

HOW TO PLAN A VIRTUAL EVENT

With the current situation involving the COVID-19 (Coronavirus) pandemic, many events are being cancelled or postponed. The MRA is actively encouraging event organizers to consider a Virtual Option for their event. Any MRA-sanctioned event that offers a Virtual Option in place of its live event will be included in a new Participation Series offered by the MRA.

Runners, walkers and wheelers are all looking for a way to keep healthy and stay involved with others. A Virtual Event allows participants to take part in a group event and fundraise for a cause, while still observing the physical distancing rules that the Government has put in place. It may also attract participants from anywhere in the World that are looking for virtual options.

Some things to consider when setting up your Virtual Event:

- If you already have registrants for your event you may want to consider offering them options ie: full or partial refund/deferral to next year/convert to a donation/participate in the Virtual Option.
- Decide on the distances you would like to offer ie: 2k, 3k, 5k, 10k.
- Do you want to cap the number of participants that can take part? Be sure that you make your maximum number clear to your registrants and that you have enough awards or prizes for everyone.
- Participants will require a tracking app for their run (free). Results can be uploaded by the participant manually and may or may not include a screenshot of the activity (suggested).
- Establish timelines regarding dates for running and uploading results. We suggest stretching your timeline over a number of weeks or even a month.
- Are you offering an award or prize? This will attract more participants, especially if you offer a unique medal.
- Pricing will depend on what you are offering to the participant. Remember that your only expenses will be the cost of the award and shipping it to the participant. Costs including venue/timer/food/medical, etc. will not be incurred, so your entry fee should reflect that.
- You will need a Custom Waiver that is specific to Virtual Events.

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Race Roster has created an entire platform for Virtual Events. If your event currently uses Race Roster for its registration, they can provide a seamless conversion to a Virtual Event by contacting director@racerooster.com. If you've never used Race Roster but are interested in setting up a Virtual Option for your event, they can walk you through the entire process from start to finish. Contact Josh Lumani at Race Roster for information and assistance in setting up your event: josh.lumani@racerooster.com or 1-888-749-3028 ext. 716.

Some things to note if events are new to Race Roster:

- Our team will build the registration page based on information the event gives us (an event creation template will be provided). There is no charge for us to set this up, and it generally takes 2-3 business days to complete.
- Each event will need to set up a payment profile for their page to indicate where the registration funds are going, if any.
- The processing fees on registration are 6.5% + \$1.25 per registrant. If it is a free event, then there are no processing fees. If there is a charity attached to the page for peer-to-peer fundraising, the processing fees on donations is 6.5% + \$0.85 per donation.
- Participants will be able to submit a virtual result with a screenshot of their activity to a Live Results Leaderboard. There are templated emails within our campaign tool that gives instruction to participants on how to complete these steps.
- Participants will be able to download a custom finisher's certificate after they complete their virtual run, which they can share to their social media accounts.

For more information about planning a virtual event, please contact Kathy Wiens, MRA Executive Director at office@mraweb.ca or 204-477-5185.

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