RunSignUp

Know Your Participants. Boost Registrations. Grow Your Race.

RaceCRM
Relationship Management Tools

RunSignUp has been built from the beginning as a core Race CRM engine with full CRM functionality. All of the capabilities laid out here exist within the platform today. Currently, we are embarking on implementing a new CRM interface that puts an easy-to-use layer on all of the existing powerful functionality of RunSignUp. Much of the new interface has already been deployed or will be deployed by the end of 2018, and we will continually release new features and tools based on the endurance industry's and races' constantly evolving needs.

The power of any CRM is good data that exists within a single platform.

We're really excited about the CRM tools that RunSignUp is adding to the platform. Being able to see a snapshot of the history of the runners and what they've done with our races in the past lets us deliver the best customer service."

- Chris Tomlinson, VP Marketing at Corrigan Sports

1. Why a CRM for Races?

To provide the best customer service, all of your participant information AND actions need to be together. Let's look at a couple of examples:

> **Example 1**: A runner calls you and asks for a refund due to a family emergency. You look that runner up in the CRM and see they have come to 7 of your races and were a fundraiser who raised $483 for one of your charities last year. You probably don't mind giving her the refund. Having all that in RunSignUp lets you do that in a single system and a single browser window by clicking on 2-3 pages in the system with a natural path. The staff member who issues the refund can include a note directly on that participant's profile so that your other team members can see why the refund was issued.

> **Example 2**: You want to send a special offer to sign up to past participants who used a coupon last year, but you want to exclude current participants and people who paid full price last year. Non-industry specific CRMs would not be able to give you this information.

Traditional CRMs like Salesforce, SugarCRM, and Insightly, are built for businesses with very large transactions and dedicated staff to manage and optimize CRM use. They also require significant monetary and personnel resources

RunSignUp provides a complete toolset to races that brings modern technology in a format that is easy to use and customized directly to the endurance industry. A CRM built for races eliminates errors, cost, and time inefficiencies when syncing data across multiple platforms.

2. What is CRM for Races?

The most important function of your Race CRM is to support a great race day experience and to make sure your race policies and interactions are consistent. Your race has produced a special event year after year, and RunSignUp has the technology to ensure that race policies are implemented smoothly, to reduce customer service interactions, and ensure a positive participant experience from registration through race day.

If the foundation is your race experience and policies, the things you want to do with your Race CRM is engage with your various constituencies – Participants, Fundraisers, Donors, Sponsors, Volunteers, Clubs, and more.

CRM Engagement happens through a wide variety and combination of:

- **Channels** – Your race website, email, Facebook, expos, training groups, etc.
- **Targeting** – Specific targets like Fundraisers who raised over $250 last year, Participants who have run your race over 5 times, Participants who referred more than 2 friends, Runners who ran faster than 2 Hours, Registrants who signed up with a coupon last year, Registrants who signed up more than 2 months before the race last year, etc.
- **Promotions** – This is how you get them to engage. It might be a Loyalty Program where there is a special registration period. A Team size competition with the largest team getting their own VIP area with a port-a-potty and tent. Special pricing or coupons. Special Swag Referral programs.
- **Participant Management** – This is where you are taking care of the details of managing your participants. Setting bibs and corrals, and communicating expo and start information. Managing participant changes. Enabling self serve in a way that it drives incremental revenue. And so much more as every race director knows!

RunSignUp Race CRM has 2 participant management focal points:

1. Make it easy for participants to help themselves. RunSignUp's participant self-management option and full suite of runner tutorials make updating information, bib exchanges, team joining, fundraising, etc., easy for participants.
2. Make it easy for your team to deliver the best customer service possible.
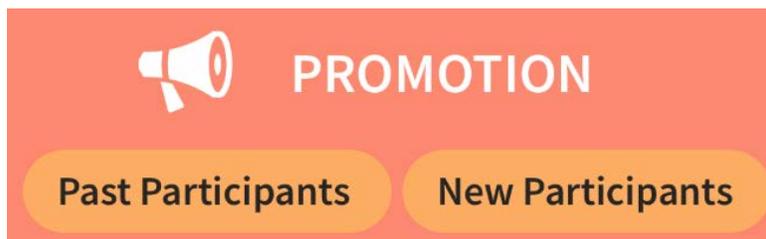
A huge part of any CRM is maximizing sales. The 2 fundamental parts of this are increasing loyalty by getting returning participants to SignUp, and by leveraging the people who know about your race to invite their friends and spread the word. And with things like Facebook Custom Audiences, you can find and target people who are *like* the people who come to your race.

