

Frequently Asked Questions

Général

Do you have to raise money to participate in the MS Walk?

Even though it is not mandatory to raise funds to participate in the MS Walk, organizers of some walks may ask their participants to raise \$25 to get a meal, a snack or other advantages on the day of the event. Ask your local walk organizers for information on how to participate in the event.

Each walker who raises \$150 will receive the official event t-shirt.

What rewards are offered?

Walkers are also entitled to a range of awards based on the amount raised during their fundraising campaign. Here are the rewards that will be offered in 2019:

\$150 raised = T-shirt

\$500 raised = Socks

From \$1,000 to \$4,999 raised = Cellphone armband

\$5,000 and over raised = Sports headband

When can I get my rewards?

The rewards will be given out on the day of the event, with the exception of the Club 5000 awards, which will be sent out during the fall.

When will I receive the rewards (gift cards) earned thanks to my fundraising campaign?

The rewards (gift cards) will be sent to you in the fall.

What is the Walk of Champions and how can I participate?

The Walk of Champions is a reward option for walkers who have raised \$10,000 or more. When you have raised this amount, you can either get gift cards at this level, participate in the Walk of Champion, or adhere to the Mission First Club.

In order to highlight the remarkable efforts of MS Walk participants who succeed in raising this amount, we invite them to join the Canadian team that will participate in the 2020 Walk of Champions in the United States.

To take part in this event, 2019 MS Walk participants need to have raised at least \$10,000 as part of the fundraising campaign that they have carried out from November 1, 2018, to October 31, 2019.

The 2020 Walk of Champions will be held in April in Atlanta, United States.

What is the difference between a walker and a donor?

Walkers are people registered for the MS Walk who agree to carry out a fundraising campaign. They participate in the MS Walk on the day of the event.

Donors are people who encourage a walker by making a donation. They are not registered for the MS Walk and do not participate. If they wish to participate, they must register for the event.

The Day of the Event

Can you be accompanied to the event?

Anyone can participate in the MS Walk as long as he or she is registered for the event. If you know someone who wishes to accompany you to the MS Walk, it will be possible for him or her to register on the spot on the day of the event and make a donation.

Walkers cannot be accompanied by their donors on the day of the Walk. Each person who participates in the Walk must be registered and raise funds themselves.

Registration for the MS Walk

How can I register for the event?

It is possible to register for the MS Walk as an individual walker or as a member of a team. No matter how you wish to participate in the Walk, you must be registered to participate.

If it is your first time as a participant in the MS Walk, you must register as a new walker:

1. Go to: http://mssoc.convio.net/site/PageServer?pagename=walk_homepage&locale=en_CA.
2. Click on Choose a province and select the province of your choice.
3. Select the city where you wish to participate in the MS Walk.
4. Click on the left mouse button: Register.
5. Choose one of three following options:
 - a. Start a team: for people who wish to form a team and be its leader.
 - b. Join a team: for people who wish to join an existing team. You must know your team's name in order to search and select it.
 - c. Register as an individual: for people who wish to walk alone.
6. Click on Join as a new participant.
7. Determine your personal fundraising goal.
8. If you wish to make an immediate donation for your own fundraising campaign, indicate the amount of your donation in the Be the first to make a donation to your fundraising box.
9. Then click on Next Step.
10. Fill out the registration form then click on Next Step.
11. Read and accept the terms of use.
12. Finally, make sure that all the information provided is correct and click on Finish registration.

I have already participated in the MS Walk, and I want to register again. How can I?

If you have already participated in the MS Walk in the past few years, the username and password that you created at that time are still valid.

I forgot my password. What should I do?

1. Go to: http://mssoc.convio.net/site/PageServer?pagename=walk_homepage&locale=en_CA.
2. On the home page, top right, click on Login.
3. Under the Login tab, you will see "Forgot your password or username?" Click on password.
4. Enter the username and email used when you first registered, then click on Submit.
5. You will receive an email with a link that will allow you to change your username and password.
6. If you do not receive this email quickly, check your spam inbox. In Gmail, also check the Promotions tab.

I forgot my username. What should I do?

1. Go to http://mssoc.convio.net/site/PageServer?pagename=walk_homepage.
2. On the homepage, top right, click on LOGIN.
3. Under the LOGIN tab, you will see "Forgot your password or username?" Click on username.
4. Enter the email used when you first registered, then click on Submit.
5. You will receive an email with your username.

If you do not receive the email quickly, check your spam inbox. In Gmail, also check the Promotions tab.

Walk as a team

What is an MS Walk team?

