# Building a Virtual Challenge
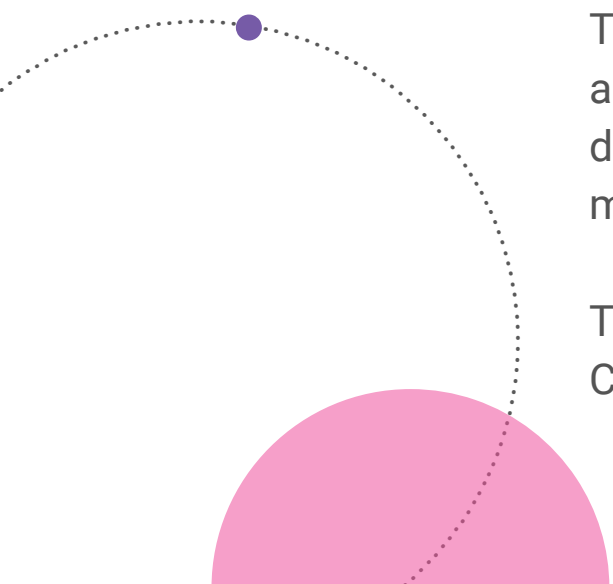
**RunSignup**

# TABLE OF CONTENTS

WHAT'S INCLUDED

# THE PROBLEM

The impact of COVID-19 has slowed or stalled the endurance event industry across the country, and race directors, timers, and nonprofits are looking for solutions to reach participants and make money.

Virtual Challenges offer a new way to engage participants, with limitless options and the ability to expand beyond traditional endurance participants. Challenges can be based around any sport or sports, general fitness, or non-athletic pursuits like reading, volunteering, or making masks.

Challenges are wide open for the endurance and nonprofit communities to explore.

**BUT HOW DO YOU PIVOT YOUR BUSINESS AND BUILD A CHALLENGE EVENT ENTIRELY FROM SCRATCH?**

To answer that question, we have catalogued all the steps of Challenge creation, from developing an idea to determining pricng to marketing and execution.

This is our definitive guide to building a new Challenge.

# WHAT IS A CHALLENGE?

## AND WHY ORGANIZE ONE?

## What is a Challenge?

- A Multi-day or multi-week competition to attain a goal - either individual or as a team - by completing multiple activities.

-- "Activities" can include a single activity type (like running) or multiple activities (like pushups and planks)

- A challenge is best when you want to engage a community over a period of time.

## What Can be a Challenge

-**Honestly? Anything. For example...**

- Race across a state (or city, or country)
- Bike the elevation of Kilimandjaro
- Complete the most good deeds
- Read the most books
- Team triathlon
- Daily yoga & meditation practice
- Fitness Competition

## WHY Start a Challenge

- **Stay Engaged.** A cancellation has a drop-off effect on future years
- **Create Goodwill.** Challenges allow participants to engage directly for onger - building a more personal connection to your race team
- **Expand your Community.** Challenges appeal to people you usually *don't* see on race day, including newer runners and non-locals.
- **Reduce Reliance on In-Person.** Reduce uncertainty with an event that can't be cancelled by ever-changing restrictions
- **Build for the Future.** Your challenge doesn't have to take the place of your "regular" race. It can continue to engage and expand your community *alongside* your race for years to come

# GET STARTED

CONCEPT, BRANDING, BUDGETING

# CONCEPT

## 1. IDEA GENERATION

*For many organizers, this is the hardest step: what kind of challenge can you create that will be unique and that people will want to sign up for. Some things to consider in your brainstorm:*

- **What makes your challenge unique?** There are a lot of state challenges out there. How do the theme, goal, or included activities make your challenge special?
- **What audience can you reach?** Are you marketing to the runners of your regular races? What about people who's gyms have closed? How about yoga practitioners or climbing enthusiasts?
- **How hard should your challenge be?** It's always good to have a range of difficulties to appeal to a wider range, but most challenges won't appeal to both new fitness enthusiasts and highly competitive athletes.

## 2. IDEA ITERATION

*Get input. Research other events that might be like yours, ask your coworkers, get opinions from someone in your target audience.*

- **Don't be afraid to change.** Deciding to adjust your idea doesn't make it a bad idea - it means you're open to making it the best it can be.
- **Talk about the details.** Don't just focus on the main idea: ask for opinions about the exact goals, the type of swag people want, and how you should brand your event.

## 3. DOMAIN RESEARCH

*RunSignup websites are dynamic and free, but using one with your own custom domain brings legitimacy to your challenge.*

- **Check Availability**: Use a tool like DomainBot to check the availability of your desired name, as well as similar iterations that may be available. Web hosting sites will also have search capabilities for domain availability.
- **Check Trademarks**: Even if the domain is available, you want to avoid a known trademark to prevent any future complaints from the owner of the trademark. Use a trademark search to check.
- **Check for Social Media names**: A strong brand allows you to keep the same name across all interactions. Use a tool like KnowEm to check for social media handles that match your domain name.

## 4. DOMAIN PURCHASE

*Once you've settled on a domain name, it's time to buy it.*

- **Where to buy?** You can buy a domain from many places online. We have detailed how-to's for bringing domains to RunSignup that were bought on Google Domains and GoDaddy, but the steps for most domain hosts.

## 5. SETUP A GMAIL & GOOGLE ACCOUNT

*Create an account that matches your brand.*

- **@Gmail account:** Google has instructions for setting up an @gmail account here.
- **G-Suite account**: For a more official feel, get a custom @yourracename account through gmail. Pricing starts at $6/month; details about a G-Suite account can be found here.

# BRANDING

## 1. CREATING A BRAND IDENTITY

*This is where it starts to get real. You can tweak this when you start working on graphics, but it will be easier to do that if you've identified the look and feel of your brand. A few questions to get started:*

- **Who is your target audience?** You should have touched on this through during step 1, but circle back to it.
- **What colors represent your brand?** Is your challenge supposed to be welcoming and fun? Think about blues and purples. Going for high intensity? Go bold with reds and blacks. Fundraising for the environments? Focus on greens and blues.What type of imagery do you want? Are you represented more by fun, creative icons or live-action photos? Should your images represent a place (like a beach), a theme (like superheroes), or are you making your message through abstract designs?
- **What type of fonts are you looking for?** Do you want to make a bold statement with a bold font, project a classy image with a script, or keep the focus on the message with a standard font like open sans?
- **What is your general messaging style?** This will grow as you start to write content, but what type of words represent your brand? Is your challenge tough or an adventure? Are participants joining for community or competition?

## 2. GRAPHICS STRATEGY

*You are going to need a trove of graphics to design your website, fill out your social media, and serve ads. If you have a graphic designer - or can budget to contract with one, that's idea. If not, we recommend Canva as a DIY cloud-based graphics tool for non-professionals. Create an account to get started.*

- Canva is a great, free or low-cost graphics tool for non-graphic designers. You can use it for free, but we recommend upgrading to a Pro account ($12.95 a month for month-to-month, or $9.95 a month if you want it all year) to access a trove of icons, backgrounds, and photos that you can use to create your logo and other visuals.

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## 3. CREATE A LOGO

*It's time to get creative with your Canva account. Don't be afraid to try a few options and play with different looks.*

- **Start a new design:** In Canva, choose to "Create a Design" with custom dimensions. A square (or circle) 250px X 250px or 400px X 400ox is recommended.
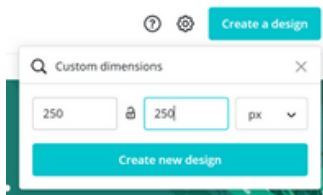
- **Templates** has some pre-designed elements (like logos or flyers) that can be adjusted and customized to match your brand.
- **Upload** is where you can add images from your own computer (and access later).
- **Photos** is where you can find stock photos that you can add to your designs. Most photos are only available with a pro subscription.
- **Elements** includes both basic shapes (like circles and squares) as well as simple icons and illustrations.
- **Background** offers photos and designs for the background of images.

*To create a successful logo, keep it simple and scalable to different sizes, and make sure it works both in color and in black and white. A few good logo recommendations can be found here.*

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## 5. CREATE ADDITIONAL GRAPHICS

*Create one or more header banner images for your website, as well as versions for social media and ads.*

- Make sure images are either dark enough for light text to show up, or light enough for dark text to show up.
- Images should be appealing, but not distracting. Don't detract from the text on your page.

***Standard image sizes you will likely need:***

- Logo (250x250 and 400x400 pixels recommended)
- Header Banner Image (2000x800 pixels)
- Cover page content block images (2000x800 full width,
- 900x360 for half)
- Facebook ad images (1200x628 pixels)
- Facebook and Instagram Story images (1080x1920 pixels)
- Facebook Carousel ad image (1080x1080 pixels)
- Facebook Cover Image (820x360, with required content in
- the middle 640x312)
- Google Ad images, if using (ad sizes here)
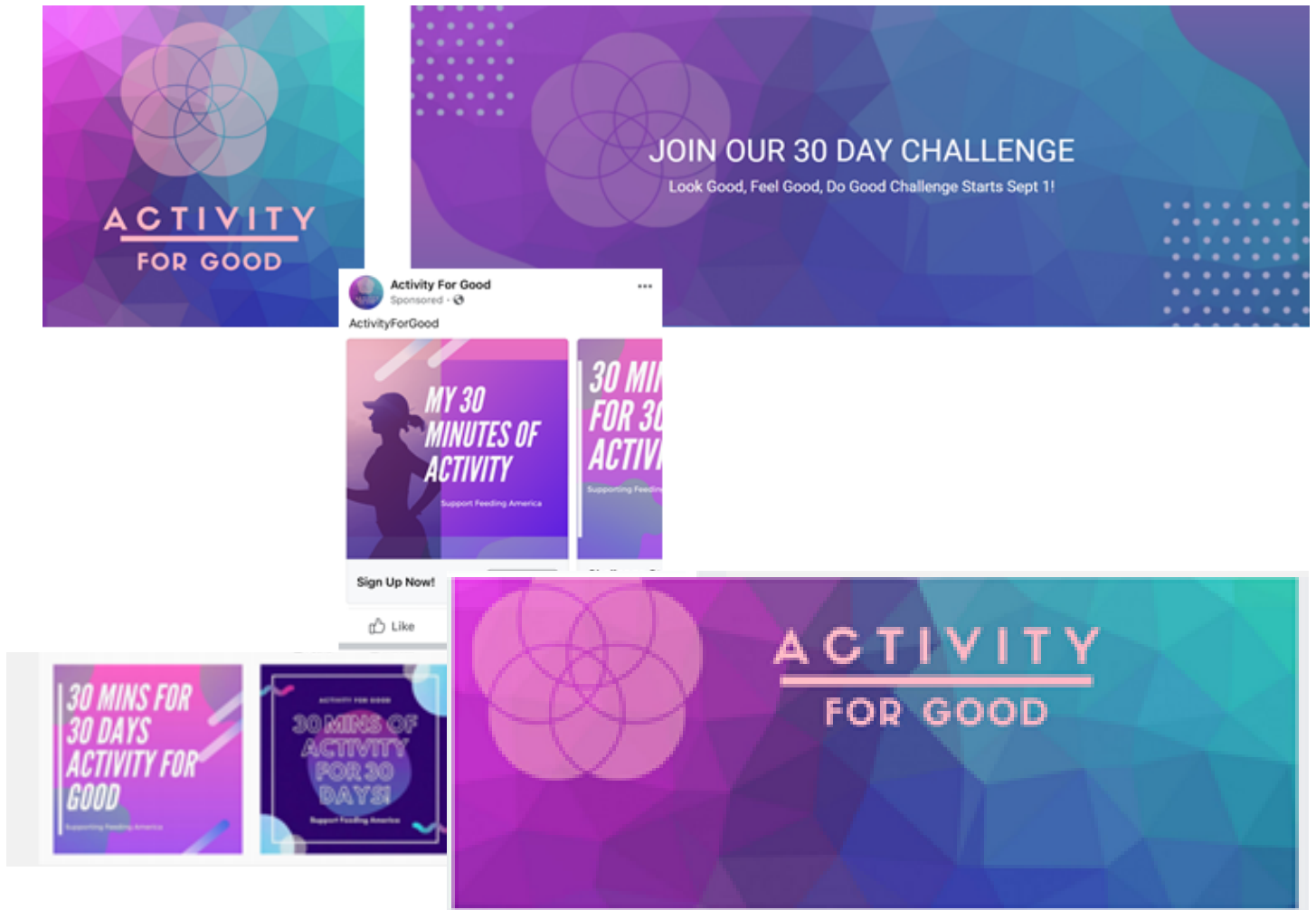
# SOCIAL MEDIA PRESENCE

