**Social Media Graphics Sample Copy**

**Come Meet Fred Fox!**

**Use for:** When Terry’s brother Fred is visiting your community

**Example Copy:**

English: Save the date and join us at (PLACE and TIME) for (ACTIVITY) with Terry’s brother Fred Fox. We are excited to introduce him to our amazing Terry Fox community!

**Terry Fox Run Milestone Award**

**Use For:** Celebrating Fundraising Milestones for a Run Site

**Example copy:**

English:In recognition of outstanding effort in fundraising for cancer research by reaching the [$$xx] milestone, The Terry Fox Foundation celebrates a community that dares to dream big, that imagines a world without cancer, which does its best to make a difference. Join us this year on Sunday September 15 at (insert Run).

**Terry Fox Run Legacy Award**

**Use For:** Celebrating Anniversary Milestones for a Run Site

**Example copy:**

English:In recognition of our Run reaching our [xx] anniversary, The Terry Fox Foundation celebrates a community that dares to dream big, that imagines a world without cancer, which does its best to make a difference. Join us this year on Sunday September 15 at (insert Run location).

**Looking for Run Day Volunteers**

**Use for:** Recruiting Run Day Volunteers

**Example copy:**English:Calling Volunteers!

We are looking for help on Terry Fox Run Day and just a few hours can make a difference! It’s always a fun day and we’d appreciate the support. Reach out to (CONTACT INFO) for more details.

**Our Run Day Details**

**Use for**: Communicating YOUR run day information

**Example Copy**:

English: ICYMI: On Sunday September 15, the 44th Annual Terry Fox Run is happening in (YOUR COMMUNITY)! Join us at (LOCATION, TIME).

It is time to run, walk, skate, ride, or wheel for Terry. Get registered today!

**A Special Event to support our Run**

**Use for:** Advertise a special event/fundraiser taking place to support your Run.

**Example Copy:**English: BAKE SALE! (see fun taglines below)

Mark your calendars for (EVENT DETAILS) and join us at this special fundraiser in support of cancer research.
• Bake Sale – “We’re Sweet for Terry – Support our Bake Sale!”

• BBQ – “We’re Fired Up for Cancer Research!”

• Bottle Drive – “Make Your Empties Count – for Cancer Research!”

• Silent Auction – “Bid Up for Cancer Research!”

**YOU can support our Run**

**Use for:** Call to action for help: volunteers/fundraising/in-kind donations

**Example Copy:**English: YOU can make a difference in your community! Help us make our Terry Fox Run the best it can be for our amazing participants. If you can help us by (CTA – donating X, Y, Z) please DM us.

**Looking for Team Leaders**

**Use for:** Recruitment of Teams

**Example copy**:
English: We’re looking for Team Leaders!

Team, Squad, Family, Crew - no matter what you call it, nothing beats participating in the Terry Fox Run with friends! Consider pulling a group together and registering a Team/Squad/Crew for our Run at (insert Run location) this year!

**Thank you!**

**Use For:** Thanking community/ individuals/volunteers/participants

**Example Copy:**
English: We could not have done it without you, (insert run site name/location)

Example 2: Thank you (X – insert sponsor/volunteer/etc.) for your contribution and commitment to making our Terry Fox Run a success!

**Volunteer with us**

**Use for:** Finding Volunteers

**Example copy**:
English: We are always looking for enthusiastic people to join the team that makes the Terry Fox Run happen in our community. Every event needs a committed team of volunteers and YOU can join that team today! Contact us for more information.

**Terry’s Team Member
Use for: Seeking Members for Terry’s Team**

**Example Copy:**English: The Terry Fox Foundation recognizes a special type of supporter: those who have faced a personal diagnosis of cancer. We call them Terry’s Team Members (TTM) and they represent the progress in cancer research thanks to fundraising. Seeing Terry’s Team Members wear their special red shirts on Run Day is truly inspiring. Register today to fundraise or volunteer this year.