

# RunSignup Setup Checklist

*Now that you have planned out your virtual run, it's time to set it up on RunSignup.*

These tips and tricks are specific to customizing your virtual race on RunSignup. If you have never set up a race on RunSignup, please get started with our [CREATE A RACE tutorial](#) **HERE**.



## Virtual Race Address

When you set up a virtual race on RunSignup, you will want to make it obvious that people are welcome to participate from anywhere. You can do this by customizing the address in Step 1 of the race wizard. City, Zip Code, and Timezone are mandatory and can't be excluded or overwritten, but customizing the Address 1 Line and City Fields is usually obvious enough for registrants:

**Location Information**

Address Line 1 \*

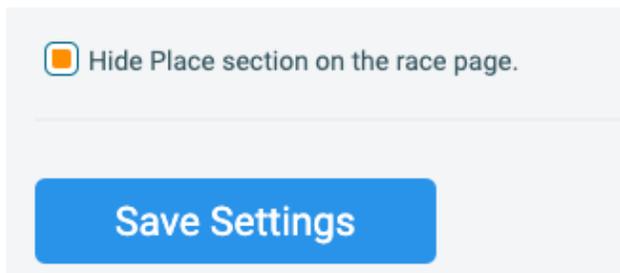
Address Line 2 <input type="text"/>	Country * <input type="text" value="United States"/>	Zip Code * <input type="text" value="99999"/>
City * <input type="text" value="Any City - Any State"/>	State/Province * <input type="text" value="CA - California"/>	Timezone * ⓘ <input type="text" value="America/Los_Angeles (-0700)"/>

# Hiding The Default Place on the Race Page

Now that you have customized the place, you can hide the place on the race page. This will only hide the race on the race page, the address entered in the race wizard will still show on the confirmation page and in the confirmation email.

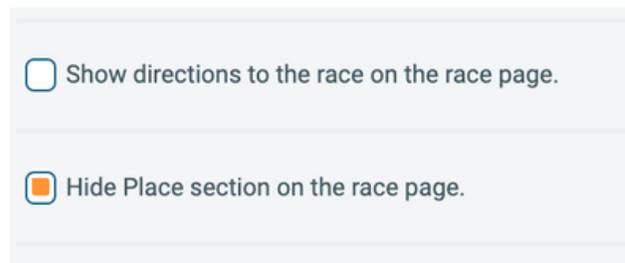
To Hide the Place on the race page, go to **Race>>Race Website>>Race Location**. At the bottom of the page, you can check this box:

You'll also want to make sure the Show directions box is unchecked:



Hide Place section on the race page.

**Save Settings**

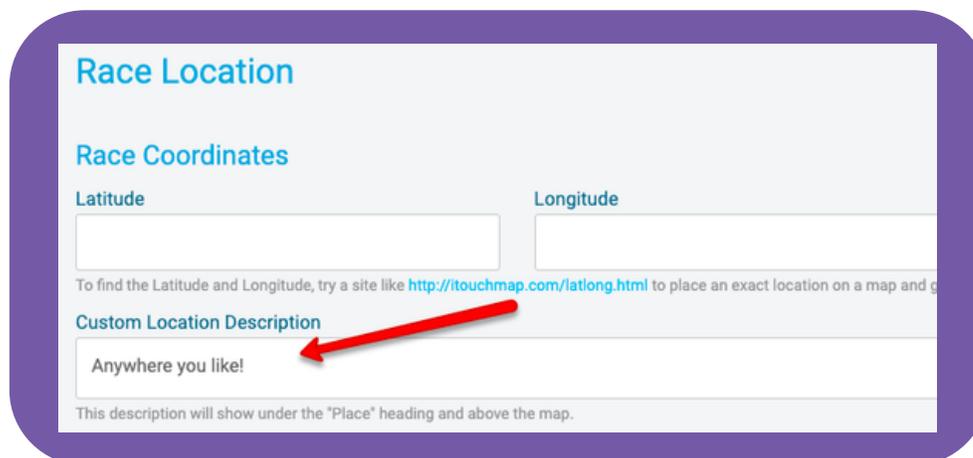


Show directions to the race on the race page.

Hide Place section on the race page.

## Customizing Place on the Race Page

You can also enter a custom place to show on the race page. To add a custom place description, go to **Race>>Race Website>>Race Location**.



