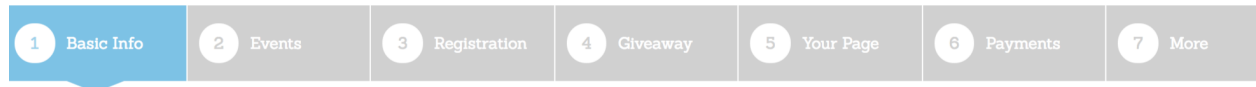


1. Build Your Race Registration & Website on RunSignUp:

<https://runsignup.com/Race/New>

- RunSignUp's Race Wizard streamlines the process of setting up a new race. It highlights the specifics necessary in getting your registration under way.

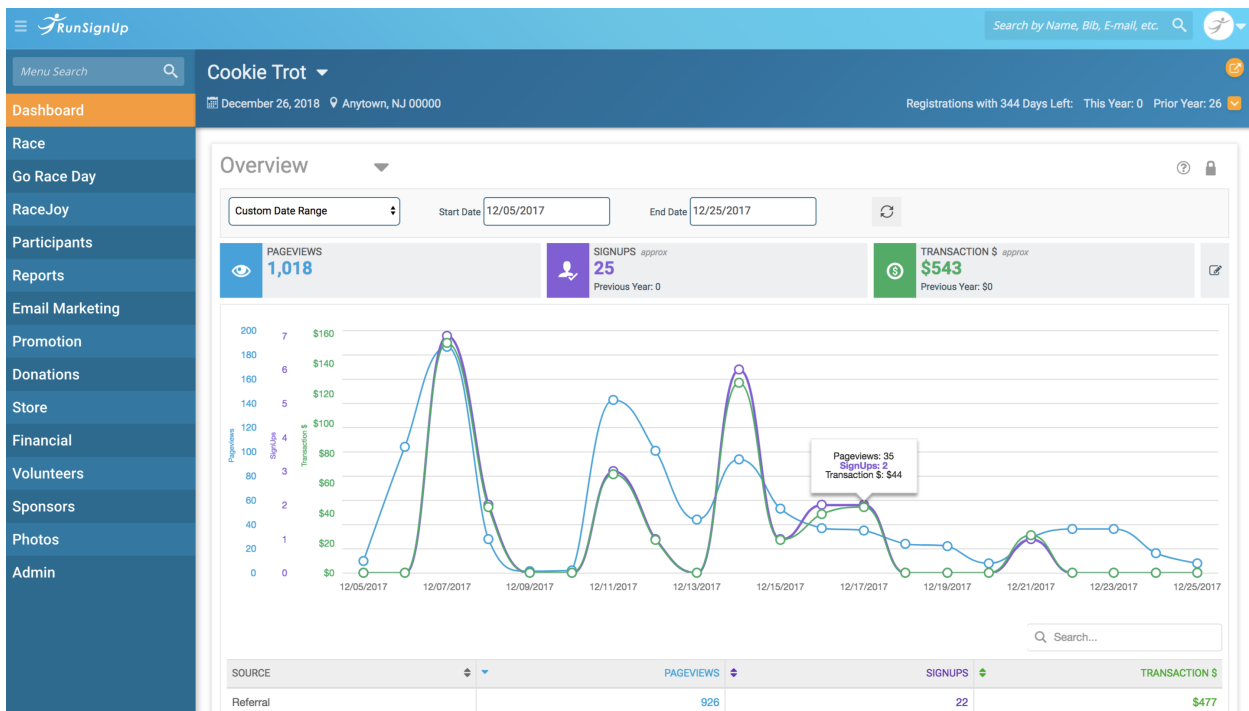
Create Your Race



- To begin creating your race, login to RunSignUp. If you don't have an account, you can create one by entering your email and creating an account.
- On RunSignUp's homepage, click the button labeled Create a Race. You will be brought to the first step of the Race Wizard.
- The first step involves setting up the basic info. After you have completed and save the first step, you will be able to move between steps, saving your changes as you go.
- When you complete the Race Wizard, you have created a Race Website
- Your race's URL will be **<https://runsignup.com/Race/State/City/YourRaceName>**

- When you have completed your race, you will have access to your:
 - **Race Dashboard**
 - **Race Website**

Your Race Dashboard:



- **RaceInsights** – Monitor how your marketing strategy correlates to page views, registrations, and transactions. Discover which incentives drive race sign up.
- **Race >> Race Page >> Race Theme** – Customize your race website layout, color scheme, race logo, and banner image.

