

Be Like TERRY

A student-led initiative



This student handbook is a guide designed to empower students as they plan your Terry Fox School Run. Call 1 888 836-9786 and sign up today for additional **Be Like Terry** resources/weekly emails.



THE TERRY FOX
FOUNDATION

Terry set goals everyday; what will yours be?



WEEK ONE FOCUS:

Leadership – Be Positive Agents of Change!

When Terry began his Run, he filled a jug with water from the Atlantic Ocean with the intention of pouring it into the Pacific Ocean upon completing his journey, thereby uniting the country in his cause. After 143 days, Terry's cancer returned and he was not able to finish his run. Terry believed that it would be young people who would carry on his dream of a world free from cancer.

As a member of your school's **Be Like Terry** Committee, you have the capacity to make change and lead by example, just as did Terry did. His legacy will continue with student leaders like you. Your commitment and perseverance to make your school's Run successful is in your hands. This is your opportunity to shine – be creative, use your voice, be strong and make a difference in the lives of cancer patients.





Terry Tasks:

✓	Week One Tasks
	Set a fundraising goal
Team Lead:	
	Display barometer poster
Team Lead:	
	Brainstorm a fun and cool school challenge
Team Lead:	
	Hang posters everywhere
Team Lead:	
	Announce your goal and challenge over the P.A.
Team Lead:	
	Encourage all students to set up a student fundraising page at terryfox.org
Team Lead:	

That Extra Effort:

	Boost fundraising with bake sales, book or garage sales
Team Lead:	
	Sell Terry Fox T-shirts
Team Lead:	
	Organize a poster contest
Team Lead:	
	Create a Terry themed display case (posters, stories, vintage T-shirts)
Team Lead:	

At 18, Terry was in University.
At 19, he was a cancer patient.
At 21, he was a hero.



WEEK TWO FOCUS:

Communication – Spread your message far and wide!

When Terry began the Marathon of Hope, cell phones and social media didn't exist. He relied on payphones along the highway for radio interviews and meetings. Today, we have the ability to communicate our message within seconds. Embrace this opportunity to go viral with your school's fundraising efforts.

The bigger your audience, the more support you will have and the greater the chance of meeting your fundraising goal. Pull out all the stops – posters, morning announcements, FaceBook and twitter can all help get you to the finish line.





Terry Tasks:

✓	Week Two Tasks
	Share morning announcements found at terryfox.org over P.A. or write your own
Team Lead:	
	Distribute pledge sheets to all students
Team Lead:	
	Encourage all students to set up a student fundraising page and collect donations
Team Lead:	
	Update barometer and announce challenge progress
Team Lead:	
	Line your hallways with Terry Fox posters
Team Lead:	
	Use social media to share information about your Run
Team Lead:	

That Extra Effort:

	Ask your teacher to share your school's online fundraising link with parents
Team Lead:	
	Make a student video with theme "What Terry Means to Me"
Team Lead:	
	Share Terry Fox audio (on terryfox.org) over morning announcements
Team Lead:	
	Set up Skype meeting with Terry Fox office representative for extra support
Team Lead:	

Anything's possible if you try. *Terry Fox*



WEEK THREE FOCUS:

Creativity – School spirit and excitement!

Terry began his Run with little attention or fanfare. By the time he crossed over into Ontario, crowds were lining the streets to catch a glimpse and cheer him on. His success was a result of his constant effort to promote his cause.

The most successful events happen when you try more than one method. Bring your team together for a brainstorming session – whether you decide to design your own posters, create a Terry Fox video or make a dedication wall, the opportunities to promote are endless. Be sure to spread the word as much as possible and be creative.





Terry Tasks:

✓	Week Three Tasks
	Lead a kick-off assembly (sample speech to be provided in weekly Be Like Terry email)
Team Lead:	
	Play Terry trivia over morning announcements
Team Lead:	
	Sell Terry Fox T-shirts
Team Lead:	
	Post your run date on your outdoor school marquee
Team Lead:	
	Remind students to bring in their donations and pledge sheets
Team Lead:	
	Line the halls with decorated Terry's shoe cutouts (on terryfox.org)
Team Lead:	

That Extra Effort:

	Share your student video
Team Lead:	
	Ask your teacher to share your school's online fundraising link with parents
Team Lead:	
	Promote Terry Fox T-shirt sales by purchasing and wearing one
Team Lead:	
	Contact local media to cover your event
Team Lead:	
	Create a dedication wall
Team Lead:	

It's got to keep going without me. *Terry Fox*



WEEK FOUR FOCUS:

Perseverance – You're almost at the finish line!

When Terry was preparing for his Run, he trained for 13 months by running over 5,000 km, weightlifting and playing wheelchair basketball. It was important to him to be ready in every way possible for his cross-Canada run.

Your team is now in the home stretch. Take this week to ensure that everything you need is in place for your Run day. Check your barometer poster and come together as a team to take the steps needed to cross the finish line!





Terry Tasks:

✓	Week Four Tasks
	Create signage for the route
Team Lead:	
	Develop a short opening ceremony speech
Team Lead:	
	Count out and distribute tattoos and stickers
Team Lead:	
	Create a high energy music playlist
Team Lead:	
	Recruit volunteers for water/popsicle stations
Team Lead:	
	Set up a finish line photo op
Team Lead:	
	Select students to carry the new Terry Fox banner
Team Lead:	

That Extra Effort:

	Keep everyone in the loop – update barometer poster announce your progress
Team Lead:	
	Ask Parent Council to help set up a Run day hotdog BBQ
Team Lead:	

The answer is to try and help others. *Terry Fox*



WEEK FIVE FOCUS:

Acknowledgement – Celebrate your success!

When Terry began his Marathon of Hope he had a dream to raise \$1 million. He surpassed his goal many times over, thanks to the generosity of Canadians, ultimately over \$24 million. His legacy continues today, more than four decades later, because of student leaders like you, following in his footsteps.

We hope you take pride in the important leadership role you play as a member of the Be Like Terry Committee. You have set an inspiring example for the next generation of student leaders at your school.

THANK YOU SO MUCH!





Terry Tasks:

✓	Week Five Tasks
	Collect final pledge sheets
Team Lead:	
	Host a wrap up assembly
Team Lead:	
	Hold your challenge (eg – pie in the face, etc)
Team Lead:	
	Hand out team certificates
Team Lead:	
	Announce your final total
Team Lead:	
	Give and big shout out to those who helped
Team Lead:	

That Extra Effort:

	Show a Run day slideshow
Team Lead:	
	Invite a Terry Fox Rep for a cheque presentation
Team Lead:	
	Share any Run day photos at #TFFSchoolRuns
Team Lead:	



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

Terry Fox



To learn more, contact us at 1 888 836-9786.