

I'M NOT A QUITTER. I'M NOT A QUITTER.

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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!
42 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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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.

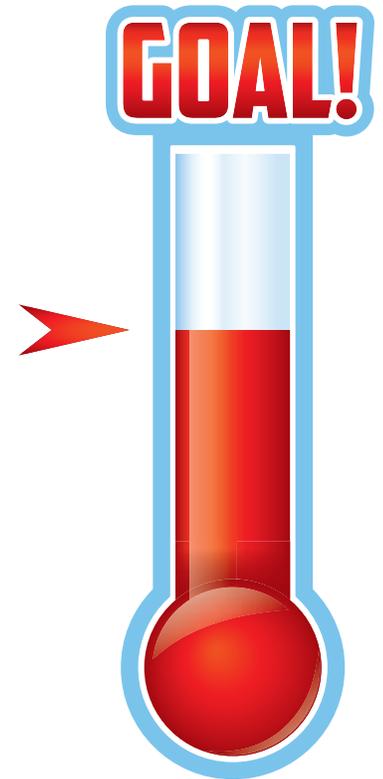
Achieve "Try like Terry" badges when you fundraise online!



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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 3 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**

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:

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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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.

TERRY FOX RUN DATE

Policy: The Terry Fox Run is usually, but not always, held on the second Sunday after Labour Day each year.

Guidelines: Every effort should be made to host your Run on the National Date, keeping in mind that all promotional materials and media releases reflect that date. Please confirm the annual date with your Provincial Office before booking your site for the next year.

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).

