



## FREQUENTLY ASKED QUESTIONS

**Fundraiser leading up to the Ultra-Trail Harricana of Canada™**  
(hereinafter referred to as the UTHC)

### Registration

**If I register for the fundraiser, does it mean I'm registered for the event?**

No. While spots are reserved for runners who [raise](#) a minimum of \$150, you must register for the [UTHC event](#). If you qualify for a price reduction, ask the MS Society team for your promo code before registering.

**I registered for the Ultra-Trail Harricana before doing my fundraiser and am now entitled to reduced registration fees. Can I get a refund?**

Yes. You can either get the discounted amount refunded this year or get a promo code you can use to register at a discounted rate next year.

**How do I register for a race that is marked "full" by participating in the fundraiser?**

There are spots reserved for runners who participate in the fundraiser. Register for the fundraiser, raise \$150 or more, or make a personal donation of \$150 to your own fundraiser, and then contact the MS Society team for the code that will let you register for a race that is marked full.

The person to contact:

Sophie Gérard

[sophie.gerard@scleroseenplaques.ca](mailto:sophie.gerard@scleroseenplaques.ca)

514-225-9552

Note that donating \$150 to another runner does not count. You must be registered for the fundraiser.

**Can I change my race distance?**

Yes. Contact the Ultra-Trail Harricana of Canada™ team to make the change.

### **Does donating \$150 allow me to register for a race marked as “full”?**

No. Donating \$150 to another runner does not count. You must be registered for the fundraiser. You will need to make a donation to your own fundraising page or reach out to others to raise this minimum amount.

### **I was entitled to a reduction last year (which I didn't use) and can't participate this year. Can I use it next year?**

No. Reductions can only be carried forward one year. For example, if you were entitled to a reduction due to your fundraiser in 2022 and won't be able to use it in 2023, you cannot save it for 2024.

### **I've raised \$250, which entitles me to a shirt. When will I get it?**

The MS Society team will be at the event to raise awareness and will give you your shirt then. Come see us at the MS booth in the exhibitors' village at Mont Grands Fonds. If you can't pick up your shirt on the weekend of the event, it will be mailed to you.

### **Can I give you the donations in cash and cheques onsite?**

If possible, please prioritize online donations by credit card. However, we will accept cash and cheque donations at our booth on the weekend of the event. You can also mail the donations to our office as soon as you receive them: 1188 Union Avenue, Suite 520, Montréal, Quebec H3B 0E5.

If you have cash or cheque donations, please fill out a [donation form](#) to let us know who to issue the tax receipt to. Please attach this form to the donations you will be mailing or bring it with you if remitting donations in person during the weekend of the event.

### **What is the deadline for using the reward program reductions I earn through my fundraiser?**

You can apply the reductions earned in 2022 until midnight on August 21, 2022. After that, reductions can only be applied next year.

## **Fundraiser Portal – Instructions**

### **What is the Fundraiser Portal?**

The Fundraiser Portal is an online fundraising system that allows runners on the UTHC to track the progress of their fundraising, collect online donations and send personalized emails.

This customized tool greatly facilitates fundraising and makes it easy to reach out to your network of contacts.

### **How can I access the Fundraiser Portal?**

1. Go to [harricanasp.ca](http://harricanasp.ca).
2. Click on Login.
3. Enter your username and password.

### **What are the benefits of using the Fundraiser Portal?**

The Fundraiser Portal can greatly facilitate your fundraising in addition to allowing you to easily reach your potential donors. Here are some of the features available at your Participant Centre:

- **Creation of a personal page.** The Fundraiser Portal is your personal fundraising webpage. People who wish to donate to encourage you will automatically access your page, from which they can donate. You can customize this page by adding a testimonial, a photo or a video and state your fundraising goal. You can also post the link to this page on your Facebook page and your Twitter account.

- **Sending email solicitations to your friends and family.** You can send personalized solicitation emails to your friends and family from your Fundraiser Portal. Each email includes a link to your personal fundraising page and allows the donor to donate easily.
  
- **Monitor the progress of your individual fundraising.** A thermometer displays the donations received online and gives you the total of your fundraising.
  
- **Access to important documents related to your fundraising efforts.** Donation form, rewards scale, Guide, and social media tips and tricks that will facilitate your fundraising are provided in the Fundraiser Portal.
  
- **Automatic sending of official tax receipts.** The donor who makes a donation online automatically receives a tax receipt by email.
  
- **Possibility to publish the link to his personal fundraising page in his social networks.**

### **How do I personalize my webpage in the Fundraiser Portal?**

By default, your personal fundraising page includes text and photo, a table showing the progress of your fundraising and a list of donors. You can change some items from the Personal page table of your Fundraiser Portal.

In particular, you can customize the text content, change the photo or embed a video on your webpage. By clicking on the Display options tab, you can also customize other items on your page, such as choosing whether to display your fundraising thermometer, the donor list, and a personal blog that donors can follow.

### **How do I send a solicitation email to my contacts?**

1. Go to the Email tab of your Fundraiser Portal.
2. Click on Configure. You will then need to select an email template (thank you, solicitation or other) and click on Next.
3. Change the message if you want to and click on Next.
4. Then add contacts, either manually or by importing your contacts, and then click on Next.
5. You can then preview your message. If you want to make changes, go back to the previous tabs. If you are ready to send your email, click on Send.

# Fundraising

## What advice can you give me for fundraising?

Now that you have registered for the event, why not start by donating for your own fundraising? You will thus demonstrate your personal commitment to the cause, and the donors you seek will then tend to donate an equivalent or greater amount to yours to support you.

