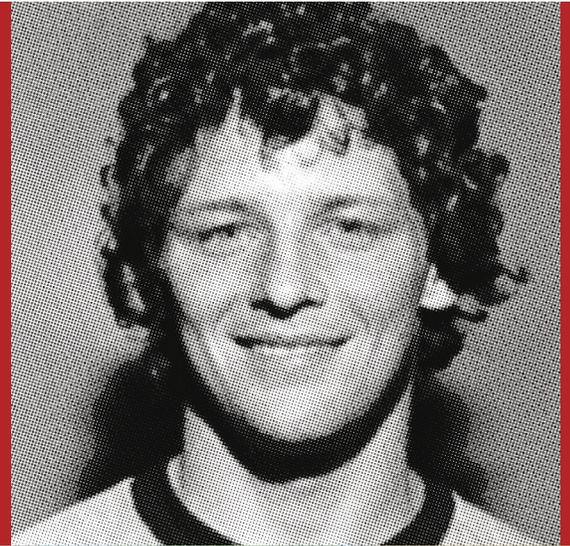




THE TERRY FOX  
FOUNDATION

# TERRY FOX RUN

## SCHOOL GUIDEBOOK FOR EVENTS OUTSIDE OF CANADA



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Raise funds for cancer research.

Inspire your students to never give up.

Build fantastic school spirit!

In 1980, 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.

In order to stay true to Terry’s vision, please review our International Policies and Guidelines document, and contact us if you have any questions.

## **Terry Fox is not just a story for Canada – his is a story for the world.**

We are elated that you are introducing Terry - and all the personal character traits he exemplifies - to your students. Perseverance, determination, altruism, compassion – these are universal traits to celebrate and share. We know that you and your students will benefit greatly because of your effort to include Terry Fox in the lives of your school staff and students. Thank you for supporting cancer research, and for inspiring students to forge a better world.

### **Taking the first step: Decide on a type of event**

*You can organize a Run/Walk of course, but why not consider a bake sale, barbeque, sports event, dance, etc., to supplement your event. Just be sure you have full administrative support before you proceed!*

# LEADERSHIP

## BUILDING A LEADERSHIP TEAM

Note: You can organize a Terry Fox Run on your own, but it is more pleasant if you assemble a committee of students and/or staff. While this guidebook was written with a student committee in mind, you are more than welcome to have school staff perform all the organizational roles if you prefer.

### 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 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*

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### 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...

# BUILDING A LEADERSHIP TEAM (PART 2)

Note: You can organize a Terry Fox Run as a solo organizer, but as many hands make light work, we recommend building a committee. Your committee can be as small or large as you want it to be, and your event can be as small or as large as you want it to. Here are sample recommended, yet not obligatory, committee roles.

## 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.

## Social Media Team

Create a fun video and social media content to promote your event.

## 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.

## Donations 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.

# FUNDRAISING MADE EASY

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

## 1. Share your school's fundraising page link:

If your school can accept donations online, share your school's fundraising page link with the whole school by email, website or social media

## 2. Encourage other students to set up their own fundraising page:

Set up classroom or house teams for a friendly competition!

## 3. Pledge Sheets:

If you wish to use 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.

## Sell Terry Fox t-shirts!

Every year, we supply schools outside of Canada with our Terry Fox t-shirt design, which can be printed locally and sold to raise funds. We recommend collecting orders before printing, so that you are not left with extra unsold t-shirts.

# "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!

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

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

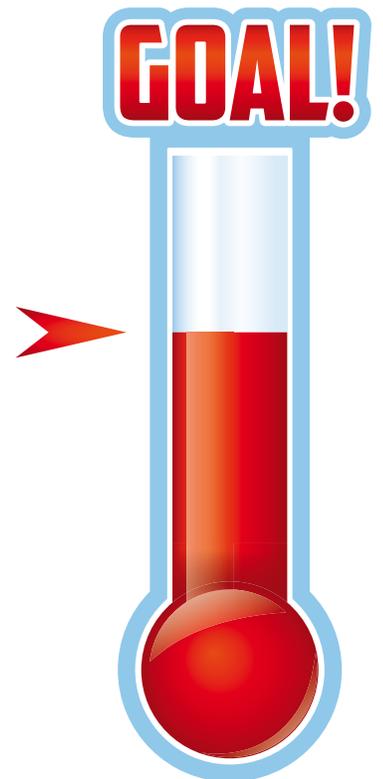
If we raise \$2,000, we all dress up for the day!

# PROMOTING YOUR EVENT

Follow as many of these steps as you can 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.
- If your school uses pledge sheets, then hand out pledge sheets to each class and give a deadline for their return.
- Announce fundraising updates with your school to build momentum.
- If your school issues a fundraising challenge, tell everyone about your school’s challenge and how close you are to meeting your goal.”

Update your front hall barometer poster with your fundraising success  
Spotlight students who go the extra distance with a special shout out post  
Access sample [social media messages, videos, and morning announcements](#) from our website.



# 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 a member of Terry Fox's family, and get inspired to "try like terry." They will share personal memories and passed down stories of Terry and the Marathon of Hope. A great way to kick off your event!



# 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:

We have divided them into essential steps, and another set of steps that you can do if you wish to do more.

### The essential steps:

- Ask school administration to speak to caretakers and admin staff re set up and take down details
- Advise tech services for an indoor or outdoor pa
- Create a music playlist to share or check out our Spotify list
- Do a high energy warm to fun music, maximum 3 minutes.  
Can be done by gym teachers, students, cheer squad – anyone with high energy!
- Prepare any banners and display signage
- Have first aid supplies on hand
- Give volunteers instructions - first-aid info, emergency teacher contact names, route info

### The steps that can enhance your event but are not essential:

- Let the neighborhood know about the event thru social media and outdoor signage
- Designate a photographer/videographer to capture the day
- Set up various event stations for selfies or different music mixes
- Line up spirit leaders to cheer everyone on!

### Safety tips:

1. Pick a safe route away from busy highways and streets.
2. Have volunteers patrolling crossings or busy streets.
3. Use a buddy system for younger children.
4. Provide a modified route for younger kids.
5. Lead students through warm-up exercises and cool-down exercises.
6. Have everyone wearing a Terry Fox t-shirt or their school colours to keep the students all together.
7. Provide rest stops along a longer route, and hand out water.
8. Make sure students are aware that they should tell a parent or teacher if they are not feeling well enough to keep walking.
9. Dress according to the weather.
10. Have a light lunch prior to running.



### 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; leave your site cleaner than you found it.
- If your school counts volunteer hours, 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:

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.

