

# JTI Leadership Toolkit

There are many ways that JTI alumni or interested high school students can support the mission of JUST TRYAN IT. Below is a range of ideas and concepts - some have been developed in our communities and others are waiting for the next leader(s) to jump in. And, by no means is this a complete list of the ways to engage in supporting families fighting cancer. Feel free to share you ideas with us and make this your own.

## Start a Student Club

JUST TRYAN IT is always looking for ways to raise awareness and visibility in a community - starting or running a club in your school is one way. We have seen the following school programs implemented at schools in the past.

- Halloween candy drive
- Card writing campaign or toy drive
- Dance marathon fundraiser
- Sports team to “adopt” a STAR or hold a JTI fundraising drive and/or racer sign-up during a game

## Complete a Senior Project

- Approximately 3 week program to satisfy school’s senior project requirement
- Direct work with JTI staff and volunteers
- Opportunities in the areas of Marketing, Strategic Planning, Race Planning, and Recruitment

## Be a JTI Spokesperson at school assembly

- Talk about JTI’s mission and raise awareness to cancer related financial toxicity (CRFT)
- Empower kids to help others in their community
- Sometimes, we are able to arrange to have a STAR join at the assembly to speak first hand about their experience.  
(Slides template is available)

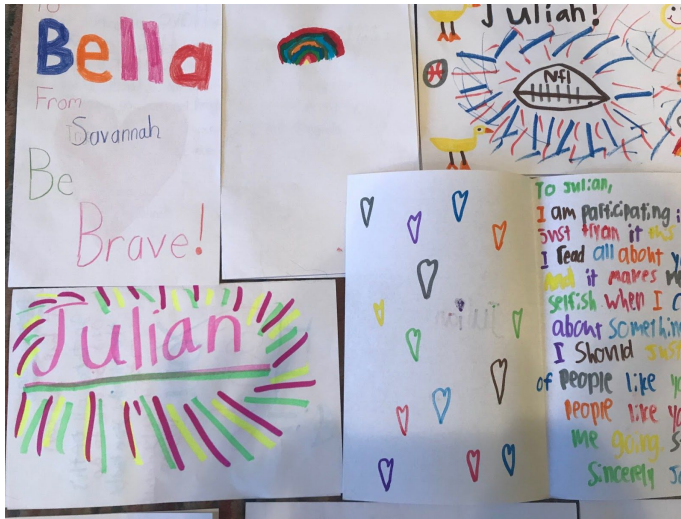
## Captain a Team at your Elementary School

- Email the Principal and ask to present about JTI at lower/elementary or middle school assembly
- Email parents of the students who competed last year introducing yourself, encouraging them to register, and explaining your role as a captain
- Once the LS assembly is scheduled, email the past students asking them to wear their JTI shirts to school that day
- Organize 1+ team training events
- Work with the team to consider a joint fundraising event (car wash, bake sale, or something else)
- Email individuals and the team as they reach certain goals
  - 10 people signed up 20, 30, etc.
  - Fundraising milestones (set \$ amounts)

- Training goals
  - Connect as a team at packet pickup the day before the race
  - Place a special note of encouragement in each racer's packet pickup bag.
  - Coordinate for the racers to get a team picture on race day
  - Cheer on your racers on race day
- (Sample email templates are available)

## Start a Letter Writing Campaign

From time to time, we have parents and children reach out wanting to write letters. We collect the letters and then send them directly to the STARS. These are always appreciated and we sometimes get responses back from the STARS that we can share with the letter writers.



## Promote JUST TRYAN IT on Social Media

Do you have a great idea or campaign that we should run on social media. Let us know and we will work with you to make it happen!

## Create a Video - Documentary

Create a storyboard and work to develop a narrative arc that you can then put to video. Access can be provided during our race and interviews may be able to be arranged.

## Volunteer at the race

There are many different roles for volunteer and we need over 150. With experience volunteering, students can be promoted to Race Captain roles leading a team of volunteers (adults and students).