



FORT McMURRAY  
MARATHON

# RUN FOR A REASON

*In 2022, the Fort McMurray Marathon will introduce a new charitable element that will give participants the opportunity to fundraise for local registered charitable organizations.*

Run for a Reason is modeled after similar charitable programs in marathons across Canada. This new element brings a fresh new community-focused aspect to the event, involving local organizations and engaging marathon participants in an opportunity to raise funds for their favourite charities.

## WHO CAN PARTICIPATE?

The Run for a Reason Program invites registered charitable organizations, who operate within the boundaries of the Regional Municipality of Wood Buffalo, to apply to be a Fundraising Partner in the 2022 Fort McMurray Marathon (FMM).

## HOW MUCH DOES IT COST TO BE A FUNDRAISING PARTNER?

There is no cost associated with being an official Fundraising Partner. Fundraising partners will be encouraged to promote their involvement in the 2022 FMM and recruit runners to support their fundraising efforts.

## HOW CAN CHARITIES RAISE FUNDS DURING THE FORT MCMURRAY MARATHON?

Run for a Reason provides two different opportunities to raise funds during the 2022 Fort McMurray Marathon.

### 1) Through Runners

During runner registration, participating runners can choose to make a personal donation to any charity that is listed as a Fundraising Partner. They will also have the option to select a charity to fundraise for by collecting pledges & donations for their chosen organization.

### 2) Through Individual Supporters

Fundraising Partners will have the opportunity to collect donations from supporters who are not running in the 2022 Fort McMurray Marathon. They can do this by sharing their Race Roster donation link.

## WHEN CAN ORGANIZATIONS START FUNDRAISING?

Fundraising is open from the start of runner registration until 21 days after the event

## HOW ARE DONATIONS COLLECTED?

Run for a Reason will be operated through the Fort McMurray Marathon registration platform, Race Roster.

### Donations will be collected in Race Roster through a variety of methods:

- Donations can be collected through the registration process
- Runners will have a personal fundraising webpage to share with family & friends
- Fundraising Partners will have a unique webpage that can be shared with supporters
- Fundraising Partners can record offline donations

Fundraising coordinators at participating charitable organizations will have access to Race Roster to view donations and access donation reporting.

## HOW CAN CHARITIES RAISE FUNDS DURING THE FORT MCMURRAY MARATHON?

### Step 1) Registration Web Form

The FMM Committee will collect the following information from charitable organization via a Race Roster registration web form before runner registration opens:

- Fundraising Partner's point of contact name (Fundraising Coordinator), email and phone number, address
- Legal name of not-for-profit or charitable organization
- Charitable organization's registration number
- Name of charitable organization that should appear on the list of FMM Fundraising Partners
- Charitable organization's website URL
- A description of the charitable organization and how the funds raised will be used (100-150 words)
- Fundraising goal (optional)
- Donation Tax Receipt Settings:
  - Charitable organizations can choose to issue donation tax receipts through two different ways, manually or automatically in Race Roster.

#### a. Issue their own tax receipts.

For this option:

- The Fundraising Coordinator will need to access the donation report in Race Roster to retrieve the donor information in order to send out the tax receipts. This can be done throughout the event, or once the event and fundraising has closed. Fundraising closes 21 days after the event date.
- All donors will receive an email confirmation of their donation explaining that an official tax receipt will be coming directly from the charitable organization.

#### b. Automatically issue their tax receipts through Race Roster.

For this option the following information will be needed:

- Organization's address for tax receipts
- Name and title for tax receipt signature
- Charitable organization number
- Email address for a copy of the tax receipts to go to
- Custom donation tax receipt message. The default message is "Thank you for supporting XYZ Charity through the 2022 Fort McMurray Marathon" (optional)
- A minimum donation value amount for a tax receipt to be issued
- Donation tax receipt # prefix (ie. event name/acronym and year)
- Donation tax receipt # start

### Step 2) File Submission

After completing the registration form, organizations will receive a confirmation email and will be prompted to send the following information to Race Roster:

- Square version of organization's logo
- Copy of tax receipt signature (if organization opted for Race Roster tax receipts)

### Step 3) Payment Profiles

Following registration approval, Fundraising Partners will receive a link to set up their payment profiles and payout options.

- Fundraising partners can choose to have their payout issued through two different ways, cheque or EFT.
  - **Cheque:** Race Roster will issue cheques bi weekly as long as a minimum of \$200 has been raised.
  - **EFT:** Race Roster will issue an EFT payment once a week. A payout report will also be sent by email and can be downloaded by the Fundraising Coordinator directly from Race Roster. EFT banking information will need to be submitted by the charitable organization directly on Race Roster through the fundraising settings.