*1.* *FACEBOOK PAGE SETUP*

*Your Facebook page is your hub for social media, and where you will post official updates and demonstrate the legitimacy of your brand.*

- **Personal Account**: First, you need a personal Facebook account. You can use an existing one; if you don't have one, be aware that using a fake name can cause Facebook to flag your account as fake, require extra documentation, and cause delays.
- **Create a Page**: Use the "Create a Page" site to build a business plan. A race is typically a business or brand.
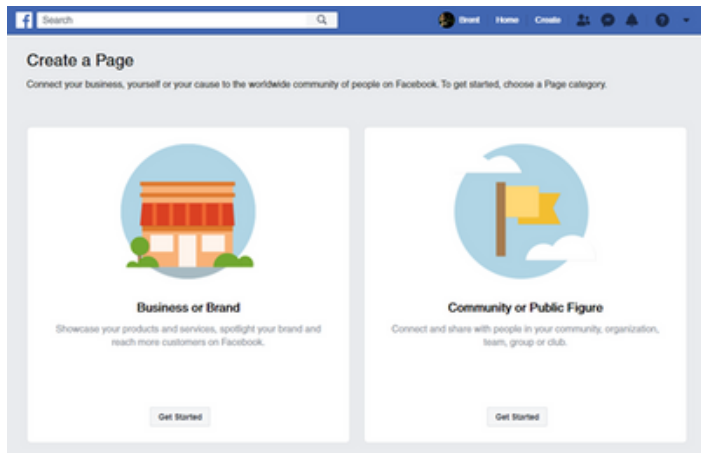


- **Name**: You want your name to be your brand name, and for it to be consistent across social media platforms.
- **Category**: Choose a category that best matches your Challenge - such as Sports and Recreation or School Fundraiser
- Address: You will be required to add an address. If you don't have a business address and use your personal address, you can hide the street address.

**Business or Brand**

Page name

Test Challenge

Category

School Fundraiser ⓘ

Address

800 Philadelphia St

Philadelphia, Pennsylvania | 19122

**Phone Number** (Optional)

Phone Number (Optional)

✓ Don't show my address. Only show that this business is in the City, State region.

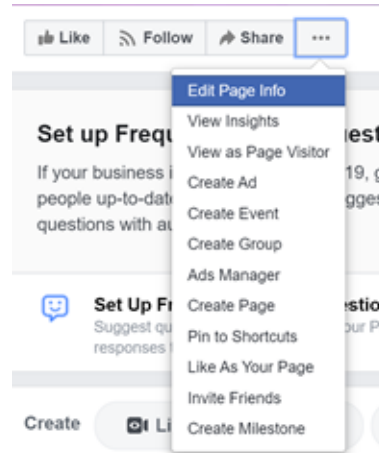When you create a Page on Facebook the Pages, Groups and Events Policies apply.

Continue

- You can skip the profile image and cover photo for now, and add them once your page is completed.
- **Fill out your Page**: There are a variety of sections you can enable. A few priorities:
  - **Add a profile image**. This is usually going to be your logo. You'll have the opportunity to upload your photo (an image created on Canva, even if it isn't technically a photo, will work) and re-size what's shown in the circle.
  - **Add a cover**. You can add one or more image, or a video, to the top of your page. This is generally the first impression of your brand for anyone finding you on Facebook, so make it representative of your challenge.
    - If you are using images, make sure there is some flexibility in what needs to be seen, since images will crop differently on different screens. On a desktop, your image will show at 820x312, while on mobile it is 640x360.
    - Build your image at 820x360, but keep all required content in the middle 640x312 to ensure that it is seen on either screen size.
    - If you use a video, the optimal size is 820x462 pixels, with the understanding that it will get cropped slightly on a computer. Videos can be between 20 and 90 seconds long.
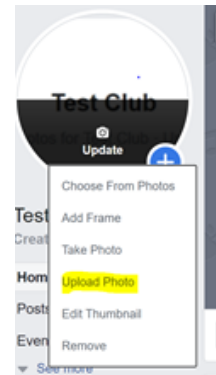
- **Edit your Page Info**: Update your details about who you are

  - **Description** explains what your Challenge is, and why you are hosting it.
  - **Add additional categories** to help people find your page. Categories should be accurate, though - don't add categories that don't represent you.

  - **Phone Number**: Most Challenges will not have a phone number, and will offer support by email. You can note that you don't have a phone number.
  - **Website**: Make it easy for people to find (and register) for your your race by including your website.
  - **Email**: Add an email so people can reach you with questions.
  - **Always Open**: Selecting that you are "always open" instead of choosing specific hours will allow your page to show up in search at any time, not just during business hours.

- **Setup a Button.** Calls to action are effective. Enable the button below the cover image as a "Sign Up" button driving traffic to registration.

Add a Button to Your Page

Preview

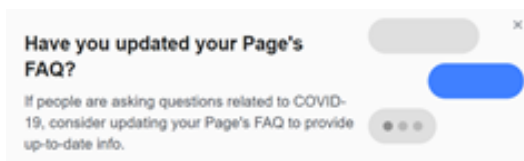Like  Follow  Share  ...  Sign Up

✓ **Your Button** Sign Up  Edit

**Step 2:** Where would you like this button to send people?

When customers click your button, they will be directed to a place where they can take an action or find more information.

Website Link
Send people to a website you choose.

Step 2 of 2  Back  Finish

- **Add an FAQ.** Adding a few of your most-asked questions to the FAQ allows you to engage visitors to your page and drive traffic to registration without monitoring the page 24/7.



Have you updated your Page's FAQ?

If people are asking questions related to COVID-19, consider updating your Page's FAQ to provide up-to-date info.

**Set Up Frequently Asked Questions**
Suggest questions people can ask your Page. Then set up automated responses to those questions.

**Question #1**  41
How can I participate in the challenge?

**Automated Response (Optional)**  429
You can register through our website, https://www.activityforgood.com/.

Add Personalization

+ Add an attachment

**Button #1**  ×
Button Label
Join the Challenge  62
Website URL
https://www.activityforgood.com/

+ Add another button

**Add to Menu**
People messaging you will be able to access this question throughout the conversation.

**Question #2**  39
How can I contact you about my questions?

**Automated Response (Optional)**  433
The best way to reach us is by email, at activityforgood@gmail.com.

Add Personalization

## 2. FACEBOOK GROUP SETUP

*Now that you have a page, you want to create a group. Why both? The page acts as your social media landing page - and official representation of sorts. The group is your hub for interactive engagement - it's where participants come to share their progress, ask questions, and find extra motivation.*

- **To create a Group** from your page, click on Groups and "Create Group".
- **Name your Group** with the same brand as your page, and keep the look and feel consistent.
  - You can use the same profile and cover images as your page, or modify them slightly.
- **Groups can be Public or Private.** Private groups can encourage discussion without concern of it being seen outside the group, but generally Public Groups are better as marketing tools. Public groups allow non-participants to see the interaction in your group and motivates them to sign up and join.
- **Update the About:** Make sure you update the About section so that people finding your page will understand the purpose of the group.
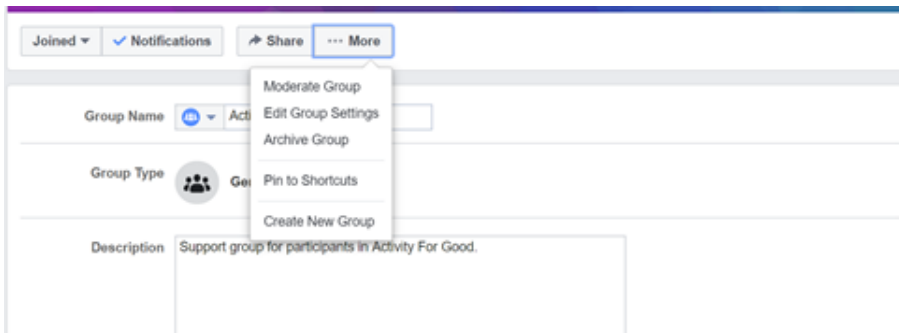


- **Set your parameters.** Groups require some level of moderating to ensure people are respectful and not trolling. Requiring membership approval or adding member questions to the process of joining can help keep fake accounts and trolls off the page. You can also allow other members (not just admin) to approve membership requests to enable them to admit their friends. **Setting Keyword Alerts** can help keep you in the loop if there is a post that you need to see or address immediately.

## 3. INSTAGRAM SETUP

*Instagram can require some additional work to be useful because it's built around engaging graphics, but it's can be another place to engage with your participants. Once you get your challenge rolling, it's a great place to engage participants.*

- **Create an Account** using your gmail account
- **Link your Account to your Facebook Page** by navigating to settings >> Instagram
  - **Hit Connect**
  - **Sign in under the** Instagram account to link the accounts

**What's Instagram good for?**
- Instagram advertising can be successful, but it can be challenging to get attention because Instagram is an app that people go to for fun, engaging visuals.
- When your Challenge is running, share photos from your participants to Instagram - these are the kind of images that should be attention-grabbing, while acknowledging your participants more publicly.

