

TEAMS PROGRAM

2021 TEAM FUNDRAISING TIPS

It can be challenging to ask others for donations in uncertain times. However, giving them the opportunity to support your Team & cancer research can be a powerful force of good. Let's #TryLikeTerry.



1. SET A FUNDRAISING TARGET

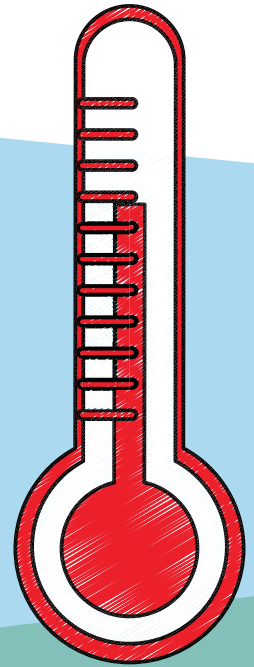
In 1980, Terry set an ambitious fundraising goal for his Marathon of Hope.

Setting a public goal can be a powerful motivator for your Team Members AND potential donors. Talk to your Team Members and pick a target, then follow up with #2.



DID YOU KNOW?

You can easily add offline donations to your online fundraising target through your Captain dashboard to show your progress in real time!



DONATE



2. MAKE THE TEAM'S FIRST DONATION

Lead by example by making your Team's very first donation. Your leadership will inspire momentum, and show how everyone can contribute to the target through giving what they can.

3. SHARE YOUR TEAM'S STORIES

Your reason for participating in the Terry Fox Run is inspiring to your supporters! Tell your network who you've "Teamed Up" for this year, and celebrate your Team's "Try". Don't forget to include a link to your Team's fundraising page when you post!



If you don't use social media, email the Teams Department your story or Try. Throughout the Run Season, we will be highlighting stories on Twitter and Instagram for #TeamsTuesdays.

4. HOST A(N ONLINE) FUNDRAISING EVENT

Lemonade stands and BBQs never go out of style! But as in-person events may be limited in some communities, here are some of our favourite virtual fundraisers:

- FOX-y Fridays (launching June 2021!)
- A Team Talent Show
- Online Game Tournament (Chess, Euchre, Backgammon)

5. ASK YOUR COMPANY FOR SUPPORT

Whether you are back at the office or WFH during Run Season, your workplace may welcome the chance to support your Team's effort. Connect with your Human Resources or Community Engagement departments to discuss opportunities for a matching gift for your Team, a Corporate donation, or setting up automated payroll deductions.



6. BUY TEAM TFF MERCHANDISE

Use the exclusive order form included in your Digital Welcome Kit to purchase TFF merchandise. Your Team will look great and feel even better - because bulk merchandise purchases are added to your Team's fundraising total!



This is available for Teams who purchase directly from their local TFF office. We're sorry, individual online orders cannot be added to your total at this time.

Questions? We're here to help.



www.terryfox.org/run/team-captain-resources/



teams@terryfoxrun.org



THE TERRY FOX
FOUNDATION