

# TERRY FOX SCHOOL RUN



A fun leadership guide for  
high school students

Terry Fox is still celebrated in Canada and around the world more than 40 years after his Marathon of Hope. His determination and leadership will never be forgotten. Use this guide to spark your creativity and help lead your classmates, just like Terry did. You can follow it to the letter or just do what works for you and your school! It's up to you - the sky's the limit!



Start collecting your volunteer hours TODAY!

Along with raising money for a really good cause, the Terry Fox School Run is an excellent way to earn your community volunteer hours.

Over the course (get it!?) of your Run – from preliminary meetings to event wrap up – you could earn a lot of hours depending on how actively you participate. The sky's the limit!



# WHO WAS TERRY?

Terry Fox wasn't much older than you when he set off on a mission to run across Canada.

Terry had been diagnosed with cancer when he was 18. Just days later, his leg was amputated. For some people, losing a leg might seem like the end of everything. But for Terry, it was the start of everything.

Because he was a teenager, Terry received care in the children's cancer ward. Seeing the pain of such young kids quickly led him to his life's mission. He decided right then and there to run across Canada to raise money and awareness for cancer research. He called it the Marathon of Hope.



As you've probably noticed from his photos, Terry did not have a state-of-the-art artificial leg like elite para-athletes do today! But that didn't stop him. And on a chilly April morning in 1980 in St. John's, Newfoundland, Terry dipped his artificial leg into the Atlantic and into the fabric of our country.

Terry made it more than halfway – covering an astonishing 5,373 kilometres in 143 days – before his cancer returned and he was forced to stop. Sadly, Terry died eight months later. He was 22.

But as Terry himself said, "I'm not going to give up. But I might not make it.... If I don't, the Marathon of Hope better continue."

Terry's story is a powerful reminder that we all have the ability to make a difference, to help, and to bring hope to others.

In his short life, Terry sparked something truly remarkable. Canadians rallied behind his fierce determination and his message of hope. For the first time, people believed a future without cancer was possible. Donations poured in from across the country.

They're still pouring in thanks to students just like you, raising money in schools just like yours, right across Canada.

If Terry was here today, you know he'd be leading the charge.

If anyone asks, you can tell them that Terry's dream for a world without cancer is alive and well because cancer research works! Just 50 years ago, childhood leukemia had a survival rate of less than 3%. Today, that number is more than 90%.

If Terry was diagnosed with osteosarcoma today, there's a good chance that his cancer could be treated without losing his leg...or his life.

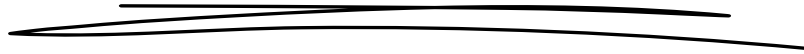
But sadly, Terry's cancer wasn't curable back then. So he passed the torch to us. And now, it's our turn.

It's time to step up, channel your superpowers, and lead the way to a world without cancer.



## You're one in a million!

Actually, you're one of more than **THREE MILLION** students in over 9,000 Canadian schools who share Terry's cause and his message of hope each year!

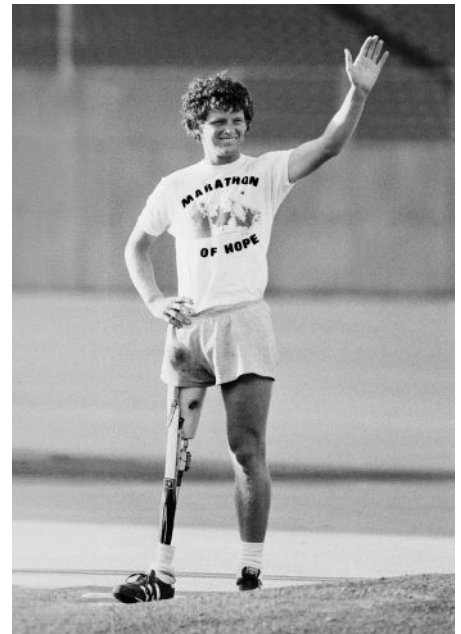


## BE LIKE TERRY!

Believe it or not, you're already a lot like Terry!

Terry was still a student when he launched the Marathon of Hope. He had to figure out the logistics of getting across the country. Then, every day for 143 days, in addition to running, he talked to everyone he met about cancer and the importance of research (people were very reluctant to speak openly about cancer in those days) with the hope of encouraging them to donate.

His goal was humble and audacious: he wanted every Canadian to donate a single dollar. By the time he had to stop running, he had achieved that goal! In the 40+ years since, Canadians have given more than \$900 million to support Terry and his mission.