Your Race Website:

SCOTT COFFEE ROTARY RUN

Sign Up Donate

RACE INFO EVENT INFO SIGN UP DONATE COMPANY PAIDS MORE

Scott Coffee Moorestown Rotary 8K

MOORESTOWN 8K RACE & 1 MILE RACE
1ST SATURDAY
www.moorestownrotary.com

Sat June 2 2018
Moorestown, NJ US 08057 Directions

EVENTS

8K	Relay Race	One Mile (Fun Run)	8K Wheelchair Race
was \$30	\$25	\$25	\$30
8:35AM EDT	8:35AM EDT	8:40AM EDT	8:30AM EDT
Price increases June 1, 2018 at 5:10pm EDT	Registration ends June 1, 2018 at 5:10pm EDT	Registration closes on June 1, 2018 at 5:10pm EDT and re-opens on June 2, 2018 at 12:01am EDT	Registration ends June 1, 2018 at 5:10pm EDT
Sign Up	Sign Up	Sign Up	Sign Up
1-Click Sign Up	1-Click Sign Up	1-Click Sign Up	1-Click Sign Up

PLACE
Moorestown Community House 16 East Main Street
Moorestown, NJ US 08057

DESCRIPTION

Premier Sponsor
resource

- **Email Marketing** – Reach registered runners, contact participants from past years, and upload and email any email list of past or potential runners.
- **Sponsor Management** – Manage your sponsors' visibility, status, and payments. Promote sponsors on your website and integrate sponsors in confirmation emails and marketing.

2. Working with your Timer

Things Timers really like Race Directors to do!

- Pre-Race Discussion Points:
 - Communication and clear expectations
 - Discuss needs (power, tent, table, parking, bathroom?)
 - Exact Locations and Width of Start & Finish Lines
 - Exact Locations of Packet Pickup, Awards Ceremony, Results Posting
 - Access to data
 - Bib Ranges – Chip Ordering
 - Volunteer needs at Finish line
 - Clear list of awards and age group divisions
 - Provide Time Line and Race Day Flow (packet pickup, start times, awards ceremony, etc.)

- Race Day:
 - Clearly marked Start/Finish line
 - Area to set up office away from the masses
 - Announce URL to Race Results

How to utilize RunSignUp to assist you!

- Give timers access to your race
 - Basic (participant data only) – *Wizard Step 1*
 - Customized Access – *Race > Info Sharing > Dashboard Access*

- Bib Assignment Tools
 - *Go Race Day > Bibs > Assign Bibs*
 - At Registration Time (automatic)
 - Alphabetically (one time, wait until registration is closed)
 - Manually (import file with Registration ID and Bib assignment)

- Dynamic Bib Assignment
 - Benefits
 - Save space and paper and number of volunteers needed
 - Leave online registration on longer = more money
 - Less wasted Bibs and Chips = save money
 - Fasters moving lines = more ways to sign up

- Check-In App
 - *Go Race Day > Race Day Check-In*
- Sign-Up App
 - *Go Race Day > Race Day Registration*

- Results
 - Stays on your RSU page, better SEO
 - Searchable by Event or Age Group
 - Finisher Certificates
 - Notifications (TXT or EMAIL)
 - Photos embedded
 - Videos embedded

Volunteers

- Setting up your Volunteer System
- Communicating with your volunteers
- Tracking volunteers with reporting

Sponsors

- Manage your sponsors' visibility, status, and payments
- Promote sponsors on your race website
- Integrate sponsors into confirmation e-mails and e-mail marketing

4. RunSignUp Promotion Tools

Setup Email Account

Set-up SendGrid Account: SendGrid is the third party account that we use for all marketing emails

- When you first go to **Dashboard -> Email Marketing -> Send Email**, you are prompted to create an account. This information is collected on behalf of SendGrid so that there is information for the sender if there is an issue with a specific account.
- SendGrid account must be set-up for each race and partner account

Customize Email Templates

Dashboard >>> Email Marketing >>> Customize Template

Email Settings

Dashboard >>> Email Marketing >>> Manage Email Settings

- Set send name and email
- Email header, footer, and body options
- Theme colors and sponsor options

Automated Emails

Dashboard >>> Email Marketing >>> Automated Emails

- Setup to send specific emails out automatically
- Incomplete Registrations: send emails to participants who start a registration and leave before completing it
- RaceJoy: email participants to encourage RaceJoy downloads and ensure they know how to use it
- Price Increase: automatically notify current and previous participants of upcoming price increases
- Sponsors: send participants an email with information on all sponsors, as well as sponsor offers

Automated emails are disabled by default, and should be turned on as appropriate. Text of automated emails can be customized.

Referrals Set-up

Promotions >>> Referral Tracking >>> Set-up

- Select Allow Referral Tracking,
- Select Automatically set-up referral codes for Facebook, Twitter, Email

- Scroll down to Referral Refund Rules
- Set the date to Refunds Apply to Registration Before to the date of the race
- Configure the rules for the number of registrations a participant needs to refer to receive a refund and the refund amount

Measuring your referral returns

Reports >>> Marketing Reports >>> Referral Report

- Select View Summary to see total returns on your referral program

Best Practices

- Use the referral program in marketing materials
- Consider using the Referral Widget on your website or on your RunSignUp page to encourage competition
- Send out a reminder email including the referral link to registered participants
- Offer a prize and a free entry in next years races as an additional incentive

RunSignUp Analytics

- Dashboard
- Complete redesign in process!
- Referral Source and Email are clickable to view where traffic is originating from
- Dropdown of Overview, Transactions, Demographics, Promotions, Registrations
- Customize your Dashboard to include SignUps and Donations or Remove other options.