

SCHOOL SAMPLE LETTER HANDBOOK

INSIDE

Letter to Parents	2
Student Permission Form	3
Off School Property Permission Form	4
Donation Letter	5
Request for Services	6
Invitation to the Media	7
Steps to a Successful Press Release	8
Sample Press Release	9
District School Board Invitation Letter	10
Thank You Letter	11
Contact Information	12

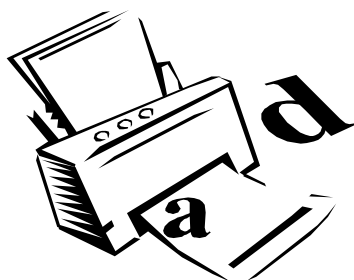
DEAR ORGANIZER:

Included in the following pages are several sample letters compiled from within our office and from school organizers across the province. We hope that you will find them both informative and useful for your event. We suggest you use them as templates, making appropriate changes specific to your event/location. We would welcome any additions you think necessary.

We believe that the most effective letters are concise and to the point. We encourage you to include your own school event history and any personal or inspirational stories that would motivate your reader, such as one from a cancer survivor in your school community. We hope that these letters will provide a good starting point for you to explore your own creative and persuasive abilities!

You are welcome to contact us toll-free at 1-888-836-9786 if you have questions or suggestions.

The Terry Fox Foundation Provincial Office



SAMPLE LETTER TO PARENTS

[Date]



Dear Parents:

Once again [*school name*] is pleased to be hosting its annual Terry Fox Walk on [*date*]. (Rain date [*date*]) All monies raised through our event will be forwarded to The Terry Fox Foundation to further the cause of cancer research.

Our walk will follow the same course as in previous years. Our route will be both on school grounds and off school grounds as our course winds along Morrish Road, Grantown Avenue, and Canmore Boulevard, with the remainder of the course cutting through Canmore Park. The course is approximately 1 kilometre in length and students will be encouraged to complete the course ten times for a total of 10 km. Teachers, parents and supervisors will be on hand to supervise and assist students along the way. Refreshments will be provided for all participating students courtesy of the school council.

All students are encouraged to take part. A pledge sheet is attached and we ask that you sign the sheet as permission for your child to participate. We also invite you to participate by walking, jogging or by cheering for your children as they complete their laps. If required, extra numbered pledge sheets will be available in the office. No photocopies will be accepted.

We are very proud to be associated with The Terry Fox Foundation and believe that our involvement will launch a successful, positive and meaningful school year. We are very proud of our contribution to cancer research; to date, almost \$_____ has been raised by the pupils in this school community for cancer research since [*first year involved*]. You will be interested to note that the Foundation works very hard to continue the downward trend in overall expenses, boasting a 13% operating cost (fundraising and administration).

We appreciate the involvement of the School Council (PTA) and the parent community for our event. If you would like to volunteer and help out at the event, please contact [*name of organizer*] at [*telephone*] prior to the day of the event to allow for the assignment of responsibilities. Each class will need at least one parent volunteer.

Our goal this year is to match last year's contribution. We are confident we can realize this goal with the full participation of the school community. We hope to count on your support. Let's keep Terry's dream to find a cure for cancer alive.

Thank you in advance.

[*Principal's Name*]

STUDENT PERMISSION FORM

STUDENT PERMISSION FORM

(PRINT IN BLOCK LETTERS)

I (_____) give my child, (_____)
(Parent/Guardian name) (Name of child)

a student of [*school name*] permission to participate in the annual Terry Fox event on

[*event date*] at [*event time*].

(Parent/Guardian signature)

(Date)

I do not give my child permission to participate.

PERMISSION FORM FOR AN OFF SCHOOL PROPERTY EVENT

If your course is off school property please do not forget to inquire with your municipality as you may be required to apply for a special permit to allow students to participate. A sample form is provided below.

