



**THE TERRY FOX  
FOUNDATION**

# **INTERNATIONAL RUN ORGANIZER**

## RESOURCE GUIDE





## THE TERRY FOX FOUNDATION

Thank you for taking on the very rewarding challenge of organizing an International Terry Fox Foundation (TFF) fundraising event or Terry Fox Run. Simply put, without volunteers, TFF would not exist. Your passion for Terry Fox and your desire to help change the future of cancer inspires us every day. Terry shaped our mission, the policies and guidelines we abide by and the inclusive nature of all of our events. He is truly a timeless, global inspiration for people around the world. We are here to assist you – to point you to our resources, answer your questions, help you overcome challenges and share in your celebrations and successes. Please do not hesitate to reach out at any time; that is what we are here for.



## OVERVIEW

### Role of an Organizer

- Create and lead an organizing committee of volunteers
- Hold a safe and enjoyable fundraising event that is in keeping with our [guiding principles and policies](#), many of which are unique to The Terry Fox Foundation
- Financial accountability – for audit purposes your funds raised need to be safeguarded and your expenses and receipts and bank statements provided to us
- Represent The Terry Fox Foundation and look for opportunities year-round to promote The Terry Fox Foundation and tell Terry's story, or hold secondary fundraising events
- Manage expenses: The TFF provides all the necessary promotional materials to organize a successful event. When it is not feasible to ship materials to organizers, they may print materials locally, payable with funds from the event, as well as incur certain other pre-approved expenses such as: Printing of posters/entry forms/certificates/Terry Fox Run t-shirts and merchandise. In addition, certain other costs can be covered, such as website/online fundraising charges/liability insurance. Examples of expenses not covered, such as water and cups/refreshments for participants, must be donated or covered by a third party.

### Things to Consider

- Registration – every event needs to have a completed registration form, and contact information for key committee volunteers who will also be communicating with us ( ie. in financial, promotional roles)  
Insurance: every event needs proof of liability insurance. Please note The Terry Fox Foundation can cover this important expense.
- Research – In most cases, the funds stay in your country. Please discuss approved cancer research institutes and projects to fund with the International Run Director of The Terry Fox Foundation
- Volunteer recruitment – organizing an event successfully is not a one-person job. Volunteer management is a learned and important skill.
- Location is everything! Make sure you book a safe, accessible site and route well in advance and know what permits you will require.
- First aid/security/washrooms/parking/water all are “must-have’s”
- Donations of products and services –Try to get as much donated as possible and never turn down offers of things that can be used as silent auction or draw prizes
- How will you raise funds? Online/on site/t-shirt sales/silent auctions, other events through the year.
  - Ideally participants can register for the event and donate online – please discuss this with the International Run Director of The Terry Fox Foundation.
  - You can also sell approved Terry Fox merchandise to raise funds.
- How will you promote your event? Invite everyone you know, online, [social media](#), TV/ radio/newspaper/magazines, posters, flyers, community displays, invite local schools
- Cancer survivors – everyone knows someone who has been touched by cancer. Try to find and engage cancer survivors in your event – as speakers, as team captains, as media stories
- Team recruitment – teams are an important part of any event – they raise more money and bring more participants, and enthusiasm – often dressing up, or taking part in honour of a loved one
- Corporate supporters (not “sponsors”) – while we do not offer corporate sponsorship opportunities, we have great corporate support and can offer ideas on how to engage them, and show gratitude to them – before, during and after the event
- Communication with The Terry Fox Foundation is crucial to your success. We are available by phone, email, Zoom, Teams, Whatsapp, Skype or text.

## STEPS TO SUCCESS

### Before the Run

- Registration with International office
- Put together an organizing committee and delegate – route & site logistics/safety & security/merchandise sales/registration/promotion and publicity/volunteer recruitment & management/financial and treasurer/corporate team recruitment

### For Run Day

- Plan an opening ceremony with cancer survivors, Embassy or Consulate representatives or other dignitaries, cancer researchers, qualified instructors for a warm up, but keep the opening relatively short with a good (and tested) sound system so your audience stays engaged.

\*Tip: See if a radio station has a street crew with a sound system – they can often come for free and may even tell their audience they will be at your event!

\*Tip: Keep the speeches short, and keep the warmup to a maximum of 3 minutes.

- Start the Run with an official start – flag waving, whistle, horn, etc
- Provide a map of the route
- Arrange to have water stations, cheering volunteers, a clearly marked start/finish, and good signage along the route
- Have a thank you board to acknowledge companies or organizations who helped with the event (listed alphabetically in block letters, no logos)

- First aid and security in place and visible
- Allow teams to set up tents or signage to gather together
- Have refreshments – could be as small as energy bars/fruit or as large as a barbecue, depending on your budget/donations
- Have a separate set/up and clean-up crew if possible (so as not to “burn out” your volunteers if they started early in the morning)
- Make sure your registration volunteers are trained ahead of time, not the morning of the Run and that they have staplers, calculators, baggies, pens, whatever they need
- Merchandise or information tables well managed, stocked with what they need, and easy to find
- Garbage and recycling containers readily available and changed if necessary

### For Run Day – these tips are not essential, but add to the event

- Have an experienced photographer volunteer to take photos
- Have a back drop of Terry Fox for selfies and a dedication board for people to sign to honour loved ones
- Have a designated media spokesperson and provide facts and stats

### After the Run

- Make sure the media has the results and info they need
- Leave the site better than you found it!
- Send an email to The Terry Fox Foundation to let us know how the event went, with some pictures
- Schedule a wrap up meeting with your committee to de-brief and plan for next year
- Complete the Post Event Report and return to us within 30 days
- Submit updates to financial reports and be available to answer questions year-round
- Let us know if there are special thank you letters you would like us to send out to key volunteers, companies or organizations who helped make the event happen
- Celebrate! You brought people together to raise funds for cancer research!