Here are some additional tips that will help you to ensure the success of your fundraising:

- **Set a goal.** If you set a high goal, people will be more inclined to raise the value of their donation if they are able to, which will allow you to easily reach your goal. Track your progress and share it with your current and potential donors. Many people will decide to donate a little more generously knowing that you are getting closer to your goal.
- **Start immediately.** Start your fundraising as soon as you have completed your registration. The sooner you start soliciting people, the more money you will raise. So, don't wait!
- **Use your Fundraiser Portal.** Log in to your Fundraiser Portal to raise money online. Personalize your fundraising page, solicit donations and track the progress of your campaign.
- **First, solicit donors who are likely to make the highest donations.** The first donations you receive will be used as a reference by other donors. Choose the right time to ask for a donation (e.g., pay day or the next day)
- **Solicit everyone.** Don't hesitate! After soliciting donors who are likely to make the highest donations, ask everyone. This is the first advice our sponsorship champions give us. And by everyone, we really mean everyone! Be prepared to inform your potential donors about MS and about what their donations are used for.
- **Use social media.** Tell your story through social media! Participants who use social media networks to explain why they are motivated to participate receive more than average donations. Express your motivations in a video and publish it on social networks. Add links to your personal fundraising page from various social media platforms, such as Facebook, Twitter, Instagram, Snapchat, and LinkedIn, to solicit support from your family and friends and members of your professional network. Get creative! It's your story, and these people are your audience.
- **Organize a virtual fundraising event yourself.** Take advantage of your talent and skills! Do you like to cook? Exchange cakes and pastries for donation. Organize a virtual dinner with your friends and ask them to encourage you by donating. Do you like sports? Launch a sports betting contest in which some of the funds will be raised for your event. In short, be inspired by your passions.
- **Join a team or train your team.** Need a little boost to maintain your motivation? Join one of our teams, or form your own team with colleagues, relatives and friends.  
There is strength in numbers!

- **Thank your donors..** Be sure to follow up with your donors and thank them for the help they have given you in achieving your fundraising goal. You could also send them a little word after the event to tell them about your experience doing the UTHC.
- **Check if your employer has a matching donation program.** Some employers participate in matching donation programs whereby they donate an amount equivalent to the donations from their employees to a cause of their choice.

#### **What payment methods can donors use?**

Donations can be made by credit card, cheque or cash. Donations collected by credit card are compiled online in your Fundraiser Portal. An official receipt is generated automatically for donations made online. It is also possible to donate by credit card or by phone, at 1-800-268-7582.

#### **What to do with donations received in cash or by cheque?**

Donations received by cheque or by cash must be kept and compiled by the runner on the donation form. This document can be downloaded from your Fundraiser Portal homepage. These donations, along with the donation form, can be sent to the UTHC staff at any time by mail.

You can compile donations received by cheque or cash in your Fundraiser Portal. Thus, your fundraising thermometer will accurately reflect the amounts you have collected. Please note, however, that you will still have to enter the donations received by cheque or cash on the donation form and submit the form along with the donations, by mail, to the MS Society staff.

To enter a cash or cheque donation manually in the Fundraiser Portal, here is how to do this:

1. On the home tab of the Fundraiser Portal, click Enter a new donation.
2. Enter the name of the donor and the amount of the donation.
3. Enter the required information on the donation form.

#### **Are donors entitled to an official tax receipt?**

The receipt is sent automatically by email when a donation is made online (credit card payment). For this reason, we suggest that you recommend that your donors donate online. This is a safe, fast and environmentally friendly method of donating!

Donors who donate by cheque or in cash of \$20 or more will also receive an official tax receipt, provided they give their mailing address, in accordance with the requirements of the Canada Revenue Agency. Official receipts are mailed out in the following weeks, or by email if the donor has provided an email address.

#### **When is it necessary to remit to the MS Society the donations received by cheque or in cash?**

Donations received by cheque or in cash may be sent to the UTHC staff at any time before the event.

#### **Is it possible to raise funds after the event is held?**

You can raise funds for your fundraising up to one month, day for day, after the holding the UTHC. Donations made by cheque or in cash after the event must be given to the staff within one month of the UTHC.

**Donate**

**How can I donate online to a runner or to a team?**

On the homepage for the UTHC ([harricanasp.ca](http://harricanasp.ca)) click the Donate tab. You can search using the family name and first name of a person, or the name of a team. When you have found the runner or team you want, click on Make a donation now.

**I made a donation. Am I entitled to an official receipt for tax purposes?**

When you donate online (by credit card), an official receipt is sent to you automatically by email. If you donate \$20 or more by cheque or in cash, you must provide mailing address for an official receipt to be issued. This receipt will be mailed to you in the following weeks, or by email if you provide an email address.

**I have made a donation and have not yet received my official receipt. What should I do?**

Official receipts are automatically generated for donations online. If you have not received this document, check your junk mailbox. In Gmail also check the Promotions folder. If you have made a donation of \$20 or more in cash or by cheque, a receipt will be mailed to you in the following weeks, or by email if you have provided an email address. If you do not receive this document, please contact the Quebec Division at 1-800-268-7582, ext. 2244.

**What are donations used for?**

The funds raised help the Multiple Sclerosis Society of Canada to fulfill its mission to fund research and to develop programs and services that are designed to assist people who have multiple sclerosis.

**Who can I contact for help and promo codes?**

Sophie Gérard / [sophie.gerard@scleroseenplaques.ca](mailto:sophie.gerard@scleroseenplaques.ca) / 514 225-9552