This includes;

- Payment profile owner name
- Currency
- Payment method (EFT or cheque)
- Name on Account
- Account Type (Business/Personal)
- Bank Transit Number
- Bank Institution Number
- Bank Account Number
- Email for payout notifications

• Donors will have the option to pay the credit card and processing fees at the time of donation. If they choose not to pay the additional fees, those fees will come out of their donation total. Funds raised, displayed on the Race page for an event, are the total donations including the fees. Any fees not paid by the donor will be deducted from the total donation payout amount to the organization.



## HOW CAN FUNDRAISING PARTNERS ACCESS RACE ROSTER?

The organization's Fundraising Coordinator will have access to Race Roster to retrieve fundraising reports and make edits to their fundraiser's details.

Through the fundraising settings page (Event Dashboard> Settings> Fundraising), Fundraising coordinators will be able to:

- Add or edit their organizations:
  - o logos
  - o images
  - o organization's details
- Reference the status of their:
  - o tax receipts
  - o payment profile
  - o fundraising goal
  - o fundraising close date

Fundraising Coordinators also have access to a number of reports through the management page (Event Dashboard> Management> Fundraising) including:

- list of fundraisers who are raising money for their charitable organization
- donation report
- donation receipts
- fundraising payout report

## HOW CAN FUNDRAISING COORDINATORS FIND SUPPORT?

Fundraising Coordinators will have access to the following supports:

- Race Roster How-To Videos
- Fort McMurray Marathon Organizing Committee member
- Race Roster's Fundraising Specialist (currently Galan Yousuf)

## WILL 2022 FUNDRAISING PARTNERS NEED TO REREGISTER NEXT YEAR?

2022 Fundraising Partners will only need to submit most of their registration information one time. In future years, if organizations have already been a Fundraising Partner for Run for a Reason, Race Roster will carry event details over.

- Organizations will be required to review and update the information from the previous years
- Tax receipt information will carry over and will require review and updates as needed. If changes are required, the tax receipt form will need to be submitted for a new approval.
- Banking information will be transferred over and can be edited as needed.

## FUNDRAISING PROMOTIONAL REQUIREMENTS

*Success of the new Run for a Reason program can only be achieved with help from our Fundraising Partners! This program is designed to provide a new and exciting opportunity to engage local charitable organization's supporters and raise funds for their organizations.*

Fundraising Partners are asked to spread the word about the program & the event with a minimum of:

- 6 social media posts about the event & fundraising program - Tag us on Facebook @FortMcMurrayMarathon, or on Instagram @MacDonaldIsland
- 2 email blast to your organization's current mailing lists
- 1 website listing with event details and a link to the event page

The Fort McMurray Marathon Organizing Committee will provide Fundraising Partners with additional marketing collateral such as:

- Event posters
- Social Media Graphics
- Links to Fort McMurray Marathon social media posts which can be shared on Fundraising Partner's social channels

*Organizations will have greater fundraising success by promoting their involvement in the program throughout the community & to their specific audiences and supporters. Additional marketing efforts are strongly encouraged!*

Listed below are some ideas for additional marketing efforts that Fundraising Partners can execute throughout their fundraising campaign:

- Hold an internal mini competition for the highest fundraiser
- Set a fundraising goal and promote your organization's progress to reaching it
- Share social media shoutouts for fundraising runners - this could be testimonials about why they are running for a specific organization
- Host an Instagram or Facebook live post describing the program and why people should run for an organization's cause
- Promote the fundraising opportunity and recruit runners at an organization's internal programs and events leading up to the Fort McMurray Marathon
- Display the Fort McMurray Marathon event posters in organization's public office areas

## EVENT INVOLVEMENT OPPORTUNITIES

*Fundraising Partners will have the opportunity to participate in the Fort McMurray Marathon on the event day through water stations.*

Water stations require 2-3 volunteers to set up water stations and distribute water & electrolytes to runners during the event. Volunteers will also maintain a clean route by picking up any cups that may be dropped during the run. At the end of the event, volunteers will tear down the water stations with the support of the Fort McMurray Marathon committee.

Volunteers at water stations are strongly encouraged to cheer on runners, decorate their water stations, and display their organization's signage.

Water stations will be assigned to interested partner organizations on a first come, first served basis.

**We can not wait to work with you through the  
2022 Fort McMurray Marathon!**

If you have any questions regarding this program,  
please reach out to [FortMcMurray.Marathon@RRCWB.ca](mailto:FortMcMurray.Marathon@RRCWB.ca)