**Race Location**

**Race Coordinates**

Latitude  Longitude

To find the Latitude and Longitude, try a site like <http://touchmap.com/latlong.html> to place an exact location on a map and g

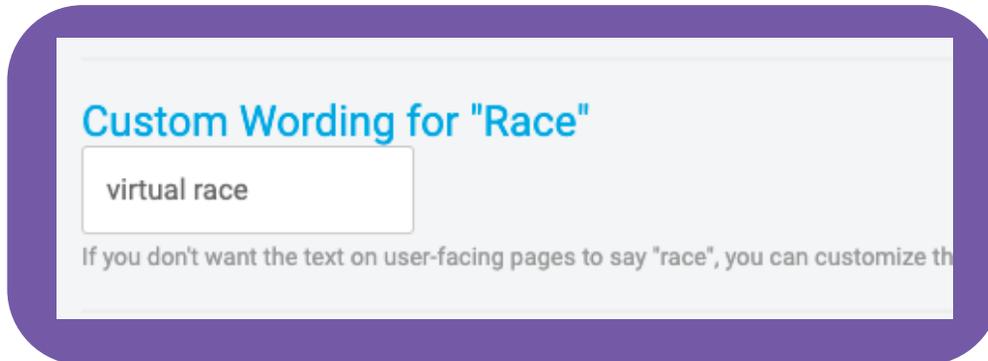
**Custom Location Description**

Anywhere you like! 

This description will show under the "Place" heading and above the map.

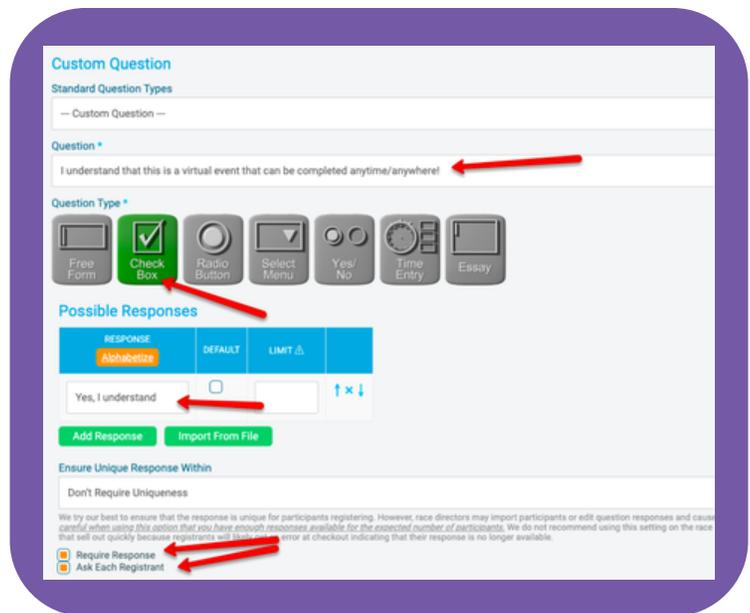
# Changing Race Verbiage

Some virtual events like to change the word RACE on their race page. You can customize this verbiage to say something like "Virtual Race" or "Virtual Event." To update this, you can go to **Race>>Race Website>>Misc Settings**. Scroll down toward the bottom of the page:



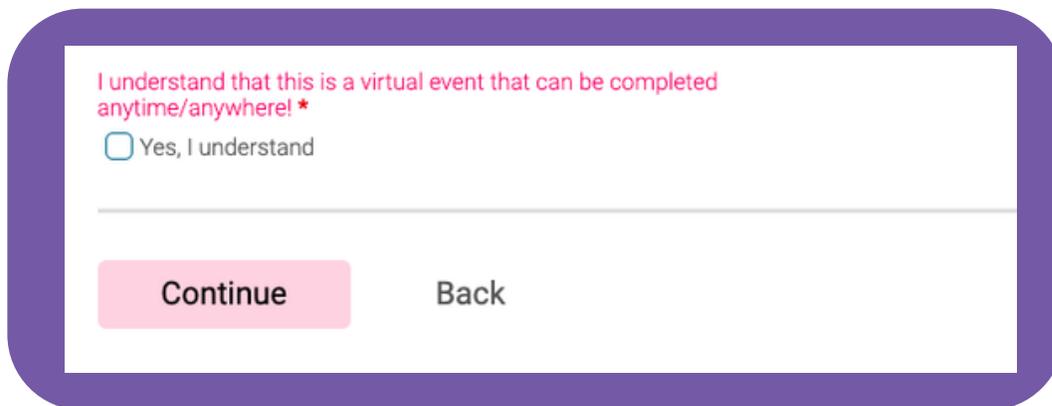
## Custom Question to confirm virtual race understanding

**If you don't know** - people don't always read :) So, no matter how many places you put "VIRTUAL RACE" on your race page or in the description, you will still have a handful of people that don't understand they are registering for a virtual event. To help minimize confusion, you can add a mandatory custom question to force registrants to agree that they understand they are registering for a virtual race.