PERMISSION TO HOLD AN OFF SCHOOL PROPERTY EVENT (PRINT IN BLOCK LETTERS)

PERMISSION IS HEREBY GRANTED TO

(_____)
(Name of Applicant)

and to

(_____)
(Name of Organization)

To host a Terry Fox event within the City of Toronto on (_____)
(Date of event)

Commencing at (_____), in accordance with the provisions of by-law No. 71 of
(Time)

the Toronto Police Services Board with the conditions and particulars contained in the
application of (_____).
(Name of Applicant)

Dated (_____)

This permission shall be carried by the Applicant, or some other responsible representative of the School, during and throughout the course of the parade and may be required to be produced and shown to any member of the Toronto Police Service on demand in the course of such event.

THIS PERMISSION IS SUBJECT TO compliance with by-law No. 71 of the Toronto Police Services Board and is of no force and effect in the event of there being any substantial misrepresentation or error in the application for permission to hold a school event off school grounds or any substantial deviation from the terms of such application in the holding of the school event or any violation of the provisions of by-law No. 71.

DATED in Toronto this (_____) day of (_____) 20 (_____)

(_____) Event Permission No (_____)

TORONTO POLICE SERVICES BOARD



DONATION REQUEST LETTER

[*Date*]

Ms. Christy Lakelee, Assistant Manager
Williams Coffee Pub
681 Dundas Street
Woodstock, Ontario
N4S 1E5

Re: Goods Donation

Dear Ms. Lakelee:

It was a pleasure to speak with you this morning regarding the possibility of Williams Coffee Pub donating refreshments for our upcoming annual Terry Fox school event.

Our entire school population is committed to Terry Fox's dream of a future free of cancer and is ready to make an effort to turn that dream a reality on [*date of event*]. We would greatly appreciate any refreshments/treats that you can donate for that date, and would be willing to pick up any items that morning. All of our hardworking participants would really enjoy a cool drink after a long Terry Fox Walk/Run.

If you are willing to contribute to our event please contact me at [*school telephone*].

Your kindness and thoughtfulness is much appreciated.

With many thanks,

[*School Organizer*]

REQUEST FOR SERVICES



[Date]

St. John Ambulance
Lincoln County Branch
219 Church Street
St. Catharines, Ontario
L2R 3E8

Dear Friends at St. John:

[*School name*] is planning its ____ annual Terry Fox event and it is just around the corner! The date for this year's fundraising event is [*date*]. Once again, we are looking forward to another fun day. Over the years, St. John Ambulance has been most helpful in ensuring that safety was always a foremost consideration in the organizing of our Terry Fox day. Your involvement over the past ____ years has been greatly appreciated.

We are organizing our route as in past years: a 10 km course where the participants can walk, jog, bike, wheelchair, or in-line skate to the finish. We are again supported by the District School Board of Niagara and the Niagara Regional Police will be in attendance.

We hope to again count St. John Ambulance as a proud supporter of our event. We hope you will be able to schedule our event into your calendar of events. We would appreciate it if the Mobile First Aid Unit could be present on the day of the event.

Please contact me at your earliest convenience so we can make any arrangements. I can be contacted at the school at [*school telephone number*]. Thank you for your support of [*school name*] and cancer research.

Sincerely,

[*Organizer's Name*]

INVITATION TO THE MEDIA

[*Date*]

[*Name*]

[*Title*]

[*Address*]

Dear Sir/Madam:

As per our conversation earlier this morning, I would like to schedule the CWSI Fun Truck for the annual [*school name*] Terry Fox fund raising event at [*school name*] which is being held on [*date*]. We have utilized the Fun Truck for the past ____ years and last year on-air personality, John Dare, attended our event. It is truly wonderful to have the continued support of your organization.

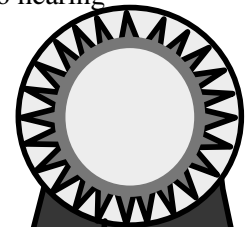
It would be greatly appreciated if we could use the truck again this year on [*date*]. We would also like to utilize an on-air personality, perhaps John Dare again, as he is familiar with The Terry Fox Run. Last year Mr. Dare made announcements regarding our school event, provided information about The Terry Fox Run, and played background music. He greatly enhanced the overall organization and communication aspects of our event. We would require the use of your services from noon until approximately 3:30 pm.

