



FUNDRAISING TOOLKIT

TERRY FOX STARTED A MARATHON AGAINST CANCER. LET'S FINISH IT.

You've joined the Terry Fox Run Challenge—a friendly fundraising competition among Terry Fox-funded research teams across the country. Now it's time to rally your lab, family and friends to support cancer research and honour Terry's legacy!

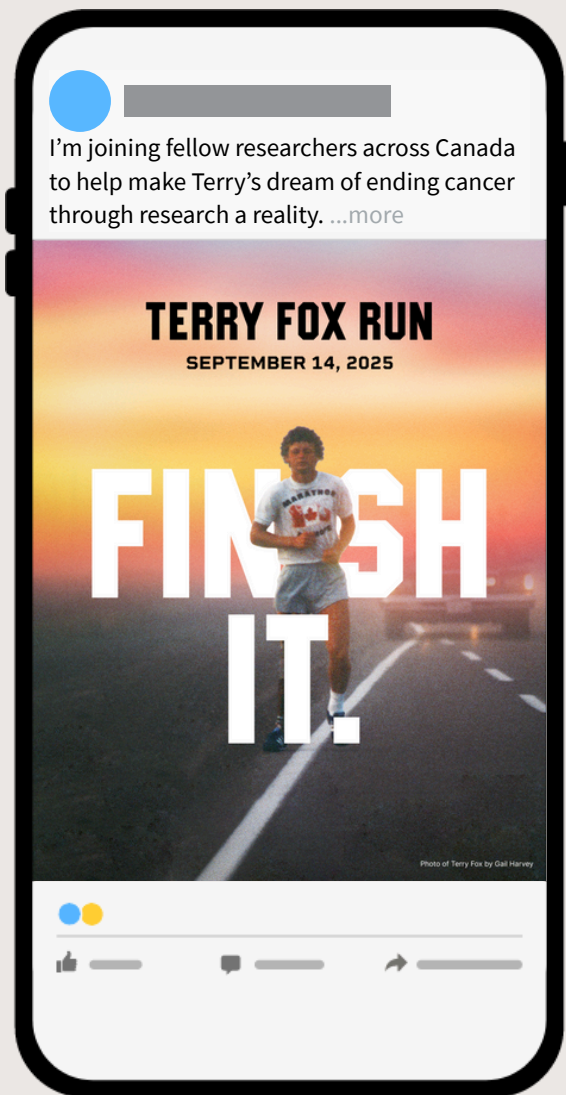
HERE'S HOW TO GET STARTED:

SET UP AND MANAGE YOUR FUNDRAISING PAGE

- Once registered, log in to your personal fundraising page and click the gear icon (top right) labelled “My fundraising tools”.
- Add a personal message, image or upload a custom contact list.
- On the left-hand menu, click “Send emails” to create or customize email templates.

ACCESS IMAGES, VIDEOS, POSTERS AND MORE

Find everything you need to support your fundraising outreach on the [Social Media Resources page](#).



SAMPLE SOCIAL POSTS

EXAMPLE 1

Terry's dream of a world without cancer drives the work we do every day. I'm proud to carry that dream forward in the lab—and now through the Terry Fox Run Challenge.

Join us September 14 or support my fundraiser: [Link to fundraising page]

EXAMPLE 2

I'm joining fellow researchers across Canada to help make Terry's dream of ending cancer through research a reality.

Thank you for supporting us as we work to finish what Terry started. [Link to fundraising page]

SAMPLE EMAIL

Hello,

Forty-five years ago, Terry Fox started a marathon against cancer. This year, I'm joining fellow Terry Fox-funded researchers across Canada in a challenge to raise funds for life-changing cancer research.

Please consider supporting my efforts by donating to my fundraising page. Together, we can help finish what Terry started!

[Link to fundraising page]

