

ONLINE FUNDRAISING IS THE WAY TO GO!



The Terry Fox Foundation sets up every school with their own customized fundraising link! It's fast, easy and donors are receipted immediately by email. Donating online also helps to lower our administrative costs so that we can pass along more funds to cancer research!

How it works?

Your link is ready to go! Simply share it with your school community via social media, your school newsletter, email and website. Go to terryfoxschoolrun.org/digital-toolkit for shareable images of Terry and sample messages.



Go the distance by customizing your page

Check out your school page to see your potential fundraising goal. You can edit this goal by logging in, clicking edit and entering a new amount.

Have fun with your page – you can also add pictures or videos to your school page and customize your message!

Get everyone involved

Encourage classrooms and students to set up their own pages under your school link. You will build fantastic school spirit by setting up a friendly classroom challenge.



Build hype by sharing your progress

Check your page regularly to see your fundraising total. Be sure to give updates to your school community and tell them how close you are to reaching your goal. Don't forget to update your goal poster for all to see.

Your Super Handy Checklist



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| <input type="checkbox"/> I shared our school's fundraising goal. | <input type="checkbox"/> I invited classrooms to set up pages under our link. |
| <input type="checkbox"/> I added a photo and a customized message. | <input type="checkbox"/> I encouraged students to set up pages. |
| <input type="checkbox"/> I shared our school link on social media, email and newsletter. | <input type="checkbox"/> I am providing regular updates of our fundraising progress. |

Did you know? Participants who personalize their fundraising page raise over 5x more than participants who don't.