## PreRun, organizing a Terry Fox Run is essentially a three step process:

### Step 1: Identify and obtain approval to use the Runsite:

- Find a safe course and make sure that you have the permission of the relevant authorities to hold your Run, providing a map of your Run. We urge you to hold your event in a park or on a bike path, as closing streets can be challenging. Make sure the location has capacity for a lot of participants!
- Select a route and establish the Run start and finish times. Try not to start too early in the morning in order to give people time to arrive at your location. Also try to have a location that is easy to reach.
- Consideration should be given to the following route designs when selecting a course for your Run.
  - **Out and back** - Start and finish line in same location; retracing of the course route after turn around at halfway point. Relatively easy to set up and first aid stations can be doubled up.
  - **Circuit** - Start and finish line in same location-one loop of the course route.
  - **Laps** - Repetition of a prescribed number of laps to achieve the designated distance
- **Tip:** For a new event, we suggest a 5km course that can be done twice for the 10km option. It is easier to manage, and you will require fewer volunteers and water stations. Moreover, a 2.5km course that can be done several times is also a good option. Note that these course lengths are a suggestion – your course does not have to have 2.5, 5 nor 10 km options.
- **Tip:** Ensure there are toilets near the start of your route. Ideally you would have a registration area with a roof/shelter for your volunteers, as well as an electrical outlet for a sound system. It is even better if you have a location that can lend you tables and chairs.

### Step 2: The Volunteers

- Without question, the single most important factor in staging a successful event is the assembly of a team of competent, motivated, and dependable individuals. For new events, we suggest:
  - **Registration Coordinator:** this person will oversee the registration of participants on Run Day, as well as train and supervise Run Day registration volunteers. Ideally someone you know well, and who is good with figures.
  - **Site Marshal:** this person is responsible for the “Run/Walk” part of the event. Will set up the course on the day of, will place Run Day volunteers at the appropriate water stations, as well as where else they may be needed on the course (u-turn, corners, etc...). Ideally someone who has been to many runs, who is good with maps and logistics.
  - **Volunteer Coordinator:** this person will correspond with, schedule, recruit, and dispatch the volunteers who help on Run Day with registration, course directions, setup, handing out water, etc.
  - **Social Media Coordinator:** Will promote the event on social media and reply to queries.
  - **Promotions coordinator:** While all the committee will invite people to the event, this person would have a focus on soliciting media coverage and promoting the event in other ways.
  - **Merchandise Sales Coordinator:** This person will be responsible for selling merchandise on the day of the event
- Contact volunteer **first aid** support to be on site. Provide a map of the route and written particulars as requested.
- **Run Day Volunteers:** Aside from the members of your organizing committee, you will need volunteers on the day of the Run to make things run smoothly. Include volunteers for course directions, water stations, registration, start/finish area, set up/clean up, and t-shirt sales.
- Contact a local qualified **instructor** to lead the pre-Run warm-up.

### STEP 3: Promotion, Promotion, Promotion

These easy steps are a quick way to promote your Terry Fox Run!

- **Facebook:** Create a Facebook page for your Terry Fox Run. Then invite as many people as possible to like it. (Note: Please add the Terry Fox Foundation International office as a co-admin of the page).
- **Word of mouth:** invite everyone you know and ask your committee and supporters to do the same. See if the cancer research group who will receive the funds from the event can promote it as well.
- **Canadians:** Embassies/Consulates/Canadian businesses/Ex-pats/Canadian association or social media groups – invite them and ask them for assistance in promoting your Terry Fox Run.
- **Posters/printed materials:** The Foundation provides the artwork for posters / lawn signs / other printed materials to promote the event. Note: printing a reasonable number of these promotional items can be paid for with event funds. Please discuss with our office. It is important that our office approves any modifications to the materials.
- **Digital promotion:** The Foundation provides a wide range of digital artwork, including art tailored to various sizes of social media formats, such as Facebook, Twitter, Instagram, LinkedIn and TikTok.
- **Media:** Three to four weeks prior to the Run, submit a press release to your local media announcing the location, date, and time of the Run. Contact the editor to arrange for an interview. Have a picture taken prior to the Run to help promote the Run. Sample press releases can be obtained from our office.
- **Schools:** Students love Terry Fox. Invite local schools to take part in this event, whether at your Runsite, or as a fundraiser at their school.



## RESOURCES

### Resources available to you on our website

- Shareable images of Terry Fox
- Social media links – Twitter/Facebook/Instagram/YouTube
- Online fundraising
- Annual news release
- Merchandise (t-shirts/books/flags) / materials : (note: while we are able to ship some light items at a reasonable cost, in most cases it is more cost effective to print heavier items in your county)

### Resources available electronically for printing locally

- T-shirt and poster designs (please send a draft for approval before printing)
- Tattoos, certificates, running stickers, annual yearly seals,
- Pledge sheet, donation form, entry form
- Terry Fox Run letterhead, thank you cards

### Administration forms

- Registration forms
- Post Event Report
- Financial Reporting Form (for audit – in most cases is sent to the local recipient research institute)