*We have chosen to wait some on our Instagram strategy, so we will build this section out more later.*

# BUDGET

## *1.  MARKET RESEARCH*

***Challenges in this context are different from other races (even virtual ones), so there isn't detailed data on what you should charge. To start:***

- **Existing events:** There are *some* Challenges for you to use as a comparison. Look at some of our favorite examples on the Challenge Platform hub, or scroll through Virtual Events on our race calendar to find some Challenges.
- **"Normal" Cost:** While challenges are too new for a true "normal" cost, we typically see challenges in the $50-60/person range. Depending on the swag offerings, they can vary from $30-100.

## *2.  BUDGET NUMBERS*

***If the goal is to raise money or make money, first you have to determine your costs. Leave a little wiggle room for unexpected things, but here's what we saw at this point:***

- **Annual/Monthly Costs:** Website domain ($31.98/year), Canva ($10-12/month), and possibly G-Suite or outside consultants for graphics or marketing.
- **Swag:** Swag per-person, including any shirts, medals, etc.; *and* any shipping/fulfillment charges
- **Time:** You likely aren't paying yourself by the hour, but remember that a Challenge lasts for weeks or months and you'll need to be engaged throughout. Account for time.
- **Marketing:** Since you're marketing to a brand new audience, assume additional money is needed for marketing. We recommend 10-15% of your gross sales be dedicated to marketing
- **Donations:** If you're doing the challenge as a fundraiser, either for your own organization or for a Charity partner, budget for any per-person or total contribution that you intend to make to the organization.

# PRICING

## 1. SELLING YOUR PRICE

*Many people signing up for your Challenge will be new to challenges. It's up to you to demonstrate the value of what they are getting for their money.*

- **Emphasize totals.** $60 is  lot for a 5K - but it's not a lot for a month of 5K-a-day. Whatever your Challenge is, highlight the TOTAL of what they are getting - 96.1 miles of running, 1000 minutes of exercise, or 20,000 feet of elevation. Event Highlights (*Race >> Registration >> Event Display Options)* can help show this information on your pricing tiles.
- **Share Swag.** Whatever your swag is, people will care. Get a high-quality mock-up from your vendor, and splash it on your front page.
- **Highlight your cause or charity partner.** People want to know they are supporting something worthwhile. The more concrete you can be, the better - include information about how much you'll contribute to the cause, and how far that money goes.
- **Talk about Social.** Introduce your Facebook Group and make it clear that there will be discussions and encouragement throughout the Challenge.
- **Consider a List.** Add a "What's Included" list to your cover page to detail all of the above and drive home the value of the specific event.

**Example usage of an Event Highlight reiterating the number of minutes included:**

# KEY VIRTUAL SETTINGS

## 1. INITIAL SETUP

*These setting recommendations are standard for any virtual race - including virtual challenges.*

- **Set Race Type** *(Step 1 of the Wizard)*: Set the event "Type" to "Virtual Race/Challenge
- **Virtual Race Address** *(Step 1 of the Wizard)*: Make address "Anywhere" or "Everywhere". You still have to enter a valid city, zip code, and timezone, but they can be hidden later…
- **Hiding Default Place** *(Race >> Race Page >> Race Location)*: Hide the location and directions from your race page, and add a "Custom Location Description" to something like the "Wherever you are!
- **Change "Race" Verbiage"** *(Race >> Race Page >> Misc Settings):* Change the term "Race", wherever it shows up on your race page to "Challenge" or "Virtual Challenge"
- **Customize Confirmation Email** *(Race >> Notifications >> General Settings >> User Registered Email )*: Reiterate how the challenge is completed, and how activities are logged.

## 2. GIVEAWAY DETAILS

**Add shipping or pickup information for your swag to your giveaway items. This ensures that the information is front and center during registration, and adds it to the confirmation email for participants to refer to later.**

Add Giveaway Details at *Race >> Giveaways/Add-Ons >> Giveaways*



T-Shirt Option *

--- Select An Option ---

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.

Continue     Back

# VIRTUAL RESULTS

*1. ENABLE VIRTUAL RESULTS*

**To allow participants to log their activities, you need to enable Virtual Results at** *RaceDay Tools >> Virtual/Challenge Results >> Configure Virtual Results* **and click the "Enable Virtual Results" button by the relevant event.**

**Important things to know about setting up Virtual Results:**
- **No Bibs, no results.** Participants will not be able to submit results, unless they have bib numbers. Any type of bib assignment will work, but we recommend automatic bib assignment during registration.
- **Bibs before messages.** Bib numbers must be assigned before the first message is distributed, or results will not work.
- **No Text messages.** Text submissions of challenge results are not supported, only single time submission events are supported (i.e. Virtual 5K).
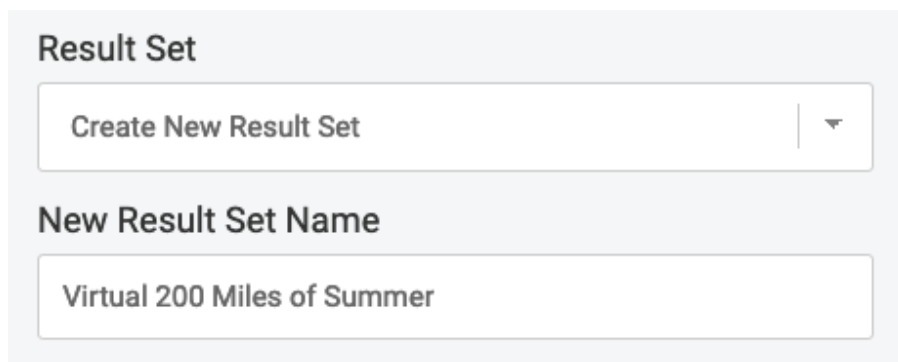
**Results Settings**
- **Accept Submissions Starting -** This is when your challenge begins and you want participants to start recording their activities. For the example race since the summer of 2020 begins on 6/20/2020, that is the date that was entered.
- **Accept Submissions Until -** This is when your challenge ends and all activities need to be submitted by to count towards results. The end of the summer of 2020 is 9/21/2020, that is the date that was entered.

Accept Submissions Starting *

| 06 / 20 / 2020 | 12 | : | 00 | AM | ▾ |

America/New_York Time

Accept Submissions Until *

| 09 / 21 / 2020 | 11 | : | 59 | PM | ▾ |

America/New_York Time

- **Result Set -** Choose Create New Result Set from the drop-down menu and then name the results. The default is the name of the event so for this example we left the default name. For advanced challenge settings that involve Alternate Event options, <u>click here for more info.</u>
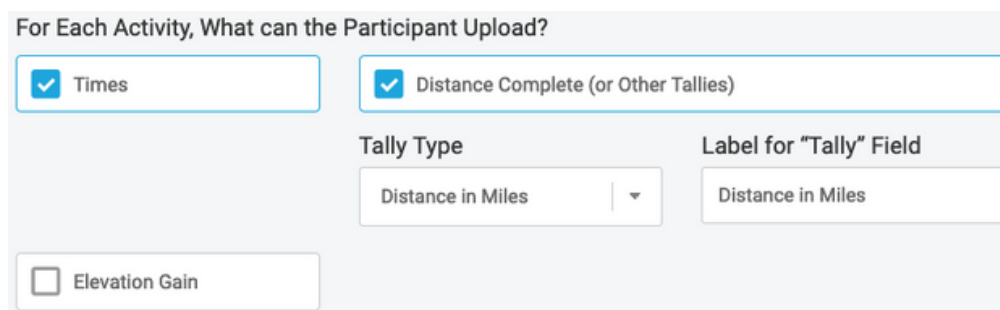
**Result Set**

| Create New Result Set ▼ |

**New Result Set Name**

| Virtual 200 Miles of Summer |

- **Can Participant Submit Multiple Activities? -** For Challenges this should be set to **Yes**. This will allow participants to log their activity on a daily basis to accumulate their efforts to complete the challenge. With this set to No, you're not doing a challenge and instead a single race (such as a Virtual 5K).
- **For Each Activity, What can the Participant Upload? -** Times are optional, but for challenges **Distance Complete (or Other Tallies)** must be checked. There is even an option for **Elevation**. When checked, select the **Tally Type** and Label for **"Tally" Field** for further customization. You can even allow participant to log their elevation! For the example challenge, times and distance in miles are allowed.

**For Each Activity, What can the Participant Upload?**

☑ Times    ☑ Distance Complete (or Other Tallies)

Tally Type          Label for "Tally" Field

| Distance in Miles ▼ |    | Distance in Miles |

☐ Elevation Gain

- **Accept Activity Dates -** Enter in the starting and ending dates where participant activities can be counted towards results. Since this is a summer challenge the start date is the first day of summer. Usually this will match the result submission period as well, but if you want to allow participants to count activities prior to the start of the challenge a date range can be specified here.

- **How Should the Results Be Sorted? -** For the results leaderboard for challenges, it's typical to sort by **Greatest Distance/Tally with Time Tie-Breaker.** Or if you are doing an Elevation challenge, Greatest Elevation Gain with Time Tie-Breaker can be selected. For the example challenge, it's set to sort on Greatest Distance/Tally with Time Tie-Breaker.



- **Minimum Allowed Time -** If times are enabled, this is the minimum allowed time per recorded activity, not the entire challenge. This was just set to 1 minute.
- **Maximum Allowed Time -** If times are enabled, this is the maximum allowed time per recorded activity, not the entire challenge. This was set to 6 hours in the example.

There are additional check boxes that are completely optional. For best participant support, it's strongly recommended to allow the option for participants to submit their results quicker by entering their E-mail or last 4 digits of their phone number instead of logging in. It can also be inclusive to all participants to not require a time but just the distance or tally.



Be sure to save the settings by clicking the blue **Save** button at the bottom or at the top-right of the screen.This will bring you back to the Virtual/Challenge Results page to continue customizing the options. You can hover over the status light to see if there are any issues. Yellow typically means the results are scheduled in the future where green would mean submission is available now.

## 2. *ACTIVITIES*

*Activity types allow challenge events complete flexibility and customization by allowing participants to log all sorts of things. Check out our blog post for an in depth example of setting up a Triathlon. For the summer challenge example the activity types are technically optional because it's a distance challenge, but if you have more than one activity type you will need to add each one separately here.*

**Activity Types**

- **Activity Type -** Choose from Run, Ride, Swim, Walk, Ski, Paddle/row, or custom.
- **Data Entry Tally Type -** The total tally is defined at the event level. However, you can allow certain conversions such as meters to km when participants enter their information.
- **Max Tally (Optional) -** This is the maximum total that can be entered for the activity. This is optional, but for the purpose of limiting participants to 200 miles this can be enforced here.
- **Show Field for Activity Tally Total? -** This adds a column to the results for the activity which will display the overall tally for each participant.
- **Time Entry -** Allow or require a time to also be submitted in addition to the activity tally. Times make sense for some challenges like a Triathlon challenge, but might not make sense for things like pushup challenges. On the other hand, time might be the only thing required for things like plank challenges or amount of time doing meditation.
- **Show Splits for Activity Total? -** This will show the results for each activity in the results.
- **Require at Least 1 of this Activity? -** If enabled, participants will be required to upload all required activity types at once.
- **Require at Most 1 of this Activity? -** If enabled, participants will be required to upload all required activity types at once.
- **Elevation Gain -** Allow or require elevation to also be submitted in addition to the activity tally. Elevation gain make sense for some challenges like a stair climb or biking challenge.