RunSignUp Race CRM has the robust tools to execute promotional campaigns that are cost effective, as well as analytical tools like RaceInsights to evaluate what is (and is not) working.

You collect a lot of data on your participants: when and how they registered; what teams they are on and who are their team members; did they use coupons; do they donate; did they set a PR last year; do they have photos; who cheered them on during the race; etc.

Having all data in a single database designed for races increases the effectiveness of your CRM engagement during promotion and participant management.

3. RunSignUp CRM Offerings

3.1. Participant Search and Profile

RunSignUp has an easy participant search menu, which allows your race to immediately find any participant's profile to manage their registration. This speeds up customer service requests and provides the intelligence to deliver the appropriate response.

This view has a number of powerful features:

- Past race totals in a single view. This lets you know, at a glance, if is is a long-time customer requesting support by email or phone.
- Easy access to details on anything – specific races (other than the race you are viewing), Referrals, Fundraising, and Donations.
- Only one click to the Manage Registration screen with full participant management capability.

Event: Sample 10K

Registrant: Bob Bickel
Loyalty: 1st Time Participant
runbic@gmail.com
609-555-0000
407 Chester Avenue Moorestown, NJ US 08057

Date of Birth: 01/01/1958
Age at Time of Race: 62

Registration Date: 09/03/2015 4:31pm EDT
Registration Status: Active
Give-Away Option: Virtually Medium
Registration Token: 2bb54de23d
Fun Teams: Bob's Team
Waiver: Signed at 09/03/2015 4:31pm from 96.88.190.82 View Waiver
Checked In: No

Total Amount Paid: $0.00

E-mail Participant
Switch Event
Start Bib Exchange
Transfer to Another Race
Manage Add-Ons
Manage Fun Teams
Defer Registration
Issue Refund
Remove Registration

Resend Confirmation E-mail
runbic@gmail.com   Send

3.2. CRM Notes

CRM notes facilitate your race's internal communication, establishing consistency in the delivery of customer service and participant management.

3.3. CRM Lists and Promotions

RunSignUp has already rolled out the ability to create targeted lists of participants. The 90+ filters to create these lists will expand rapidly throughout 2018.

CRM FILTERS: Build a List

PARTICIPANTS

Type	Filter	Example
Race	Race Name	Scott Coffee
Race	Event Name	8K
Demographic	Zip Code Range	25 miles from 08057
Demographic	State	NJ
Demographic	City	Moorestown
Demographic	Age	20-29
Demographic	Gender	Female
Demographic	Custom Question	Heard about from FB
Loyalty	Loyalty	5 time participant
Connections	# Referrals	2+ Referrals
Connections	# Team Members	5+ Team members
Connections	Team Name	On Bob's Team
Connections	Team Type	Relay Team
Connections	# Sub Accounts	1+ person on account
Connections	Multi-Person	2+ ppl in transaction
Pricing	Coupon	$5 coupon
Pricing	Reg Fees	$25 < Fee < $100
Pricing	Donation	> $100
Pricing	Add-On	> $10
Pricing	Transaction total	> $100
RaceDay	Time Range	15:00 - 18:00
RaceDay	Est. Time Range	3:00:00 - 3:30:00
RaceDay	Beat Last Year	This Year < Last Year
RaceDay	Boston Qualifier	

RaceDay	Finisher	Y/N
RaceDay	Photo	Y/N
Registration	When	July 2018
RaceInsights	# Opens	5+ Opens
RaceInsights	# Clicks	3+ Clicks
RaceInsights	Specific Page Opened	Become Fundraiser page clicked on race website
RaceInsights	Specific URL clicked	komen.com
RaceInsights	Email Opened	Select from emails sent
RaceInsights	Custom Source	Select from custom campaigns created