As you're planning your Run, you'll be drawing on the same leadership qualities Terry had. Qualities that will set you up for success at school, at home, and at work.

- \* Get creative to motivate and inspire others.
- \* Finesse your public speaking and speech writing.
- \* Gain the confidence and ability to manage and delegate; work effectively within a large, diverse team; and brainstorm and troubleshoot to solve problems or prevent them in the first place!

And like Terry, you'll need to be resourceful, determined, and persuasive as you reach out to your community for help and support.

We're proud of you! And we know Terry would be proud of you, too.



# GET STARTED!



Are you ready for this year's Terry Fox School Run?

We can't hear you! **Are you ready for this year's Terry Fox School Run?**

Here's everything you need to do, what you need to know, and how you can make this the best Terry Fox Run your school has ever hosted!

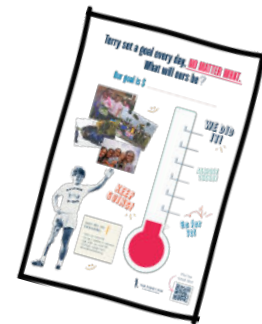
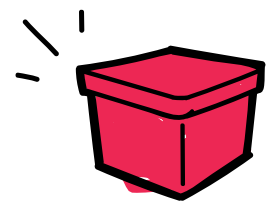
## STEP 1!

**Open your Terry Fox toolkit! Seriously! Do this NOW!**

Your toolkit has everything you'll need to kick off your FUNdraising: posters, tattoos, stickers, and more!

**Get your classmates excited for the Run and promote your event!**

Hang up the posters in your hallways! Choose an extra busy spot to hang the giant "goal" poster – maybe by the office, the lunchroom, the library, or the main entrance. This way, everyone can see your fundraising target and the progress you're making towards it!



## STEP 2!

**Map out the five Ws of your Run**



### WHO

**Who will take part?**

Will it be for all grades? Will parents be invited? Will you need volunteers? Are you inviting any cancer survivors from the community?

### WHAT

**What type of event will you have and What goals do you have?**

What is your fundraising target? What FUNdraising activities are you planning to go along with the big day? Are you holding a Terry Fox Challenge? Are you fundraising online, offline, or both?

### WHERE

**Where will your Run take place?**

Think about where you'd like to have the Run. At your school? Around a park? Maybe through the neighbourhood? Obviously, you'll want to choose a location that's accessible and allows everyone to take part. Talk to your teacher or principal to pick the perfect spot and to make sure you have permission. Then, make sure the caretakers at the location have been notified.



## WHEN

### When will your event take place?

You can hold your event any day during the school year. Work with your school’s administration to pick a date that works for everyone! A great way to build momentum is to set up a month-long runway of activities in the weeks leading up to your Run.

## WHY

### Why are you holding a Terry Fox Run?

Terry’s Marathon of Hope was extraordinary – but his quest to run across Canada isn’t the only thing that has endeared him to generations of Canadians. Terry’s amazing courage, his determination, and his absolutely relentless optimism continue to inspire us after more than 40 years. Inspire your school – and kickstart your FUNdraising efforts – by showing a video about Terry.

## STEP 3!

### Set your FUNdraising goal

Find your fundraising goal at [terryfoxschoolrun.org](http://terryfoxschoolrun.org). You can change or increase your goal to reflect your school’s FUNdraising efforts!

## Take the “Try Like Terry” Challenge!

### Terry set goals every day. What will yours be?

Take your 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 more money than ever, we can have **Crazy Hair Day!**
- \* If we raise \$1,000, we can have a **Scavenger Hunt!**
- \* If every class sets up a fundraising page under our school link, we can have a **Sports Jersey Day!**
- \* If every class fundraises, we can have a **Teacher vs. Students Soccer Match** or a **Trivia Challenge!**
- \* If every student gets five donations, we can have a **No Homework Weekend!**
- \* If we raise 5% more than last year, we can have a **Friday afternoon movie!**

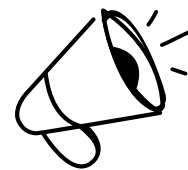


Visit [our web site](#) for more fun challenge ideas!

## STEP 4!

### Recruit other student leaders to join the fun

Invite classmates, clubs, and student council members to come together as your leadership team. Encourage students with different talents and experience to get involved. They'll earn volunteer hours and get to flex their skills!