On the following page there is an example of the Activity page. For this example of a 200 Mile Distance Challenge the activity type step is not required, but if you wanted to set it up it would look something like this.

There are additional icons at the top-right of each Activity Type that will allow you to sort or delete.

Be sure to save the settings by clicking the blue **Save** button at the bottom or at the top-right of the screen.

For details on how this looks on the front end for participants submitting activities, check out our Activity Timelines blog post.

## 3. NOTIFICATIONS

*This section will allow you to set up automated messaging to let participants know it's time to start the challenge as well as instructions on how to submit their results and activities. Additional reminder messages and upload instructions can also be included if desired.*

**Text Messaging:** For challenges, this is disabled (only supported for traditional virtual races.

**Virtual Race Details**
By default, we create a Virtual Race Details Page for you when your Virtual Race is set up. You can add a link to your own custom page if you would like to promote that page instead. If you have a custom page that you would like to promote check the box to enter in some additional fields.

- **Details URL -** Enter in the full URL of your page to completely replace the default RunSignup page with this link. WARNING! Be sure to include instructions on your website if you enable this option.
- **YouTube Video ID -** If you have a video that you would like to share it can be included as well. Only the actual video ID is required for this field and not the full URL.

**Participant Messaging**
To enable the Messaging and Notifications you need a minimum of two messages, one to welcome your participants with instructions, and one with instructions for results. You can send up to a total of 5 messages. Any participants that register after the message times will still receive the messaging upon registration.

**Welcome Message** - Enter in the Message Time by entering the date and time. **Please be considerate of participants and only send messages during appropriate hours of the day for any messages set up in this section.** Messages are sent at this time in the timezone of the participant. The E-mail Message can be customized but you are required to include the %RACE_DAY_INITIAL_MSG% Replacement Tag somewhere in the message. Use the toolbar editor to add a little excitement to the message!
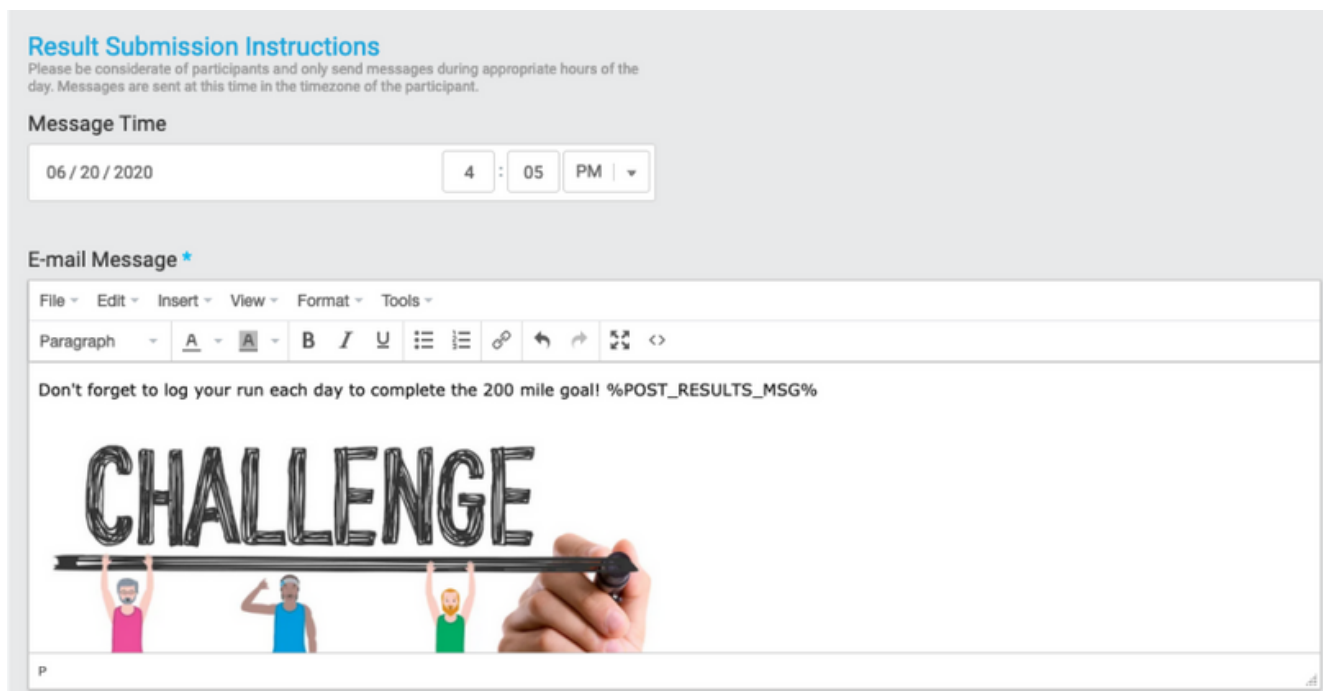
**Results Submissions Instructions:** Just like the Welcome Message, enter the date and time. The E-mail Message can be customized but you are required to include the %POST_RESULTS_MSG% Replacement Tag somewhere in the message.



**Reminder Messages:** To enabled additional Reminder Messages, enter the date and time of the message. This will expand to allow two types of messages that you can customize to those that have not submitted results and those that have submitted results. To disable these Reminder Messages, just remove the date in the Message Time field. These are optional and not required, but if you have a long challenge it may be a good idea to add some additional messages of inspiration to your participants to keep them motivated!

Also, feel free to include a link to our runner guide on submitting and opting in to virtual result messages in the above messages or your standard communications. https://help.runsignup.com/support/solutions/articles/17000087349-submit-and-manage-virtual-results

Be sure to save the settings by clicking the blue **Save** button at the bottom or at the top-right of the screen.

## 4. GOALS

*Ah, at last! The reason why we are all here! Goals allow participants to make progress towards completing your challenge so this should be set up for all challenge events.*

**Is there a Goal Distance/Tally? -** For challenge events this should be set to Yes. If there is a specific goal then the option for Same Goal for All Participants should be selected and then it will prompt to fill out the total. If the challenge is more open-ended, then you can let participants define their own goals. Check the option to show the goal progress bar so participants see their exact progress and remaining amount of the challenge. For the example below, since it is a defined challenge of 200 miles the same goal was selected along with the option to show progress.
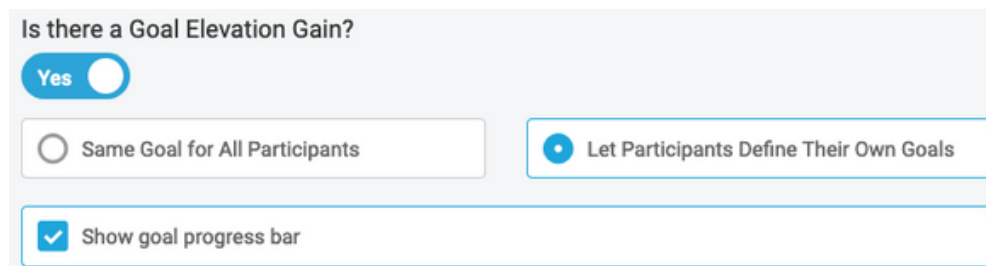


- **Display a map with route and participant progress on result page? -** Upload a KML file. Simple KML with a single route and few annotations works best. If more than one route segment is defined in the file, the route with the most number of points will be used. Click the icon and browse to your KML file for upload.
- **Is there a Goal Elevation Gain? -** If your challenge allows for Elevation then you can also set a goal. For the example challenge, since the primary goal is to complete the 200 miles, the race will let participants decide their own goal for the elevation.



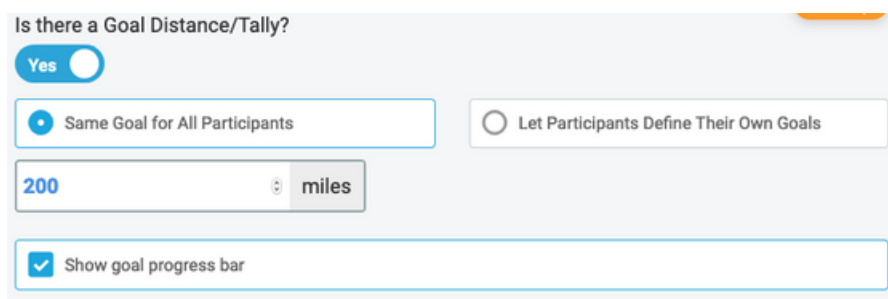We also support Milestones and Badges, but this will be covered in the RaceDay Rewards section

.Be sure to save the settings by clicking the blue **Save** button at the bottom or at the top-right of the screen.

## 5. DETAILS

**Registration Instructions**
This is text that will appear on a separate step of the registration page that allows participants to opt-in for automated E-mail messages that can be set up in the Messages & Notifications settings later. This text should be customized to remove anything about texting or mobile numbers as well as an additional information you would like to share with participants. An example is shown below, but this can updated to your specific challenge. Use the toolbar editor to add a little excitement to your registration experience!
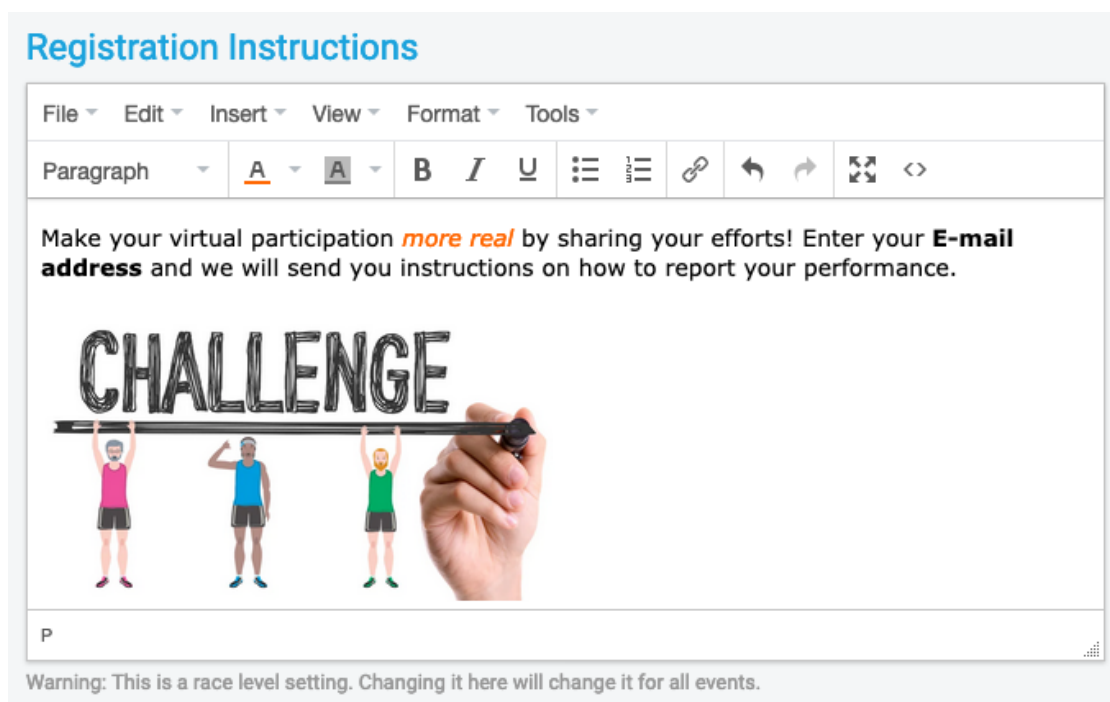


**Results Upload Instructions**
Enter optional instructions that will display on the website when participants are on the page to upload their results. This is helpful to have additional information or plug your sponsor!