An MS Walk team is made up of a team leader and at least three people, all of whom are registered for the event. You can form a team with your family members, friends or co-workers and become the leader. Each member of the team must enroll individually in the MS Walk and join the team before they can start their individual fundraising, which will be counted together with the team's fundraising.

What are the advantages of walking as a team?

It has been found that people who form a team are more committed and motivated to carry out their fundraising than those who participate in the MS Walk on an individual basis. Team members also benefit from the support and advice of their teammates with respect to their fundraising so they are raising more funds. In addition, it is always more enjoyable to take part in the event in the company of friends and relatives!

Is there a minimum and maximum number of people who can be part of a team?

A team consists of at least four people, including a team leader. There is no limit to the number of walkers who can be part of a team. Generally, the more participants a team has,

the more motivated they are to raise money, and the more fun they have!

What is the team leader's role?

Each team must choose a team leader. This person is responsible for registering the team in the MS Walk. Each of the walkers can then register and join the team formed by the team leader.

Team leaders contribute greatly to the success of the event. They recruit members and motivate them in carrying out their fundraising. They set a fundraising goal for the team and put in place the means necessary to ensure the team's success.

An honorary gift is given to team leaders on the day of the event in recognition of their work.

I want to form a new team. How do I do that?

The person who creates a team is automatically designated as the team leader. Here's how to train a team:

If this is the first time you have participated in the MS Walk:

1. Go to mswalk.ca.
2. Click on Choose a province.
3. Choose the city where you want to participate in the MS Walk and click on Register.
4. Click on the Start a team option.
5. Click on Join as a new participant.
6. Enter the name of your team.
7. Set your team's fundraising goal and click on Next step.
8. Set your personal fundraising goal.
9. If you wish to donate immediately to your own fundraising, enter the amount of your donation in the Additional donation box.
10. Then click on Next step.
11. Complete the registration form, then click on next step.
12. Read and agree to the terms of use, and then click on next step.
13. Finally review that all information you provided is accurate and click on Finish registration.

If you have already participated in the MS Walk in the past and now want to form a team and be the leader:

1. Go to marchedeleespoir.ca.
2. Click on Choose a province.
3. Choose the city where you want to participate in the MS Walk and click on Register.
4. Click the Start a team option.
5. Enter your username and password. You will be redirected to the Participant Centre, where you can click on the Join a team or Start a team tab.
6. Fill out the short form, then click on Send message. It takes three days for your team to be created. Check with your Participant Centre whether your team has been created.

I want to join a team. How do I do that?

Before you join a team, make sure the team leader has already created the team. Check with your Participant Centre to find out if the team has been formed.

If the team exists and you have not yet registered as a walker:

1. Go to mswalk.ca.
2. Click on Choose a province and select the province of your choice.
3. Click Choose an event and select the city where you would like to participate in the MS Walk.
4. Click Register.
5. Choose the Join team option.
6. If you know the name of the team, type it in the space provided. Otherwise, pick Search for a team. A list in alphabetical order of all existing teams will be displayed. Select the team you want, and then click on Join team. If the name of the team you want to join does not appear in the list, contact the team leader to check if the team has been formed.

If you want to join a team that has already been formed in the past and that you have been a part of, but has not yet been re-activated by the team leader, you can click on Bring back the team .

7. When you have found your team, determine your personal fundraising goal.
8. If you wish to donate immediately to your own fundraising, enter the amount of your donation in the Additional donation box.
9. Then click on Next step.
10. Complete the registration form, and then click on Next step.
11. Read and agree to the terms of use, and then click on Next step.
12. Finally, check that all the information provided is accurate and click on Finish registration. Your name will be added to the team members' list within three business days.

If you are registered as a walker and now want to join a team already created by its team leader, here's how to do it:

1. Go to mswalk.ca, click Login, then enter your username and password. This will help you to access your Participant Centre.
2. On the Participant Centre homepage, click the Join a team or Start a team option.
3. Fill out the form. You will be asked to indicate the name of the team you wish to join.
4. Click on Send message. Your name will be added to the team members' list within three business days.

Is it possible to reactivate a team that has already participated in the MS Walk?

If you have been part of a team in the past that has not yet been re-activated by its leader, you can apply for this team to be reactivated (only former team members can make this request). Here's how to do this:

1. Go to mswalk.ca.
2. Click Choose a province and select the province of your choice.
3. Click on Choose an event and select the city where you would like to participate in the MS Walk.
4. Click on Register.
5. Choose the Join team option.
6. Type the name of the team in the space provided for this purpose and click on Search for a team.
7. Your team will appear on the screen. Then click on the Bring the team back tab .

Participant Centre – Instructions

What is the Participant Centre?

The Participant Centre is an online fundraising system that allows walkers on the MS Walk 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 Participant Centre?

