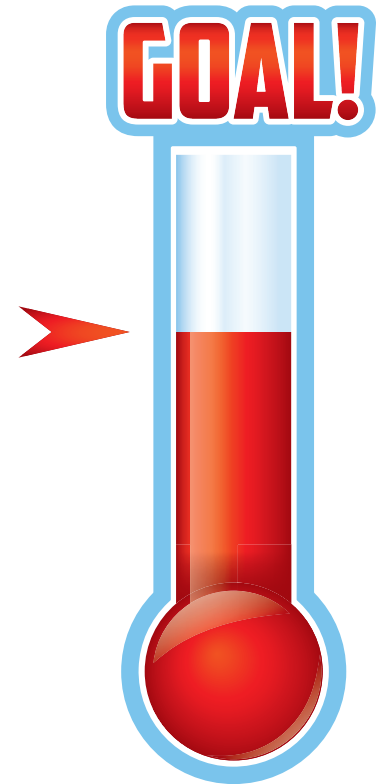
- ☐ Display posters in high traffic areas to get everyone interested and excited.
- ☐ Set up a front hall “Terry” display for everyone to see.
- ☐ Check out our Virtual Terry Classroom to access and share morning announcements, podcasts, videos, games, lesson plans and more.
- ☐ Hand out [pledge sheets](#) 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 2 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.

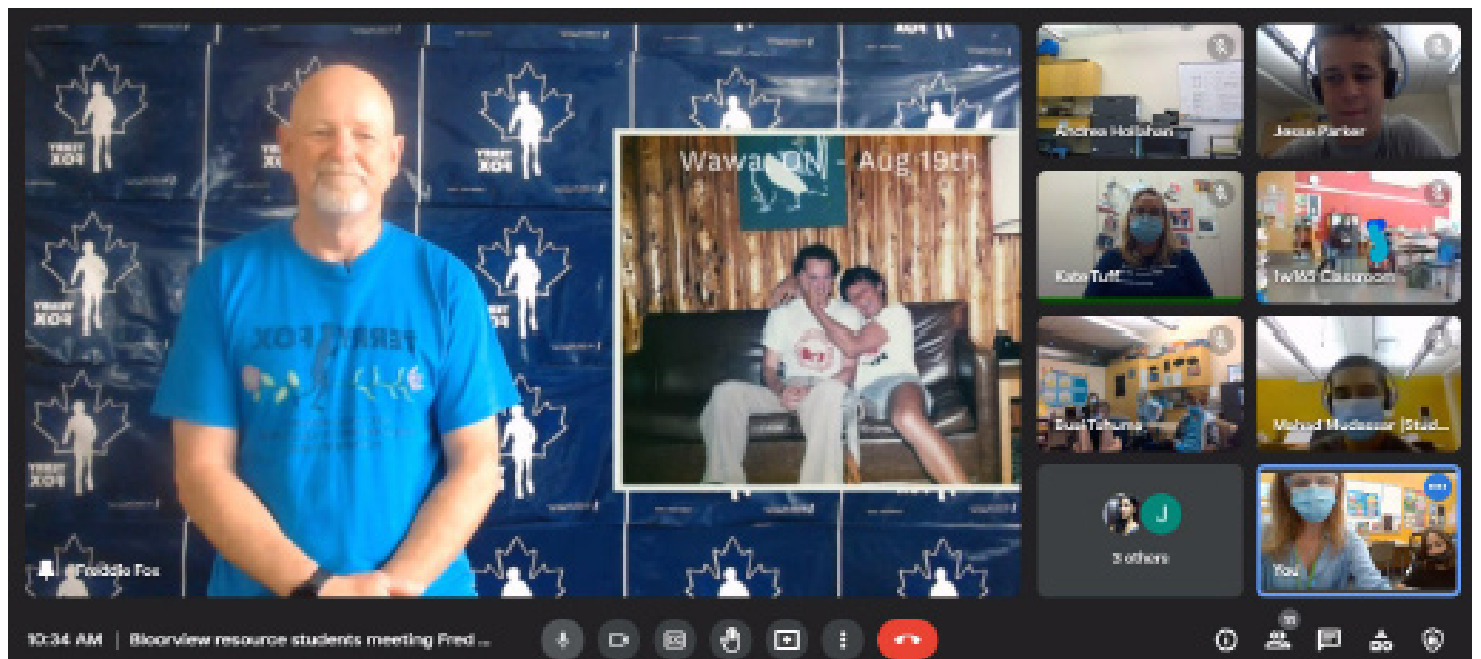
Virtual Presentation Resources and Tools:

- ["Anything's Possible" assembly video](#)
- [Pre-written kick off speech](#)
- [Pre-written wrap up speech](#)
- [Google Slide Presentation](#)
- [Terry Fox facts and trivia](#)



Virtual Meetups with Fox family Members and Guest Speakers:

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!



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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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TIPS FOR THE BIG DAY

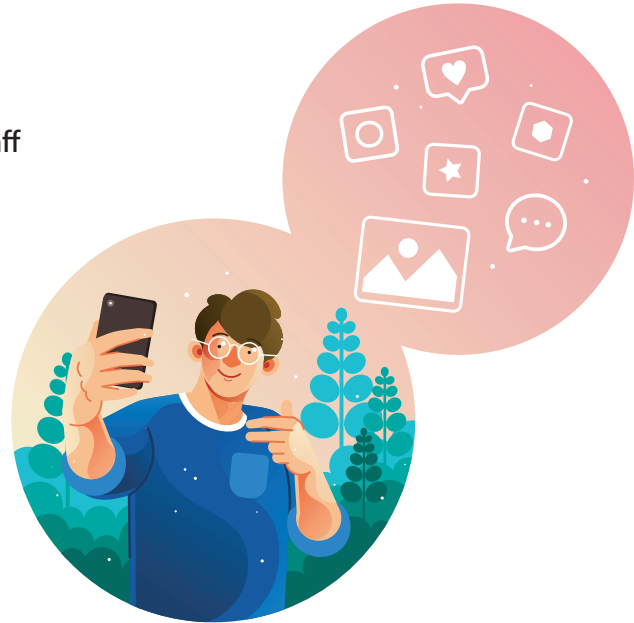
It's the big day! Keep everyone informed, on task and having fun!

✓ Choose & check off your event day tasks:

- ☐ 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
- ☐ 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
- ☐ Create a music playlist to share or check out our Spotify list
- ☐ Warm up to "Gurdeep of the Yukon's" dance video
- ☐ Prepare any banners and display signage
- ☐ Line up spirit leaders 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
- ☐ Take down any signage and clean up the grounds
- ☐ Tear down event stations
- ☐ Remind your team to tally volunteer hours



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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.

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THANK YOU

For sharing Terry's
message of hope and
inspiration.

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.

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TERRYFOX.SCHOOL.RUN.ORG

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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.

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).

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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.

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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.**