Talk to your School Run Organizer (usually this is one of your teachers) about offering incentives for students who volunteer to be part of your Leadership Team. Incentives could include:

- \* Volunteer Hours
- \* Letter points
- \* Spirit day
- \* House points

Once the incentives have been decided, broadcast them far and wide to recruit and inspire your fellow student leaders.

- \* Make an announcement over the P.A.
- \* Hang posters.
- \* Post on your social media; your school's social media; and the rest of your team's social media!
- \* Ask each of your leaders to recruit two friends.

### Sample P.A. message

Hi, my name is <your name>. Ever thought you could be a leader like Terry Fox? You can! Join our Terry Fox Run leadership team. We're looking for volunteers to pitch in with all types of fun jobs. We need artists, techies, brand ambassadors, spirit leaders, Run day helpers, and more. As a bonus, <your school name> is offering <letter/house points and/or volunteer hours> to everyone who joins the leadership team. Join us and put the FUN in fundraising! Look for the sign-up sheet outside the main office or email/text me at <your contact info>.

## STEP 5!



### Schedule a meeting & assign roles to build your leadership team

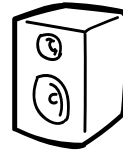
Once you've recruited your friends and classmates, kick things off with a meeting to get to know your team, brainstorm ideas, and set your fundraising goal.

Of course, you'll also want to identify each person's strengths and talents to divvy up the tasks. Here's a quick overview of some of the key roles and responsibilities.

- \* **Committee chair:** This leader will organize and schedule meetings, assign tasks, and make sure everyone is on track and keeping up.



- \* **School Run organizer rep:** This could be a student or a teacher, administrator, or parent volunteer.
- \* **Fundraising team:** This team will build momentum by tracking progress and sharing updates.
- \* **Brand ambassador & social media team:** Create fun TikTok videos to promote your event. Tag @The Terry Fox Foundation for a chance to win a t-shirt. (One t-shirt awarded per province/territory via random draw.)
- \* **Tech team:** Oversee tech requirements for your kick-off assembly, Run Day setup, and post-event rewards.
- \* **Visual artists:** Create displays, posters, and Run day banners to promote your event. These creations make great photo ops and social media posts.
- \* **Donation team:** Work with your school admin/PTA to canvass local businesses for donations.
- \* **Spirit leaders:** Support classroom fundraising activities, oversee crowd safety on Run day, cheer everyone on!
- \* **Accounting manager:** Work with school accounting to calculate and track donations, update the fundraising barometer poster, and share updates over the P.A.



## STEP 6!

### Check out our online resources!

- \* **Certificates** are free to download and print.
- \* **Get tips to set up your school page** and your individual pages.
- \* **Terry's Virtual Classroom** includes podcasts, Terry trivia, lesson plans, and so much more.
- \* **Journaling with Terry** has discussion prompts about setting goals and overcoming challenges.



**“I want to set an example that will never be forgotten.”**

-Terry Fox



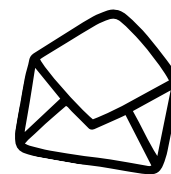
# PUT THE FUN IN FUNDRAISING!



The sky's the limit when it comes to your fundraising! The most important thing is to have fun, stay on track, and keep the momentum going!

## Share your school's fundraising page link!

The teacher in charge of your event has received an email from us with your school's fundraising link. Ask the teacher to share it with your whole community via email, on your school's website, and through social media.

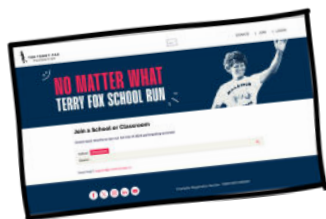


## Set up your own fundraising page!

You can set up your own pages as part of your school's overall page, then share the link with friends and family. Donations made on student pages will automatically be added to your school's total!

## Encourage participants and classrooms to keep a running tally of their Terry Fox digital badges as they reach their fundraising goals!

Remember, you (and everyone else with a fundraising page!) can decorate your page with digital "Terry" badges as you progress towards your fundraising goal. From "Goal-Getter" to "Superstar," you're an amazing Terry Fox leader.

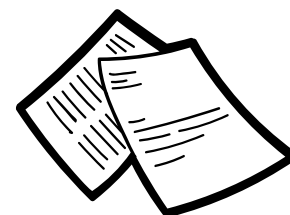


## Set up classroom teams to promote friendly competition!

Individual classrooms can set up their own fundraising pages. In fact, this is a perfect way to encourage some friendly competition! Note the emphasis here is on friendly competition! Remember: classrooms are also eligible for our awesome digital fundraising badges. Share the list of all the classroom teams with your school community so everyone can get involved.