If you have any questions please contact me at [*phone number*], or by facsimile at [*fax number*] or via e-mail [*email*]. I look forward to hearing from you.

Thank you once again for your support.

Sincerely,

[*Organizer Name*]



STEPS TO A SUCCESSFUL PRESS RELEASE

There are seven basic elements that every press release should have in terms of content and how it appears:

FOR IMMEDIATE RELEASE

These words should appear in the upper left-hand margin, just under your letterhead. You should capitalize every letter. You can also use PUBLIC SERVICE ANNOUNCEMENT.

Contact Information

Skip a line or two after release statement and list the name, title, telephone and fax numbers of our company spokesperson (the person with the most information). It is important to give your information and it can be printed at the end of the release as well.

Headline

Skip two lines after your contact information (or **FOR IMMEDIATE RELEASE**) and use a boldface type.

Dateline

This should be the city your press release is issued from and the date you are mailing, or faxing, your release.

Lead Paragraph

The first paragraph needs to grasp the reader's attention and should contain the relevant information to your message such as the five **W's** (who, what, when, where, why).

Text

The main body of your press release is where your message should fully develop. If possible, double-space (or at very least, 1.5 lines) the text and leave plenty of white space in the margins.

Recap At the lower left hand corner of your last page restate your product's specifications, highlight a product release date. Type "-30-" at the end of announcement, or "more" if announcement continues on second page.

HELPFUL HINTS

- ▶ Make sure the information is newsworthy
- ▶ Tell the audience that the information is intended for them and why they should continue to read it
- ▶ Start with a description of the news, then distinguish who announced it, not the other way around
- ▶ Ask yourself, "How are people going to relate to this and will they be able to connect?"
- ▶ Make sure the first 10 words of your release are effective, as they are the most important
- ▶ Avoid excessive use of adjectives and fancy language
- ▶ Deal with the facts
- ▶ Provide as much contact information as possible: Contact person, address, phone, fax, e-mail, Web site address
- ▶ Make sure you have a newsworthy story before you issue a release

FOR IMMEDIATE RELEASE**(SAMPLE PRESS RELEASE)****Terry Fox Run at [School Name] Celebrates Milestone Year**

(Toronto-Autumn, 2009)...It was 29 summers ago that a young man from British Columbia captivated Canadians with his determination, commitment and energy to find a cure for cancer. His name was Terry Fox.

This year, our school will be holding its [*years involved*] annual fundraising event to commemorate Terry's inspirational Marathon of Hope.

The Terry Fox Event at [*school name*] will take place at [*place/date/time*]. Following the event, an assembly is scheduled to acknowledge student and staff efforts. A representative from The Terry Fox Foundation will accept [*school name*]'s contribution on behalf of the Foundation. There will be plenty of photo opportunities as several teachers and students will have their heads shaven [*replace with your activity*]. We hope you will join us for this very special occasion.

Ontario students have been tremendous supporters of Terry's dream to find a cure for cancer. Their phenomenal efforts to raise funds and awareness has raised millions of dollars and is bringing us all closer to a cure.

The date of this year's Terry Fox National School Run Day is Friday September 25, 2009. Millions of students are expected to participate across Canada. Since Terry's Marathon of Hope in 1980, twenty five annual Terry Fox Runs have contributed more than \$400 million for cancer research.

For further information please contact

Organizer Name

School

Phone/ email

DISTRICT SCHOOL BOARD INVITATION

[Date]

[Superintendent/Director]

[District School Board]

[Address]

[City/Town]

[Postal Code]

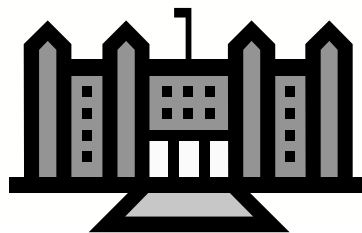
Dear *[Superintendent/Director]*:

We are writing to invite you to attend our Terry Fox assembly on *[Date]* marking the closure of our school's annual Terry Fox fundraising campaign. We will be presenting our contribution to a representative from The Terry Fox Foundation and the local media has been contacted for photo opportunities. We are delighted to share with you that together with this year's contribution, *[school name]* has successfully raised \$____ for cancer research.