To set this up, go to **Race>>Registration>>Questions**

The question will look like this during registration. By making it mandatory, registrants will be forced to agree to this question in order to complete their registration:



I understand that this is a virtual event that can be completed anytime/anywhere! \*

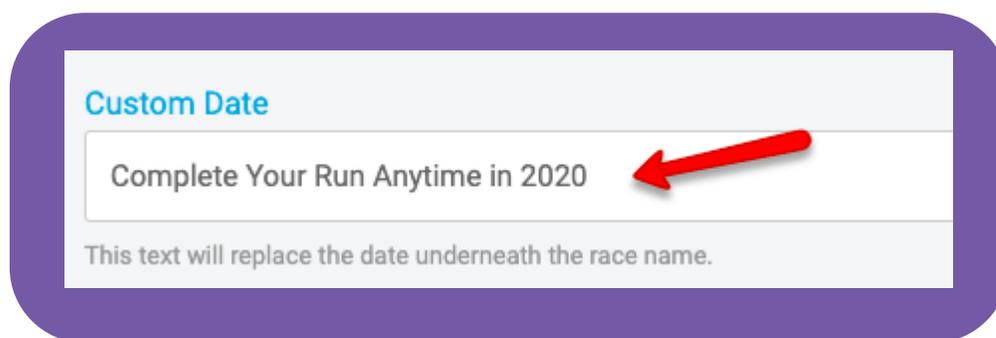
Yes, I understand

Continue Back

## Custom Race Date



By default, we show the race start date on the race page and event tiles. If you would like to customize the date that appears on the race page, you can use a custom date. You can set this up under **Race>>Race Website>>Misc Settings**.



Custom Date

Complete Your Run Anytime in 2020

This text will replace the date underneath the race name.

## Shipping Address Validation Feature



In 2016, we released a shipping validation feature. You can read more about it **HERE**.

There are multiple reasons to use this feature:

**CONFIRM SHIPPING ADDRESS DURING REGISTRATION** • This setting forces people to confirm their shipping address during registration. This is great because some people will forget to update their RunSignup profile address when they move OR maybe they would like their gear mailed to their PO box, instead of their home.

**SHIPPING ADDRESS VALIDATION** • This feature integrates directly with the USPS API (similar to when you purchase something on Amazon/eBay/etc). This will catch invalid addresses at the time of registration and save your shipping/fulfillment team the headaches associated with returned packages and customer service questions.

**PREVENT INTERNATIONAL ADDRESSES** • With this setting, you can require registrants to have a valid US address to register for the virtual event. This will prevent people from entering international shipping addresses, since the cost of international shipping is usually 5-6x the cost of domestic shipping. (We do have a setting that will allow you to collect international shipping addresses, however the increased postage costs will not be charged or calculated for international shipments).

To set this up, go to **Race>>Registration>>Shipping**. If your entire race is virtual, you can collect shipping addresses for everyone that registers for the race. If only certain events are virtual, you can make the address settings event specific.

The screenshot shows the 'Shipping Setup' page with the following sections and settings:

- Add-ons**
  - Do not ask for shipping address when an add-on is selected.
  - Always ask for shipping address when an add-on is selected.
  - Only ask for shipping address for certain add-ons.
  - Only ask for shipping address for certain add-ons when a specific shipping add-on is selected.
- Store Items**
  - Do not ask for shipping address when a store item is selected.
  - Always ask for shipping address when a store item is selected.
  - Only ask for shipping address for certain store items.
  - Only ask for shipping address for certain store items when a specific shipping add-on is selected.
- Events**
  - Do not ask for shipping address during registration.
  - Always ask for shipping address during registration.
  - Only ask for shipping address for certain events.
  - Only ask for shipping address for certain events when a specific shipping add-on is selected.
- Advanced Settings**
  - Require valid United States shipping addresses.
  - Suggest standardized United States shipping addresses.
  - Allow addresses outside of the United States.
  - Non-US addresses will not be validated.
  - Ask for one shipping address, regardless of number of registrants.

Changing Registrant Shipping Addresses

If you want to allow race participants to update their shipping address, you can enable that on the [Shipping Management](#) page.