For examples of how this looks to your participants, check out our Live Tracking Map for Challenges blog post.

# CUSTOMIZE YOUR RACE WEBSITE

## *1.  RACE THEME: TEMPLATE/DESIGN & LAYOUT*

*This is your chance to match your race website to your brand. Remember the decisions you made during the branding section. Update this at Race >> Race Page >> Race Theme>> Race Template*

**Race Template:** Choose the base template for your site. Note that if you setup a cover page, this template *does not* apply to that page.

- **Hero Image Layout:** Your race name and details are automatically applied to the website. The *Default* layout overlays that information over your header image (set later); the *Alternate* layout places the information on a tile below the image.
- **Header Color:** Select a color for the header. Note that the colors to choose from here depend on the colors you set in the "Color Scheme" Section.
- **Navigation:** By default, when the menu runs out of room to show all options it will create a "More" option for the remaining links. You can opt to always expand the menu, making it 2 columns instead of offering the "more".
- **Grid/List:** Choose from two styles of event displays, the Grid (first) or List (second)

## 2. RACE THEME: TEMPLATE/SOCIAL MEDIA

*Add your Facebook and Twitter feeds to have them automatically display on the right column of all race website pages.*



## 3. RACE THEME: TEMPLATE/HOMEPAGE CUSTOM CONTENT

- **Custom Tagline:** Add a custom line of text to add context and personality to your challenge.
- **Countdown Clock:** Build excitement by adding a countdown clock to tick down the time until the start gun goes off...or in this case, until the challenge starts.

## 4. RACE THEME: COLOR SCHEME

*This is your chance to match your race website to your brand. Remember the decisions you made during the branding section. Update this at Race >> Race Webs >> Race Theme Color Scheme.*

*Pick from a one of our standard color schemes, or create your own with the "Add a Custom Color Scheme" button. From there, click on the color you want to change and add the color of your choice.*

*Colors are input in RBG format.*

## 4. RACE THEME: RACE LOGO

**Add the race logo that you made by clicking on "Browse". The reccommended size for a logo here is 400px X 400px.**

if you don't have a race logo, you can pick from a default icon. A unique logo is recommended.

## 5. RACE THEME: BANNER IMAGE

**Add the race banner image that you made by clicking on "Choose your image". The reccommended size for a banner image here is 1200px X 400px.**

if you don't have a banner image, you can pick from a default set of images. A unique banner is recommended.

## 6. RACE THEME: CUSTOM WORDING

**You know the sticky buttons at the top of the page that say "Sign Up" and "Donate"? They don't have to say that! If there is wording that makes more sense for your challenge (such as "Join a Team" or "Begin Challenge"), you can change the text.**

Additionally, you can use the Action subtitles to further encourage action. Examples are below.
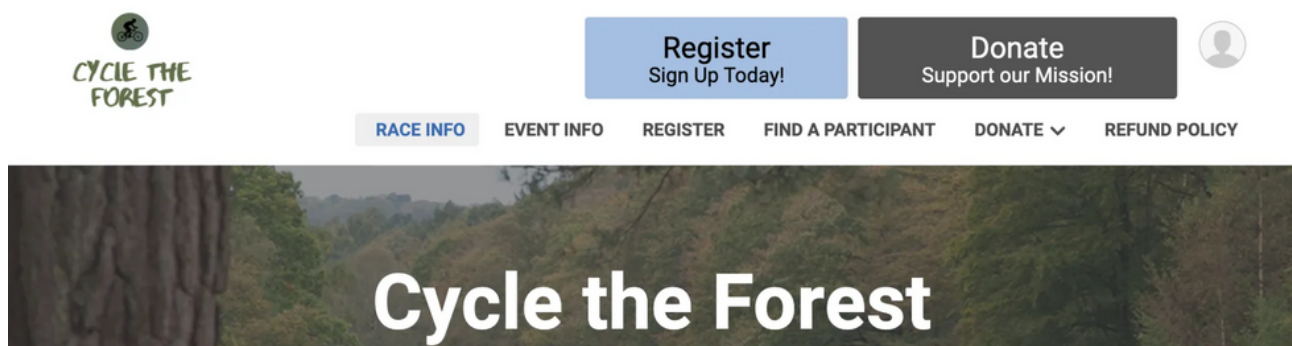
## 7. CUSTOM CONTENT

*This is what makes your website a fully functional site - it's how you add pages, links, structure to your page. When you add a custom section via Race >> Race Website >> Custom Sections, it defaults to adding that content to the bottom of the Race Info page - but you can change that from display and menu items discussed below.*

- Add a custom section to for virtually anything - an FAQ, swag information, explaining how a virtual challenge works, a list of highlights along your challenge route, etc.
- Attach a PDF or image to the page, or use images throughout the content
- Embed a video from youtube or add a playlist from a common player.
- To use custom sections to redirect to another page, simply add the link to the other page under the URL (Optional), and then set it as it's own page via the Display instructions below.

## 8. CUSTOM CONTENT DISPLAY

*Your custom content can be displayed in a few ways. To change the display, go to Race >> Race Website >> Custom Content Display. Options include:*
- **Display on Race Website** adds the content to the existing Race Info page
- **Display as a New Menu Item** makes the content a new page on the site, with a menu option to match the page title.
- **Display as a Sub-Menu Item** makes the content a new page, with the menu option matching the page title. For a sub-menu item, you will choose the *main* menu item that you want to page to fall under. If you do not see the page you want on the drop-down, note that you have to first mark *that* content as "Display as a New Menu Item" and save the page.
- **Display on Confirmation Email Only** lets you add information that will show up on the confirmation email to participants, but will not actually display on the website.

## 9. MENU ORDER

*Change the menu order at Race >> Race Website >> Menu Order to change where each item shows on the menu. Two notes:*
- If you need to change the relationship between a submenu item and a major menu item, you will need to do that from the Custom Content Display above.
- If you don't want content to show on your page - but don't want to delete it entirely - you can opt to hid it from view here.

## 10.  RACE URL

*Setting up your race on RunSignup gives you an automatic URL with key information about your challenge (name, location, etc.). However, you can also create your own RunSignup.com/MyChallenge race URL from Race >> Race Website >> Race URLs*
- You can add up to 5 custom URLs for the challenge

## 11.  BYO DOMAIN

*YWhile the Custom URL is a nice solution for a memorable website, we recommend buying your own domain (as mentioned in the Concept section). You'll begin the setup from Race >> Race Website >> Domains. The BYO domains incude:*

- A dedicated URL (mychallenge.com instead of Runsignup.com/mychallenge)
- An SSL Certificate
- Built-in search engine optimization
- A mobile-responsive, data-driven site.

**A few resouces to walk through the steps for tranferring your domain:**
- [Domains Support Document](#)
- [Example Setup with a Google Domain](#)
- [Example Setup with a GoDaddy Domain](#)

## 12.  COVER PAGE

*Your cover page, when enabled, is the landing page for your website. With flexible content blocks and design elements, you can use your cover page to highlight the important aspects of your challenge - while creating a page that looks professional and sleek. You can enable and design your cover page from Race >> Race Website >> Cover Page. Cover Page components include:*

- **One column or two.** Using a mix of the two options can make your page more visually appealing.
- **Countdown.** Add a countdown clock to pump up the excitement for the Challenge to begin.
- **Custom Actions.** Add action buttons to drive traffic to your key areas - like Donate or Log your Miles. Buttons can be added as a part of many components, or as a narrow, singular component.

- **Video.** A creative video can be an effective way to introduce people to your challenge, and/or an effective way to explain the logistics of the challenge. Embed it on your cover page for easy access.
- **Data,** There are several types of data components you can add, all pulling automatically from the information loaded onto your dashbard. These include:
    - **Social Media.** Links to your Facebook, Twitter, and email.
    - **Event tiles.** These are your "sign up" blocks for your events. It's strongly encouraged that you add event tiles to a prominent place on your cover page to encourage registrations!
    - **Sponsors.** Put your sponsors front and center with sponsor logos pulled from the Sponsor Platform on your dashboard.
    - **Top Fundraisers.** Make fundraising competitive with a component to recognize the top fundraisers for the challenge.
    - **Virtual Race Distance/Tally Total.** Show off what your participants have accomplished with a total of all the miles (or pushups, or books read) completed in your challenge to that point.
    - **Donation Goal Thermometer.** Set a goal for donations? Show everyone how close you're getting (and encourage more donating) with a donation goal thermometer.
- **Price Increase.** Challenges are less likely to have price increases than regular events, but some do use them. If you have a price increase, this component will add messaging to the cover page to encourage and remind people to register *before* the increase.
- **Virtual Challenge:** Have an overall goal for your Challenge (like running around the world)? This component is for you. Like the Virtual Race Distance/Tally Total Data Component, it totals the activities of all your participants - but this component *also* compares that total to an overall goal and adds a progress bar.

# Marketing

## Marketing Plan

### 1. DEFINE YOUR AUDIENCE

*If you followed the Branding Steps earlier, you have a head-start here.*

- **What audience can you reach?** Are you marketing to the runners of your regular races? What about people who's gyms have closed? How about yoga practitioners or climbing enthusiasts?
- **Why would people join *any* challenge**? Perhaps for accountability, health, to try a new activity, or as a replacement for a shuttered gym. Or, they may join for the swag, because they believe in the cause, or because they want to share an experience with a virtual community.
- **What are the reasons for joining *your* Challenge?**
- **What groups of people have those motivations for picking an event?**

### 2. BUILD A MARKETING PLAN

- **Build a tentative plan.** Decide what marketing strategies you want to prioritize, and how you will maintain consistency across strategies.
- **Use the Marketing 101 Challenge Checklist to make sure you've considered all channels**
- **Monitor and adapt.** Use analytics via RaceInsights, Facebook Pixel, Facebook Insights, Google Ads, and similar tools to help understand the success of your campaigns - and edit them accordingly.