It would be very meaningful to the whole school community to share this occasion with you. We would appreciate hearing from you to confirm your attendance on *[date]*. Please do not hesitate to contact me if you require additional information. Thank you for your support.

Sincerely,

[Principal Name]



THANK YOU LETTER

[*Date*]

[*Manager Name*]

[*Company*]

[*Address*]

[*City/Location*]

[*Postal Code*]

Dear Manager:

Thank you for your part in making the [*school name*] Terry Fox fundraising event on [*date*] such a great success! Despite an ominous forecast, the weather cooperated beautifully and hundreds of staff and students participated in our school event. We were delighted with the number of parents who joined us that sunny afternoon! We are thrilled with the results as we announce a record \$_____raised.

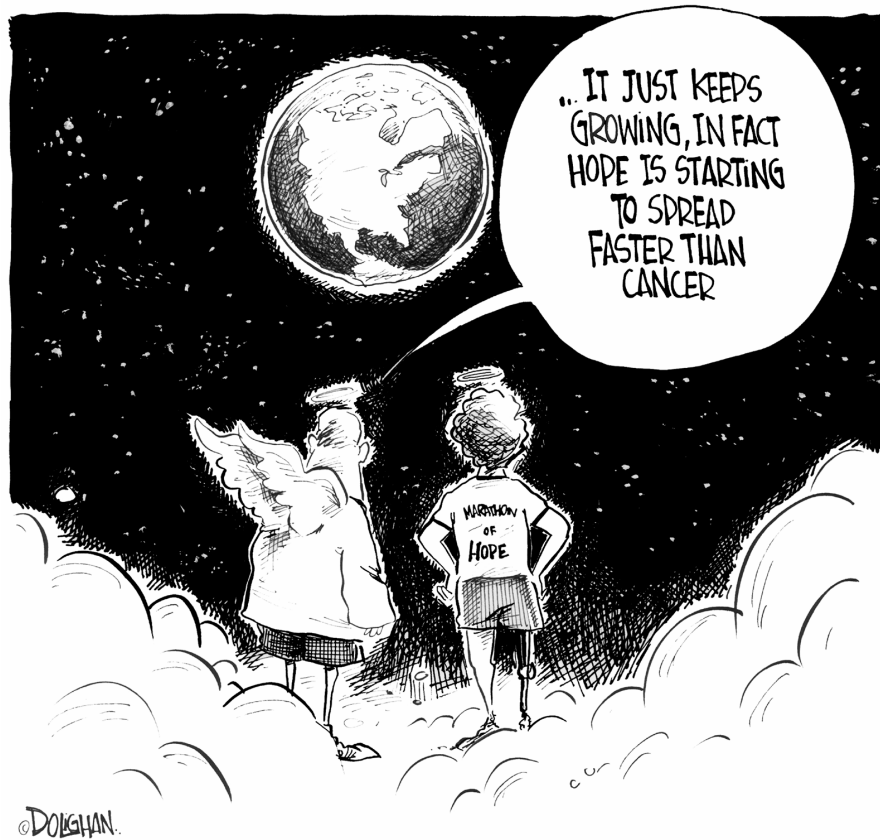
It was truly an inspirational day. Many students were encouraged to post notes on a Dedication Board to pay tribute to the great courage and unrelenting human spirit of their friends and family members with cancer. I think everyone felt the importance of his or her support for this worthy cause.

We have heard many positive comments from all our participants on how much fun they had. We could not have held our event without the vital support of [*retailer/supermarket*]. The hotdogs and hamburgers were delicious and much appreciated by all the hungry participants after completing the course!

Thank you for helping us to make our school's Terry Fox event such a success. We appreciate your support tremendously.

With best wishes,

[*Principal Name*]



The Terry Fox Foundation
www.terryfoxrun.org
1 888 836-9786