1. Go to mswalk.ca
2. Click on Login.
3. Enter your username and password.

What are the benefits of using the Participant Centre?

The Participant Centre 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 Participant Centre 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 Participant Centre. 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, Walker Guide, and social media tips and tricks that will facilitate your fundraising are provided in the Participant Centre.
- **Automatic sending of official tax receipts.** The donor who makes a donation of \$20 or more online automatically receives a tax receipt by email.

How do I personalize my webpage in the Participant Centre?

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 Participant Centre.

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 Participant Centre.
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 Participant Centre.** Log in to your Participant Centre 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 walk 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 fundraising event yourself.** Take advantage of your talent and skills! Do you like to cook? Exchange cakes and pastries for donation. Organize a dinner with your friends and ask them to encourage you by donating instead of bringing a dish or wine. Do you like sports? Launch a sports betting contest in which some of the funds will be raised for your Walk. 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 walk.
 - **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 is the absolute mission club ?

Any walker who raises \$150 or more is entitled to bonuses and rewards that are intended to emphasize efforts to raise funds. The value of rewards increases based on the amount raised.

A walker can however renounce his rewards and adhere to the absolute mission club . It thus increases the value of his contributions to the cause, as it allows the Multiple Sclerosis Society of Canada to reduce the costs associated with the organization of events and to dedicate more funds to research and services offered to people with MS. They then receive an official donation receipt in an amount equal to the value of the reward which they gave up.

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 Participant Centre. 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 walker on the donation form. This document can be downloaded from your Participant Centre homepage. These donations, along with the donation form, can be given to the MS Walk staff at any time, or on the pre-registration day, or on the day of the walk, when checking in.

You can compile donations received by cheque or cash in your Participant Centre. 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, to the MS Society staff.

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

1. On the home tab of the Participant Centre, 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?

An official receipt is issued for all donations of \$20 or more.

The receipt is sent automatically by email when a donation of \$20 or more 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 given to the staff at the MS Walk of your chapters at any time, or during pre-registration or registration, on the day of the Walk. Check with your chapter or the website at marcheelespoir.ca to see the pre-registration date for the walk you are registered for.

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 MS Walk. Donations made by cheque or in cash after the event must be given to the chapter staff within one month of the MS Walk.

The MS Walk App: How to use it

How do you use the MS Walk App?

Once you have registered with the MS Walk, you can download the MS Walk app from Google play or the Apple store.

1. Go to Google play or the Apple store from your smart phone.
2. In the search field, enter marchedelespoir
3. Click on Install.
4. Enter your username and password.

What are the benefits of using the application?

-The MS Walk application has substantially the same functions as the Participant Centre, except that you can access them from the palm of your hand and at all times! So, in just a few clicks, you can communicate with your loved ones through social media to solicit donations. Other functions are also available, including the following: **Monitoring the progress of your fundraising.** The homepage of the application allows you to view the total amount raised and the percentage of funds raised compared with your goal.

-**Communication with your network.** The app allows you to send personalized messages to people in your network of contacts by email, text, Facebook, LinkedIn and Twitter. Each message includes, at the end, a link to your personal fundraising webpage. Anyone who wishes to donate to support you will be able to access your page automatically.

-**Modification of your personal page.** You can customize your personal fundraising page using the app. You can edit your testimonial or add an image or photo on the page. You can also publish the link to this page on your Facebook page.

-**Programming of messages on Facebook.** You will find in the application pre-written

messages that you can program to send to Facebook at a specified frequency or at various times: once a week, 60, 30, 15 or 5 days before an event, as well as the day before, the days or the day after the event. It is also possible to program the sending of a thank you message the day after the event.

-Entry of a donation. You can enter donations received directly into the application.

-Automatic sending of tax receipts. The donor who makes an online donation of \$20 or more automatically receives an official tax receipt by email.

-Donation entry. You can enter donations directly into the application.

-Automatic sending of tax receipts. The donor who makes an online donation of \$20 or more automatically receives an official tax receipt by email.

Donate

How can I donate online to a walker or to a team?

On the homepage for the MS Walk (mswalk.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 walker or team you want, click on Make a donation now.

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

An official receipt is issued for donations of \$20 or more. 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 of \$20 or more. When you make an online donation of \$20 or more, a receipt in PDF format is emailed to you after the transaction. If you have donated \$20 or more, but 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.

Donations made for the MS Walk contribute to the financing of various services such as:

\$10 : Allows a person with multiple sclerosis to attend a support group.

\$20 : Contributes to paying for summer camp for a young person whose parent has MS.

\$125 : Pays for the registration of two children in the Espoir famille weekend.