Red arrows in the image point to the 'Always ask for shipping address during registration' option in the Events section, and the 'Require valid United States shipping addresses' and 'Suggest standardized United States shipping addresses' options in the Advanced Settings section.

# Event Display Options

You can add a custom banner on the race page tiles and also highlight your virtual package options on the event selection tiles. This is a great feature for ALL events to use, but a really great idea for virtual events.

To customize the event display options, to go Race>>Registration>>Event Display Options. You can customize the banner, image, description, and event details.

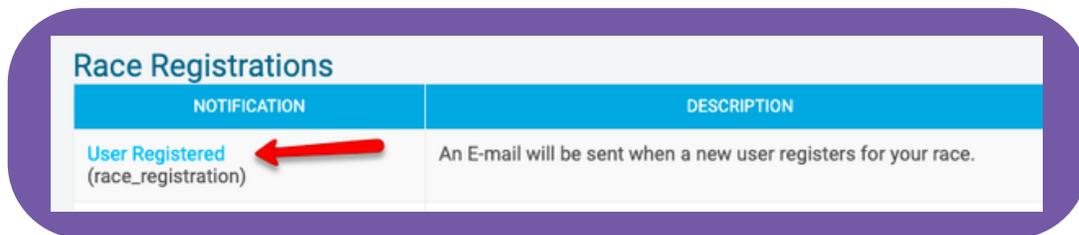
On the race page, the tile will look like this:

During registration, the event tiles will look like this:

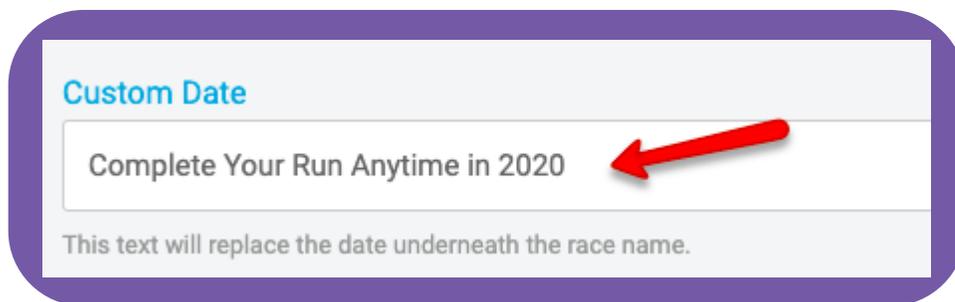
# Customize Confirmation Email

**Customizing the confirmation email** is important for ALL events, but you will want to make sure to do this for virtual runs. Reiterate to your registrants how they can complete their virtual race, what happens next, and what to expect on race day.

You can customize the confirmation email by going to **Race>>Notifications>>General Settings**. Then, click into the USER REGISTERED email to add text and make changes.



If only certain events in your race are virtual, you can use the EVENT SPECIFIC CONFIRMATION EMAIL settings under **Race>>Notifications>>Event Specific Confirmation Email**.



# Build Out Your Referral Program

**Use Referral Refunds, Rewards and Registration Follow Up Emails**

We have some really great referral tools that are beneficial to all races. However, due to the viral nature of virtual events, we see the stats increase for virtual runs.