## 3.  PREPARATION

*Before you start marketing, make sure you've crossed all your T's in race setup and are fully ready to start taking registrations.*

- **Confirm date range** and all Challenge goals. Is there one option for a goal, or more than one?
- **Setup Registration via** the Race Wizard: https://runsignup.com/Race/New
- **Review the Virtual Race Checklist**. While it's built for traditional virtual races, it includes important steps for virtual challenges as well - like setting a virtual race address or validating shipping addresses for swag.
- **Create a collection of graphics.** If you didn't do this during the branding section and aren't a graphic designer, we recommend Canva for easy graphic design.
- **Create a website** with consistent branding and clear messaging.
  - Update colors, logos, branding, and custom wording *Race >> Race Page >> Race Theme*
  - Add Custom Content (incuding free-standing pages) at *Race >> Race Page >> Custom Sections*
  - Customize where, how, and if content is shown via *Race >> Race Page >> Custom Content Display* and *Race >> Race Page >> Menu Order*
  - Design a cover page via *Race >> Race Page >> Cover Page*
- **Test, test, test.** Test your registration, test the links on your website, test any emails you plan to send, etc. Test everything.

# MARKETING BUDGET

## 1. PLAN YOUR BUDGET

*You worked on an overall budget earlier. Go back to that to see what you think you can reasonably dedicate to marketing. For a new challenge, we recommend setting aside 10-15% of gross sales (registrations, add-ons, store items and sponsorships, but not donations) to market a new challenge. Your marketing budget should take into account:*

- **Advertising:** Facebook makes up the largest share here, but Google or local ads may also contribute
- **Refunds** for referral reward or team size incentives
- **Discounts** from coupons or affiliate programs
- **Any printed material** for local gyms or organizations
- **Email marketing costs** if sending with a paid service
- **Consulting fees** for any marketing consultants or graphics assistance

**(#Participants x $Registration) + $Sponsorship**

Marketing +

**Fixed costs, consultants, swag and donations**

= **Revenue**

# DIGITAL MARKETING

## 1. EMAIL MARKETING

*If you have an existing participant list that \*may\* be interested in your Challenge, you can use this to start getting your word out - even if it's an imperfect audience for your concept.*

- **Use RunSignup Email Marketing**
  - Export existing participant lists from previous races via *Email Marketing >> Manage Lists >> Download List*
  - Upload your lists to your new challenge via *Email Marketing >> Manage Lists >> Create New List >> Upload Custom Contacts*
  - Use a RunSignup email template, or get more flexibility by creating an email in another email platform (like MailChimp).
    - Copy the email HTML in mailchimp and paste it into the email on RunSignup via the "Source Code" icon (highlighted below)



    - Turn on incomplete registration emails. Later, we will review more of the automated emails, but for now, capture anyone who starts - but doesn't finish - registering via *Email Marketing >> Automated Emails >> Incomplete Registrations*

## 2. GOOGLE (ORGANIC)

*Google is responsible for more than 28% of race website traffic - the most significant single source of all.  RunSignup's Race Websites have some built-in optimizations for search engines, but you can take a few steps to make yours even better.*

- Make sure the title on your cover page includes the name of your race.
- Add headers with the name of your challenge and the main details of your challenge.
- Google your race name to evaluate where you come up in the list.

## 3. CALENDARS

*"Regular" events aren't happening... but people are still looking for things to do. Event calendars - national and local - are still churning out virtual options to keep people active.*

- **National Calendars:** RunningInTheUSA, Race Directors HQ, etc.
- **Local Calendars:** Local calendars are especially helpful if you have a loyal customer base in your area or a place-based challenge
    - Running stores and clubs
    - Newspapers and online options
    - Workout groups, gyms, local nonprofits

## 4. FACEBOOK (ORGANIC)

*Organic reach on Facebook fwon't drastically impact registrations, but it is important for adding legitimacy (and allowing you to do ads)*

- If you didn't do so during the branding sections, create a Facebook Page and Group
    - Promote the Facebook group on your website and communications as a perk of challenge participation
    - Customize your social sharing message via *Promotion >> Social Sharing*
    - Use Custom Source Tracking to monitor conversions via *Promotion >> Source Tracking >> Custom Source Tracking*

## 5. FACEBOOK ADS

*Facebook is still the best bang for your buck in advertising. If you're only going to spend a little money, this is where you spend it.*

- **Target your participants:** If you have a participant list that *is* your target market, use them for Facebook Custom Audiences.
    - You can pull reports for Facebook Custom Audiences via *Promotion >> Facebook Custom Audiences*
    - You can target your specific lists or a lookalike audience - Facebook users with similar characteristics to those on your list.
    - For more on Facebook Custom Audiences, view the Webinar.

- **Create an Audience to Target** using the segmenting tools built into RunSignup
  - Demographics let you target by characteristics like gender, age, and location
  - Targeting lets you focus on users with specific interests and page likes
  - Exclusions help you limit your audience size based on demographics and targeting characteristics
- **Facebook ads can be just "Boosts" of your existing posts.** But for more robust options for creating ads, set up Ads Manager.
- **Test and adjust**
  - Start with a broad audience to allow room for testing
  - Use A/B tests to try different creative approaches
  - Setup and monitor analytics
    - Custom Source Tracking with RaceInsights
    - Add the Facebook Pixel via *Promotion >> Facebook Pixel*

## 6. GOOGLE DISPLAY ADS

*Google Display ads require a larger financial investment and more time to learn, but if you're going big, the reach a large audience.*

- **Custom list targeting has limited availability.** You must be a customer for more than 90 days, with more than $50,000 in lifetime spending on Google Ads
- **Create a Display Ads Campaign**
  - Use A/B testing with variable creative to see what works best
  - Don't be shy about changing or ending campaigns that are overly expensive for the return

## 7. REMARKETING

*At it's core, remarketing is showing advertisements specifically to people who have visited your website or engaged with your content in a specific way.*

- **Facebook Remarketing**
  - Make sure you have your Facebook Pixel set up at *Promotion >> Facebook Ads*
  - Set up an Audience in Ads Manager that targets people who have visited your website
  - Learn more about Facebook Remarketing here.
- **Google Remarketing**
  - Google ads can also be targeted at visitors to your Race Website.
  - Learn more about Google Remarketing here.

# EXPAND YOUR FUNNEL

*Digital marketing is cold marketing. To expand your funnel - your world of potential participants - you want to reach people through the channels they trust.*

Social connections are still key - people want to share an experience with their friends and family, and are looking for ways to do so from a distance.

**Pick 1, 2, or 3 of the following 5 marketing strategies to turn your participants into informal ambassadors for your challenge.**

## 1. REFERRALS

**Back in 2018, we declared that 100% of RunSignup employees recommend referral rewards as the most efficient marketing tool. And now...**

| Time Period | % of Registrations from Referrals | % of Registration Amount from Referrals |
| --- | --- | --- |
| Jan-Dec 2019 | 6% | 7% |
| February 2020 | 7% | 7% |
| March 2020 | 7% | 8% |
| April 2020 | 15% | 20% |
| May 2020 | 23% | 28% |

- **Why?** Your participants are the most effective advocate for your challenge. You want to give them a nudge to invite their friends and family.
- **How?** Incentivize your participants to share the challenge by rewarding them with **refunds**, **swag**, and **recognition** when they successfull refer participants to the challenge.

*Referral Setup*

- Setup Referral Rewards via *Promotion >> Referral Tracking >> Setup*
  - View refund reports via *Promotion >> Referral Tracking >> Refund Report*
- Setup Swag Rewards via *Promotion >> Swag Rewards*
- Explore the setup and recommendations for referral rewards and swag rewards (including a webinar) at RunSignup.com/swag

*Example Rewards Setup:*
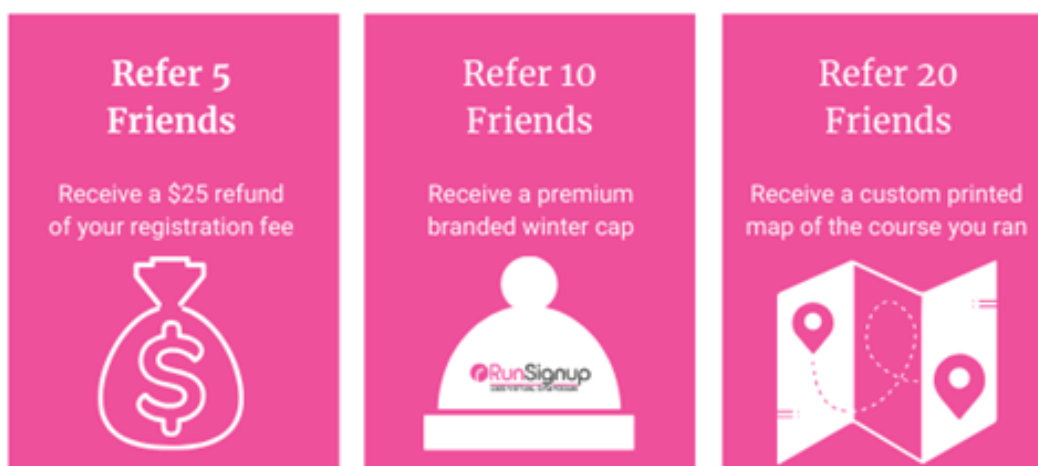


**Effective referral setups are high threshold, high reward.**
*Most referrers never reach the threshold to get a refund - so the 1-4 people they DO refer are FREE!*

*Referrals best practices:*
- **Social Sharing:** Customize your social images and text via *Promotion >> Social Sharing*. Your sharing images should make you (and your target runners) happy!
- **Keep it Simple:** While stacking rewards is encouraged, make your program easy to understand at a glance.
- **Girl Power:** Over 70% of referrers are female - and over 60% of challenge participants are female. Offer gender-appropriate sizes and options.
- **Registration Follow-Up Emails:** Re-iterate and repeat your referral program with registration follow-up emais 1-10 days after someone registers
- **Promote Early (and Often):** Referral rewards only work if people know about them.
- **Exclusivity:** Your swag should be something participants can't get otherwise. Never sell your specialty referral swag - it can only be earned!

## 2. GROUPS/TEAMS

*The most literal way to encourage participants to join your challenge together is to have them on teams together.*

- **30% of Participants join teams when they are available**
  - This is steady post-Coronavirus

- **There are all types of teams.** You an set up the appropriate teams for your audience via *Participants >> Groups/Teams >> Setup*
  - **Social:** 100% for fun, with no competitive consequences. Further the sense of group accomplishment by enabling Team Goals/Tallies from *RaceDay Tools >> Virtual/Challenge Results >> Configure Virtual Results >> Virtual Results Settings*
  - **Competitive:** let teams compete against each other for the furthest or fastest. Enable team scoring via *RaceDay Tools >> Virtual Challenge Results >> Configure Virtual Results >> Virtual Results Settings*
  - **Fundraising:** focus on raising money collectively with team fundraising. Set is up at *Donations >> Setup >> Pricing Setup*
- **Incentivize Groups and Teams** with automated discounts/refunds for anyone on a team that hits a size threshold. This satisfies the "discount demand" while incentivizing price-sensitive participants to recruit family and friends.