## Pledge, pledge, pledge sheets!

Download and print [pledge sheets](#) to record any cash or cheque donations. Of course, you may have to remind your classmates to bring in the funds collected with their pledge sheets.



**Reach your goals!**

- \* Share your school’s fundraising page by email or your school’s website/social media.
- \* Encourage students and classes to set up individual pages under your school link.
- \* Go to our Virtual Classroom and share morning announcements, videos, lesson plans, and more!



**Promote your event!**

- \* Display posters in high traffic areas to get everyone interested and excited.
- \* Create a “Terry” display with student photos and artwork in your school’s entrance, atrium, or cafeteria.
- \* Check out our Virtual Terry Classroom to download morning announcements, podcasts, videos, games, lesson plans, and more.
- \* Hand out pledge sheets to each class and set a deadline for their return.
- \* Build momentum by announcing fundraising updates every day or two.
- \* Tell everyone about your school’s challenge and how close you are to meeting your goal.
- \* Post your fundraising on social media! And encourage everyone do the same!



**Make sure everyone understands their role and expectations!**

A simple chart can help your volunteers see “at a glance” what they need to do and when they need to do it!



Tasks	Due date	Assigned to
Share fundraising link	September 5	Nathan
Announce the Terry Fox Challenge	September 5 & 6	Kenzie
Share weekly fundraising updates on social media	September 9	Aisha
Promote bake sale and announce the date	September 10	Charlotte
Announce progress toward fundraising total and Challenge update	September 11	Kenzie
Friday the 13th Good Luck update!	September 13	Kenzie
Post congrats to superstar students	September 17	Sanjay & Michel
Post “2 days to go!” update on social media	September 18	Jacob

### Stay on track!

- \* Update your main barometer poster as you achieve your fundraising goals.
- \* Share your school's online fundraising link as much as possible.
- \* Spotlight students who go above and beyond with special shout-out posts or announcements.
- \* Use our sample social media messages to help create posts.



### Get the community involved!

- \* Enhance your Run, event, or Try like Terry Challenge with donated goods or services from parents and local businesses.
- \* Don't be shy: ask for prizes that can help your school meet its fundraising goal. For example:
  - Raffle prizes/e-gift certificates.
  - Supplies for a BBQ or pancake breakfast.
  - Freezies, popsicles, or other treats.
  - incentives (for example: tickets, sports equipment, animal visits, a DJ party...)



### Access local donated goods and services

- \* Identify the right contact. You want to speak with the person who makes the decisions, typically this is the business manager or owner.
- \* Email local businesses and service providers.
- \* Create eye-catching subject lines.
- \* Be specific with your request and offer options.
- \* Follow up to say thank you, even if you're disappointed in the response you get.



### On the big day, keep everyone informed, on task, and having fun!

#### Crush your "Try Like Terry" Challenge!

- \* Did your school reach its fundraising target. (Not sure? Check in with your teacher.) If so, get the ball rolling on the fun reward promised for achieving your goal.
- \* Make a slideshow of your event's best pics to share with everyone.



**"Dreams are made if people try."**

-Terry Fox

## Run Day checklist

- \* Ask your teacher representative to speak with caretakers and admin staff to ensure you have squared away all the set up and take down details.
- \* Let the neighbourhood know about the event through social media and outdoor signage.
- \* Designate a photographer/videographer to capture the day!
- \* Advise tech services if you need an indoor or outdoor P.A. system.
- \* 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 your spirit leaders to cheer everyone on!
- \* Have first aid supplies on hand.
- \* Give volunteers their instructions: first-aid info, emergency teacher contact names, route info.



**RUN DAY!**

## Event wrap up tasks

- \* 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 their volunteer hours.



## CELEBRATE YOUR SUCCESS!!!

**Don't be shy, shout it to the rafters...or the back row of the bleachers...or the far side of the school grounds...or all three!**

- \* Prepare a **brief wrap up speech** to thank everyone and share it over the P.A.
- \* Assemble your best Run day photos and clips to create a video slideshow of everyone's participation and share it with the whole school.
- \* Present student leaders with **Terry Fox Certificates**.
- \* Thank all students with a fun "Try like Terry" celebration!