DONATIONS

Race	Race Name	Scott Coffee
Race	Event Name	8K
Race	Donation Period	6/2/2017 - 6/3/2018
Race	Donation Date	7/1/2018 - 7/31/2018
Race	Donation Amount	$100 - $250
Race	Donation Type	Online / Manual
Race	Donation Level	Gold
Race	Pledge Date	
Race	Pledge Amount	
Race	Pledge Collected	Y/N
Race	Matching Gift	Y/N
Charity	Charity Name	American Cancer Society
Charity	Donation Period	6/2/2017 - 6/3/2018
Charity	Donation Date	7/1/2018 - 7/31/2018

Charity	Donation Amount	$100 - $250
Charity	Donation Type	Online / Manual
Charity	Donation level	Gold
Charity	Pledge Date	
Charity	Pledge Amount	
Charity	Pledge Collected	Y/N
Charity	Matching Gift	Y/N

FUNDRAISERS

Race	Race Name	Scott Coffee
Race	Event Name	8K
Race	Type	Team
Race	Fundraise Period	6/2/2017 - 6/3/2018
Race	Fundraise Date	7/1/2018 - 7/31/2018
Race	Fundraise Total	$100 - $250
Race	Fundraise Type	Online / Manual
Race	Fundraise Level	Gold
Race	Fundraiser Goal	Y/N
Race	Fundraiser Goal Met	Y/N
Race	# Donations	10 - 20
Charity	Charity Name	American Cancer Society
Charity	Fundraise Period	6/2/2017 - 6/3/2018
Charity	Fundraise Date	7/1/2018 - 7/31/2018
Charity	Fundraise Total	$100 - $250
Charity	Fundraiser Type	Online / Manual

Charity	Fundraise Level	Gold
Charity	Fundraiser Goal	$250
Charity	Fundraiser Goal Met	Y/N
Charity	# Donations	10 -20

VOLUNTEERS

Individual	Race	Scott Coffee
Individual	Event	8K
Individual	Categories	Water Stop
Individual	Tasks	3 Mile Water Stop
Individual	Timeslots	10 - noon
Individual	# Tasks	2 - 5

CLUBS

Individual	Race	Scott Coffee
Individual	Event	8K
Individual	Club	Current club members
Individual	Past Club	Past club members
Individual	Club Questions	

CORPORATE TEAMS

Individual	Race	Scott Coffee
Individual	Event	8K
Individual	Corp Team Name	Lockheed Martin
Individual	Corp Team Size	0 - 10

The purpose of a list is to take an action. This will typically be to promote or engage with that list in a strategic and personalized way. Your race will have 2 main action paths with a variety of options to do this:

1. Promote: Create a promotion within RunSignUp to target that list

2. Export: Once CRM Lists are created, you have several options to export your list, including spreadsheet, Dropbox, Google Sheets, bib labels, and other systems like MailChimp.

It's important to note that these export lists to an application like MailChimp will not be static. RunSignUp's Race CRM will also be able to send changes if additional participants meet a list's criteria. Let's say you create a list of current fundraisers who have fundraised $500+ and live within 25 miles of a specific zip code - additional participants who register, fundraise, and end up meeting these requirements after the initial creation of the list will auto-sync to that list that lives in MailChimp.

This enables you to seamlessly export your targeted list to, for example, MailChimp to use advanced Customer Journey features with all the power of RunSignUp Race CRM.

3.4. CRM Analytics and Automation

Regardless of the path and specific action chosen, your race will be able to use RunSignUp's powerful RaceInsights analytics engine to automatically monitor the engagement, success, and return of your various campaigns and make data-driven decisions on what is and isn't working. RaceInsights gives your race the intelligence and metrics that you need to optimize your marketing spend and effectively scale your customer engagement across multiple marketing channels.

There are two areas of automation we will bring to the RunSignUp CRM system. First, we will make it simple to automate common tasks around promotion. Much like our automated emails for registration drop-outs or price increases, we will tie the power of lists to appropriate promotions. Second, we will offer a set of personal interactions the race can have with individual participants. For example, birthday greetings or PR congratulations.