**Example of an Automated Refund for Team Size:**
- Regular registration for $39, with a $5 discount for members of groups of more than 5.
- First 4 registrants pay $39. The fifth registrant (and everyone after) pays $34, and the first 4 are refunded $5.

*Set up refunds for group size at Participants >> Groups/Teams >> Pricing Setup*

## 3. YOUR CAUSE

*If you are a nonprofit - or are supporting one - that's a reason for people to join the challenge.*

**Donations and Fundraising Setup**
- **Setup a charity partner for your cause**. If the nonprofit sets up their information, this will allow them to access reports and even get donations paid out directly. Setup via *Donations >> Charity Partners >> Add a charity partner*
- **Setup simple Donations** *via Donations >> Setup*
- **Setup a Checkbox Donation at checkout** to >> make donations *super* easy. Setup via *Donations >> Charity Partners >> Add Donation to Checkout*
- **Setup fundraising** to maximize your benefit to the cause. Setup fundraising at *Fundraising >> Individual Fundraisers >> General Settings*
    - **How-to setup Fundraising:** https://help.runsignup.com/support/solutions/articles/17000064552-advanced-fundraising
    - **More fundraising Tips**: https://www.slideshare.net/runsignup/advanced-fundraising-runsignup

## *But how is a cause a marketing tool?*

- **Millenials and younger generations care about the cause.** Studies show that millenials and Gen Z are highly motivated by contributing to charity and want to know their dollars are going towards a good cause. Display your cause prominently and be clear about your relationship with them.
- **Select a charity partner carefully. It's a mutually beneficial relationship.**
    - Your charity partner is another channel for new participants to your challenge
    - Your challenge is another channel for your charity partner to get new donor and supporter contacts (and extra donations)
- **Reward top fundraisers** with swag or other perks to encourage robust fundraising

## 4. SWAG

*Swag is always a driver of registrations. Make yours stand out, and use it to sell your challenge!*

- **Offer Swag people want to wear.**
  - When they are excited about it, they'll register to get it.
  - When they like it (and it fits!), they'll wear it - and in doing so, promote your challenge
- **3 ways to Offer Swag.** Learn how to set it up here:
  https://help.runsignup.com/support/solutions/folders/17000128471
  - **Giveaway:** T-Shirts or other swag that requires a choice (I.e., size, color, etc) that you want to offer all participants when they register. *Race >> Giveaways/Add-Ons >> Giveaways/Giveaway Inventory*
  - **Registration Add-Ons**: Additional items that you want to sell during registration to participants only. *Race >> Giveaways/Add-Ons >> Registration Add-ons*
  - **Store**: Additional items you want to sell to participants and non-participants
  - *Store >> Setup*

### Use Swag as a reward to encourage other priorities

- **Enhance your referral program**  by offering premium swag to your top referrers.
- **Focus on fundraising** by rewarding the top 3 fundraisers with swag.

## 5. DRIP CAMPAIGNS

*Automated emails are set-them and forget-them options for emails.*

| Incomplete Registration | RaceJoy | Price Increase | Registration Follow-up | Sponsor Offers |
|---|---|---|---|---|
| Remind people who abandon their cars to return and complete their registration | Get the most out of RaceJoy by reminding participants to get their friends and family to engage | Use pricing-based calls-to-action to drive registrations. | Drip campaigns to reinforce your messaging and grow teams, increase referrals, or build fundraising. | Support your sponsors with automated sponsor emails (including offers). |

**Registration Follow-Ups allow you to set up a series of emails to highlight your main calls to action *for already-registered participants*. These include things like referring friends, fundraising, or recruiting people for your team.**

**Drip Campaign Best Practices**
- Set your priorities (I.E., are you driving referrals or fundraising?) and keep your messaging concise and consistent.
- Don't send too many emails and spam your participants - limit drip campaigns to 2-3 follow-ups.

**Sample text for clear, concise registration follow-up emails**

### Drip Campaign: REFERRAL REWARDS

Hi %FIRST_NAME%,

Make your Challegenge even more fun - and keep yourself accountable - by sharing the experience (remotely) with your friends and family!

When 5 people SignUp using your unique link, you'll get your registration fee refunded. Refer more friends for even more rewards!

Share your unique link:

%REGISTRATION_REFERRAL_CODE_LINK

### Drip Campaign: FUNDRAISING

Hi %FIRST_NAME%,

Your registration fee gets you all the perks of the Challenge; your fundraising gets us all a better world - a world without cancer!

Share your unique fundraising link with family and friends and make an impact today!

%FUNDRAISER_LINK%

# CHALLENGE EXECUTION

SWAG, SWAG, SWAG

## SWAG CHOICES

### 1. MAKE DECISIONS

*What swag are you offering? Are there choices? How are participants getting their swag?*

- **Consider your target audience**
  - Challenges are ~70% female, so keep women in mind for cut, colors ,and fit
- **Determine if you are shipping swag**
  - Pickup is cheapest, but not feasible for out-of-town runners
  - Shipping is convenient, but can be challenging and expensive

## SHIPPING & FULFILLMENT

### 1. SHIPPING CONSIDERATIONS

*If you're considering shipping swag, there are a lot of costs and considerations to keep in mind.*

- **Weight:** average package is $3-5, but that increases significantly over 16oz
- **Shape:** a t-shirt and medal is easier to ship than a poster or a wine glass
- **Zones:** US shipping costs vary by locations. Shipping software like can automatically calculate the shipping zones and subsequent cost for various zones.
- **USPS Issues:** Current USPS delays could mean very late packages. Prepare your attendees for the possibilty of late arrivals or ship very early.
- **International Shipping:** If you allow international shipping, account for much higher costs. Shipping internationally can increase the cost by 5-6x.

## 2. PARTNER FULFILLMENT

*You can avoid a lot of the hassle of shipping by working with a timer or a swag company who will fulfill the packages for you for a minor cost.*

- **Finding a partner.** Start by asking your existing timer or Swag company. Still stuck? We have some recommendations for swag fulfillment <u>here</u>.
- **Collect Shipping Addresses** during registration (it's not always the same as the profile address). Enable this at *Race >> Registration >> Shippping*
- **Clearly communicate** shipping timelines. Add shipping information to your Giveaway information during registration and in the confirmation email by updating additional details at Race >> *Giveaways/Add-Ons>> Giveaway*
  - Batch Shipping: Ship on a rolling basis (I.E., once a week or once a month)
  - Mass Shipping: Ship everything at once

## 3. DIY SHIPPING

*Want to do it yourself? Here are a few tips to make it easier.*

- **Shipping Software:** Shipstation or Shipeasy can automate shipping and postage
- **Shipping Weight:** USPS first class is typically the cheapest/fastest, in the $3-5 range if you stay under 13oz.
  - Price will increase significantly if you exceed 13oz
  - Current USPS delays may impact delivery timeline
- **Package Shape:** Shirts/medals are easier and cheaper to ship than posters, etc.
- **Shipping Zones:** Costs vary depending on where/how far you're shipping something within the US. Use software to automate the calculation and label printing process.
- **International Shipping:** The cost of international shipping is 5-6x the cost of domestic shipping. Keep in mind if allowing international registrations with swag.

# RACEDAY REWARDS

## SHOW PROGRESS

### 1. PROGRESS BARS

*Set a goal or allow participants to choose their own goal (at RaceDay Tools >> Virtual/Challenge Results >> Configure Virtual Results >> Goals). This will automatically give your participants a progress bar to provide them with a visual representation of their success.*
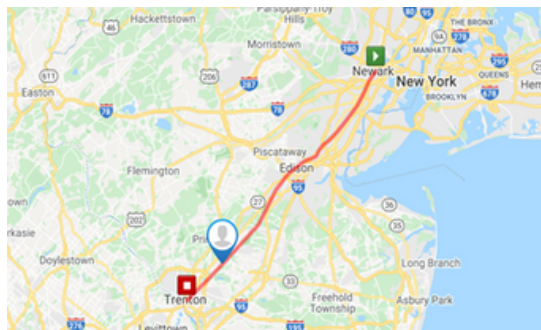


### 2. MAPS

*If you have a challenge based on a map (like a race across a state or a circumvention of your city), setup a map to show your participants where they "are" every day.*

- **Create a map using a maping software.** There are many platforms you can use for this, but common ones include MapMyRun or google.com/mymaps.
- **Export a KML file of the map**. Mapping services like those above will have export capabilities.
- **Upload the KML** at *RaceDay Tools >> Virtual/Challenge Results > Configure Virtual Results >> Goals.*

## 3. COLLECTIVE PROGRESS

*As covered in the race website section of RunSignup Setup, there are two ways that you can add a visual element to your cover page that celebrates the progress of ALL your participants.*

- **Virtual Race Distance/Tally Total.** Show off what your participants have accomplished with a total of all the miles (or pushups, or books read) completed in your challenge to that point. You can set this up by adding a Data Component and selecting the Virtual Race Distance/Tally Total.
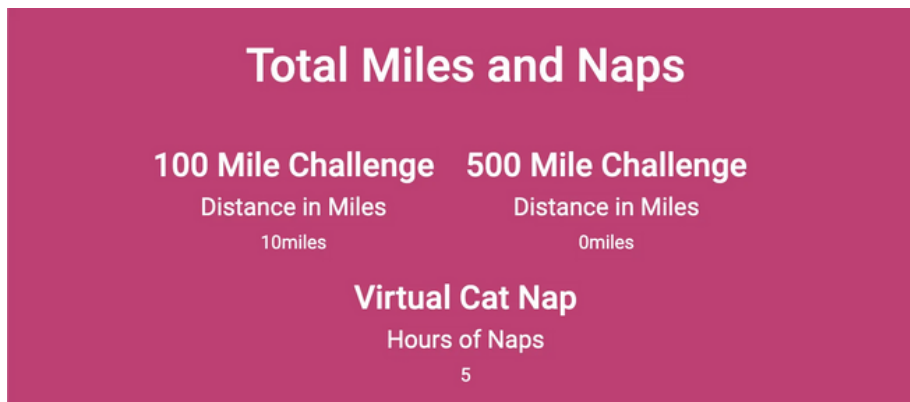