**YAY!**



## Say thank you!

Be inclusive: make sure you **thank everyone** who helped make your event a success: administration, teachers, student leaders, caretakers, donors, participants, parent volunteers, community officials, and local businesses.

# THE TOP 10 SECRETS FOR A SUPER SUCCESSFUL RUN



Here are our top 10 ideas to motivate your classmates, inspire your donors, and host your school's best Terry Fox fundraiser ever!

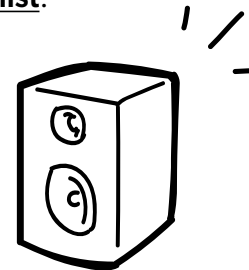
#10

If you only watch and share one video, make it this one! "Anything's Possible!"



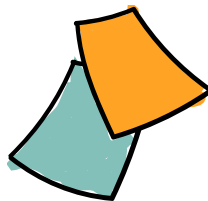
#9

Get everyone pumped up with our Spotify playlist.



#8

Work with your teacher to plan an assembly, pep rally, poster-making blitz, or all three!



#7

Ask your teacher to sign up for a fun, virtual presentation featuring some awesome special guests!

#5

At your Run, assign students to be cheerleaders around the course. Consider making pom poms and rehearsing cheers and chants to spur your classmates to greatness!

#6

On Run day, get everyone warmed up with a super-motivational video by Gurdeep Pandher of the Yukon!





### #4



Once the Run is over, make sure your participants and volunteers feel thanked and appreciated. Plan a celebratory wrap up! Pizza lunch? Teachers vs. Students trivia? Whatever you have in mind, if it's too much to schedule on event day, schedule it for after your donations have been tallied and collected.



### #2



Post a HUGE thank you on your social media and blast that message over the P.A.! Don't just share your fundraising total, keep sharing your school link. After all, donations are welcome even after your Run is over!

**THANK YOU!**



### #1

Be sure you and your team help clean up after your activities. We get it! This isn't the most fun or interesting task on this list. But it is very important and your help will go a long way toward ensuring future events also get the green light from your teachers and administrators!



### #3

Hand out student **participation certificates** or **student leadership certificates** to everyone who participated; everyone who achieved their fundraising goals; and everyone who volunteered to help out!



**Here's a sample message you can tailor for social media or for morning announcements:**

Congratulations to the staff and students of <your school name>! I'm proud to share that we raised <\$X,XXX> for this year's Terry Fox School Run! Thank you to everyone who helped and donated. Your support will help cancer survivors here and across Canada!

**"The answer is to try and help others."**

-Terry Fox

# TERRY FOX RUN AND EVENT GUIDELINES

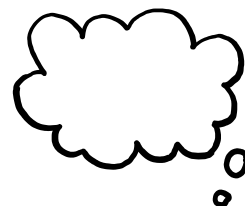
Although Terry was still a student during his Marathon of Hope, he was very clear about the Run's objectives.

Above all, Terry valued integrity, honesty, and empathy and concern for others. These principles continue to inform everything we do at The Terry Fox Foundation and at every event that bears his name.

Terry was especially adamant that events should be non-commercial, inclusive, and welcoming for everyone.

In a world where it is often thought that sponsorship, fundraising minimums, and incentives are necessary elements for success, the Terry Fox Foundation stands alone. We truly appreciate your efforts to respect these guidelines as you plan your event.

Here are the three most important guidelines to keep in mind as you plan your Run.



1. **Your Terry Fox Run must not be combined with any other fundraising effort or cause, no matter how worthy it might be.**
2. **The Terry Fox Run is a non-competitive, all-inclusive, family-oriented event.**  
As a Run organizer, you are not allowed to charge entry fees or set minimum pledge requirements for participants. Prizes or incentives must not be based on performance or pledge totals. You can have door prizes or raffles as long as winning is based on chance; for example, one chance per participant, NOT one chance for every \$50 raised.
3. **All funds raised through your Terry Fox Run must be directed in full to the Foundation.**  
Pledges and donations cannot be used to cover costs associated with organizing your Run. Likewise, any goods or services you need for your Run must be donated or covered by specific donations from third parties. For example, companies can donate food, services, prizes, or security personnel. All cash donations must be forwarded to the Foundation.

For a full rundown of our policies and procedures, [click here](#).  
If you still have questions, please call: **1.888.836.9786**.

# Let's get FUNdraising!



THE TERRY FOX  
FOUNDATION