**STEP 1** - Set up Referrals and Swag Rewards

**STEP 2** - Promote your Referral and Swag Rewards by creating a custom section on your race page

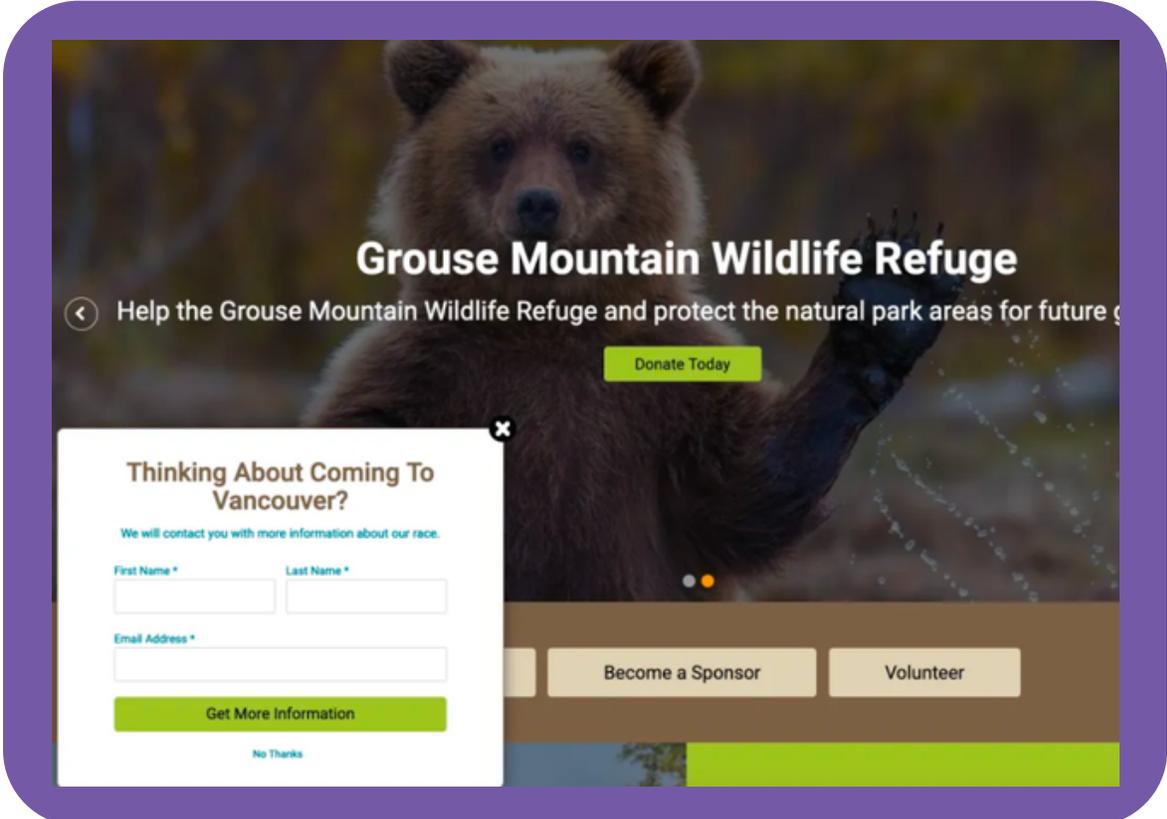
**STEP 3** - Customize Social Sharing Text and Images to prompt more posts and clicks to FB

**STEP 4** - Set-up Registration Follow Up emails to promote your referral program: EXAMPLE EMAILS

## Email Capture Form

### Use Referral Refunds, Rewards and Registration Follow Up Emails

In January 2020, we released an email capture form. This is a great way to capture emails from people who visit your race page, but aren't yet ready to start the registration process or register. When someone joins the list, their email will be saved on an email marketing list so you can email them at a later time. You can learn more about the Email Capture form [HERE](#) .



The screenshot shows the Grouse Mountain Wildlife Refuge website. The main heading is "Grouse Mountain Wildlife Refuge" with a sub-heading "Help the Grouse Mountain Wildlife Refuge and protect the natural park areas for future generations". A "Donate Today" button is visible. An email capture form overlay is present with the title "Thinking About Coming To Vancouver?". The form includes fields for "First Name \*", "Last Name \*", and "Email Address \*", a "Get More Information" button, and a "No Thanks" link. Below the form, there are buttons for "Become a Sponsor" and "Volunteer".

## Giveaway Description



Add a description to show next to your Giveaway items to include details about then your shirts/swag will ship (or information about an in-person packet pick up). This can be added in Step 4 of the Wizard, or at Race >> Giveaways/Add-Ons >> Giveaway. The details will show during registration and on the confirmation email.

A screenshot of a web form titled "T-Shirt Option \*". It features a dropdown menu with the text "-- Select An Option --" and a downward arrow. Below the dropdown, there is a paragraph of text: "Register by May 15 to guarantee your shirt by race week. Pickup will be at the Moorestown Running Company (details will be emailed out the first week of June). Shipping is also available for a fee." To the right of the text is an image showing the front and back views of a black t-shirt. The front view has text that reads "2019 Virtual Run SCOTT COFFEY ROTARY RUN" and "FRONT". The back view has "BACK" printed on it. At the bottom of the form are two buttons: "Continue" and "Back".

## Virtual Results



For some races, posting results is optional. For other races, posting results is encouraged. And finally, some races require that you post your results before anything is mailed out to you. Regardless of your policy, enable virtual results to allow participants to easily self-report their finish. Learn more [here](#).



WATCH

**10 Ways to Improve Your Virtual Race/Challenge with RunSignup**

<----Scan Here