- **Virtual Challenge:** If your challenge has an overall goal (like run around the world), this component is for you. Like the Virtual Race Distance/Tally Total Data Component, it totals the activities of all your participants - but this component also compares that total to an overall goal and adds a progress bar. You'll find it as an option when adding a component to your cover page.
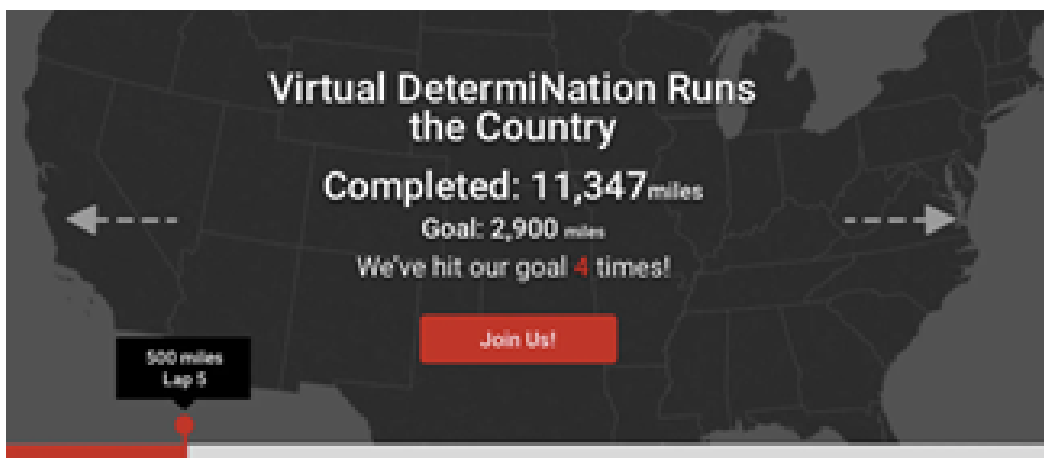
# GAMIFY

## 1. MILESTONES, BADGES, AND NOTIFICATIONS

*Gamify your challenge with intermediate goals (milestones) and reward participants for reaching those milestones with digital rewards (badges) and notifications. Challenges are long - congratulate participants on their accomplishment regularly to keep them motivated. Setup for milestones, badges, and notifications can all be found at RaceDay Tools >> Virtual/Challenge Results >> Configure Virtual Results >> Goals.*

- **Milestones.** Milestones are any kind of goal along the way. You can use them in a number of ways.
  - Key attractions that participants pass along their map (like a historic site or an amusement park)
  - Regular progress intervals (like every 5 miles)
  - Completing one activity in the challenge (such as finishing the biking component of a run/swim/bike challenge).
- **Badges.** Badges are the fun visuals that your participants earn when they reach a milestone. There are a few options for your badges.
  - Basic badges are available in setup for you to select at any time.
  - Create your own badges (including animates GIFs) via a graphics platform like Canva.
  - Create a badge design that *looks* like a badge with Open Badge Designer (it's free!)
- **Notifications.** Notifications for achieving a milestone help keep participants truly engaged. Notifications are emails that get sent to participants as they cross that milestone - use it to add more context to the historical milemarker or milestone.
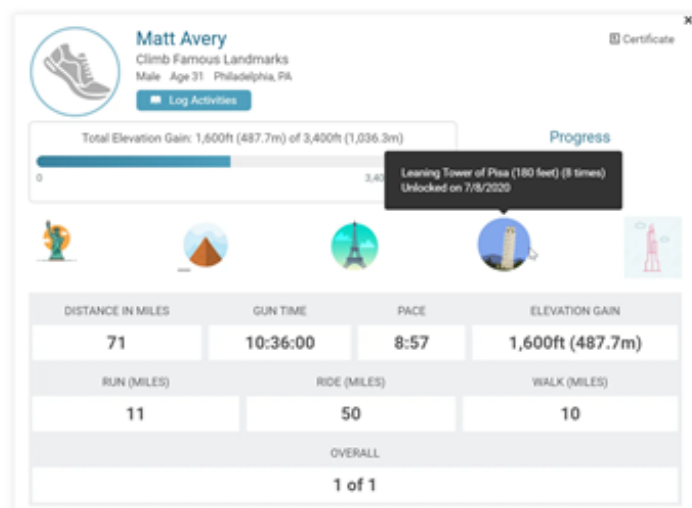
# INTERACT

## 1. FACEBOOK GROUPS

*This is where you take the Facebook Group that you setup during the "Social Media Presence" section and put it in action. Encourage positive engagement and interaction between your runners to build a sense of community!*



# DIGITAL ASSETS

## 1. DIGITAL BIBS

*What's more iconic than the race day photo with your racing outfit and bib? Virtual races can accomplish the same thing with digital bibs - printable bib designs that are sent out to participants to print at home.*



- **Digital Bib Setup** can be accessed from RaceDay Tools >> Bibs >> Customize Digital Bibs
- **Pre-Made Template:** Use our basic, pre-made template
- **Upload Design:** Make your race bib more personal with a custom design. The size should be 775px X 600px
- **Assign Bib Numbers** (required for digital bibs). You can assign at registration or after - setup at RaceDay Tools >> Bibs >> Assign Bibs and Chips

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## 2. FINISHER CERTIFICATES

*That's it! You're done. Create a unique Finisher Certificate that your participants can print (or share digitally) immediately to celebrate their accomplishment.*

- **Setup your finisher certificate at** RaceDay Tools >> Results >> Customize Finisher Certificate

- **Pre-Made Templates**. Use one of the pre-made templates that are built into the RunSignup system, or...

- **Create your own template.** Use a tool like Canva (again) to create your own template. The size should be 775px X 600px.

- **Participant access.** Participants can access their Finisher Certificate from the results page.
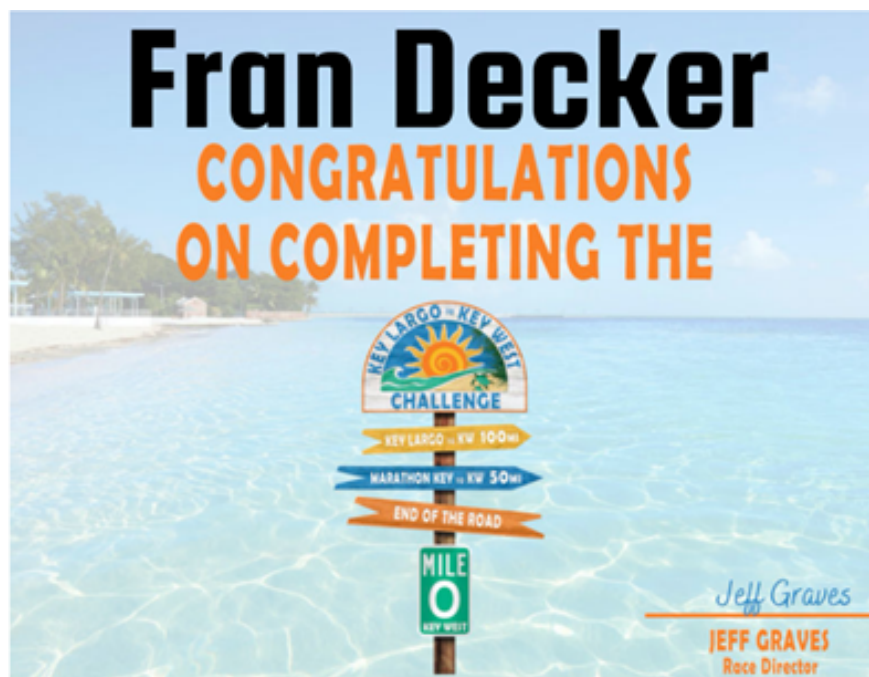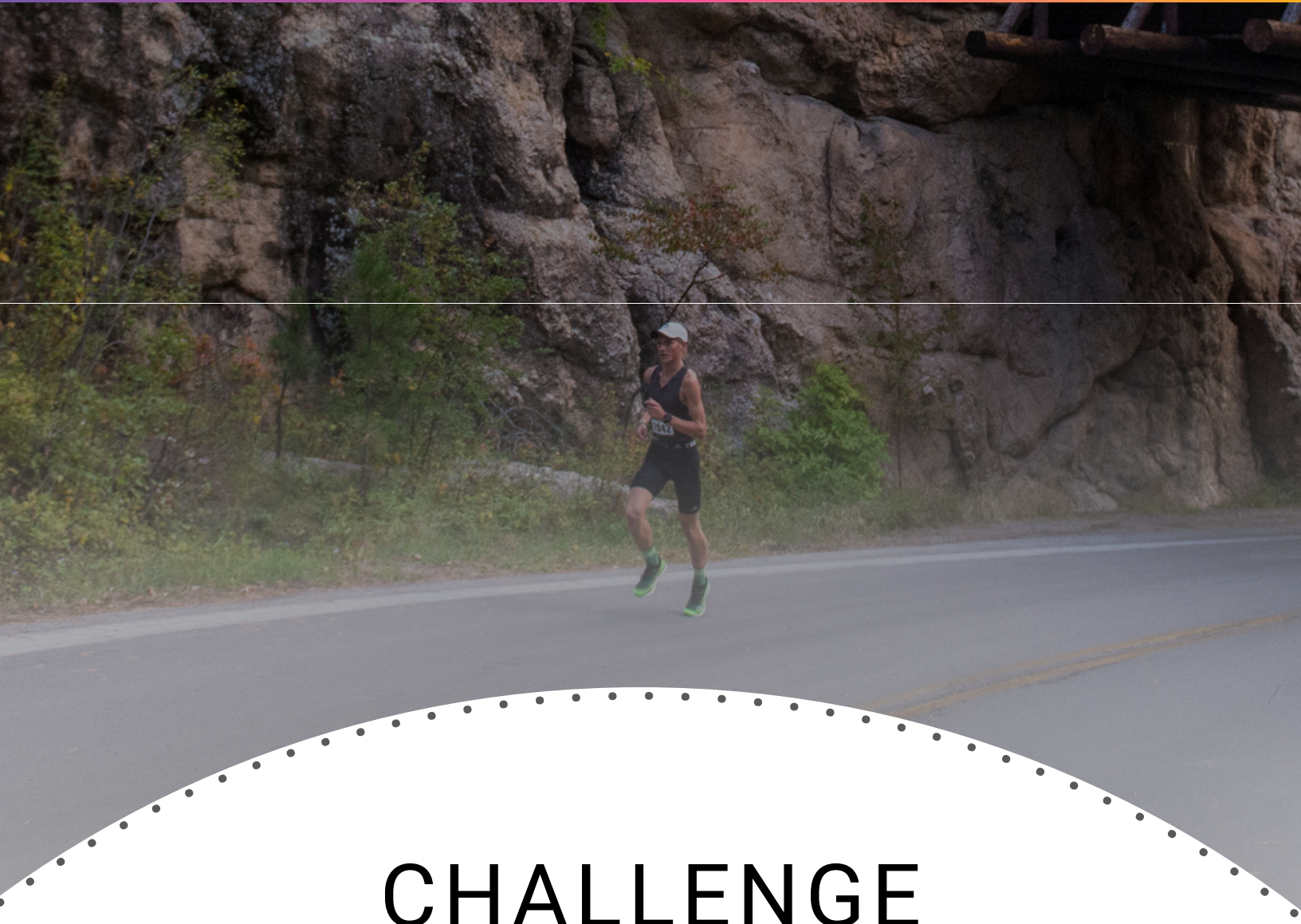
# CHALLENGE
## **YOURSELF**
(and your community)

**RunSignup**