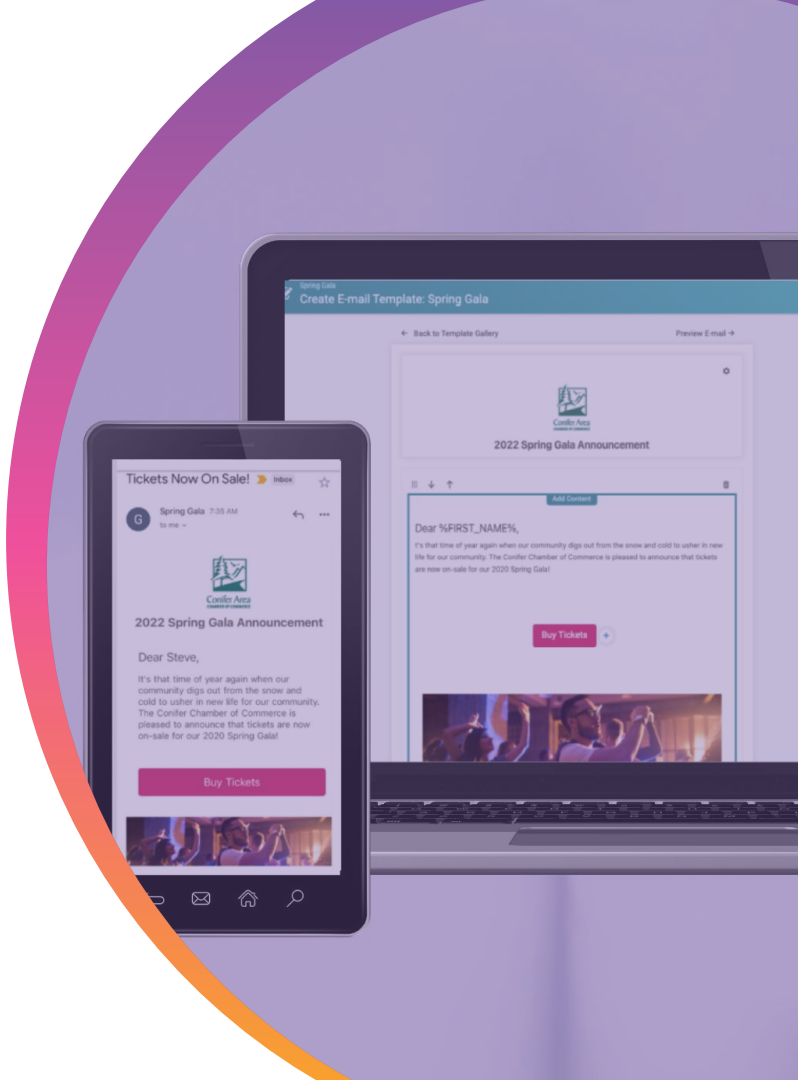




Renewing Your Race and More

with Val Lofton
and Anne Mitchell





Today's Agenda

- Why you should Renew
- How to Renew your race
- Transfer, Deferrals & Refunds
- Self-Serve and Bulk Options
- Growing Your Race



We Are Event Technology Experts

Our Mission

To make it *free and easy* for small businesses and nonprofits to generate more revenue, grow their events, and engage their attendees.

We create *free and easy-to-use* event software that you can fully control.





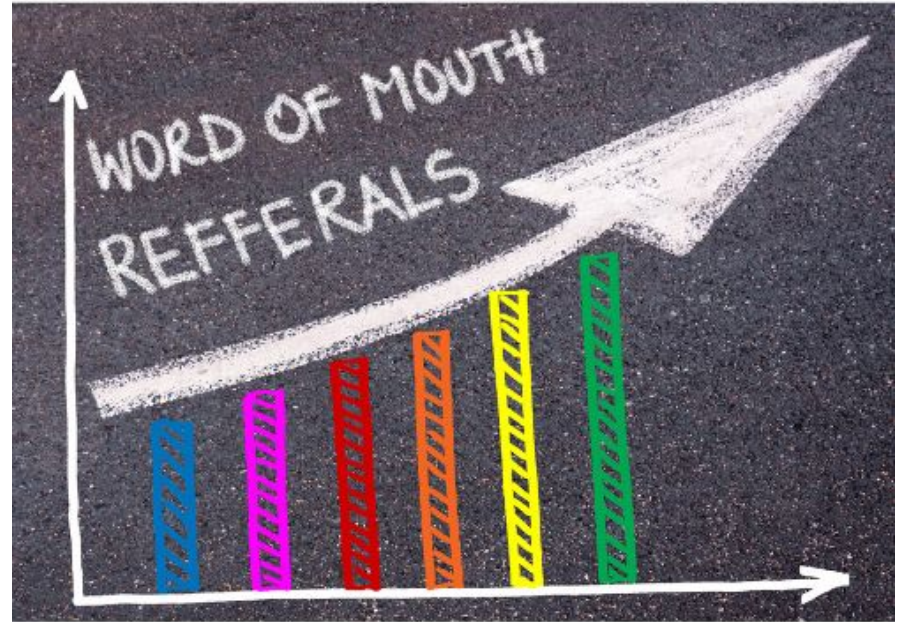
Renewing *Your Event*

- When Should I Renew?
- Why Should I Renew?
- How do I Renew my race?



When Should I Renew

- As soon as possible!
 - Marketing
 - Marketing Emails
 - Social Media
 - Pricing Campaigns
 - Word of Mouth



Why Renew

- Keep the same URL year-to-year
 - Improves your SEO
- View comparison reports between this iteration and past iterations
- All race information in one spot for easy email marketing
- Maintains many settings from previous years for less required customization
 - I.E., custom questions, race theme
- Options to fully copy all settings (“Yes”) or pick and choose (“No”)

Renewal Settings

Your event registration and pricing settings have been copied for you.
You can adjust these settings before renewing your race.

Do you want to copy your existing race settings? Yes No

Do you want to copy your existing race settings? Yes No

Registration

- Copy registration form PDFs.
- Copy event registration periods. The dates of these periods will be adjusted by the same number of days that the event was adjusted by. For example, if you change an event date from May 1st, 2013 to May 2nd, 2014, a registration period starting Feb. 3rd, 2013 will be copied with a start date of Feb. 4th, 2013.
- Copy event give-aways (e.g. shirts).
- Copy give-aways (e.g. shirts) inventories.
- Copy race registration add-ons. (Note: This will delete all add-ons and create new versions of each. This will reset any inventories that you have set on add-ons).
- Copy corral settings
- Copy social sharing settings

Special Pricing

- Copy age based pricing.
- Copy group based pricing.
- Copy membership settings (E.g. USATF, USAT, etc)
- Copy multi-event discounts.
- Copy credit card discounts.
- Copy affiliate discounts.
- Copy club discounts dates and event settings. Dates will be adjusted based on the event date adjustments.
- Copy event specific settings for coupons.

Teams

- Copy race group (e.g. competitive team) settings.
- Copy corporate team settings.

Volunteers

- Copy volunteer tasks, timeslots, resources and categories.
- Copy volunteer task and category coordinators. (Note: Coordinators will only be copied if tasks, timeslots, resources and categories are copied).

Miscellaneous

- Copy participant management settings (e.g. refund and transfer settings). Dates will be adjusted based on the event date adjustments.
- Copy race division settings.
- Copy technology partner settings.

Donations

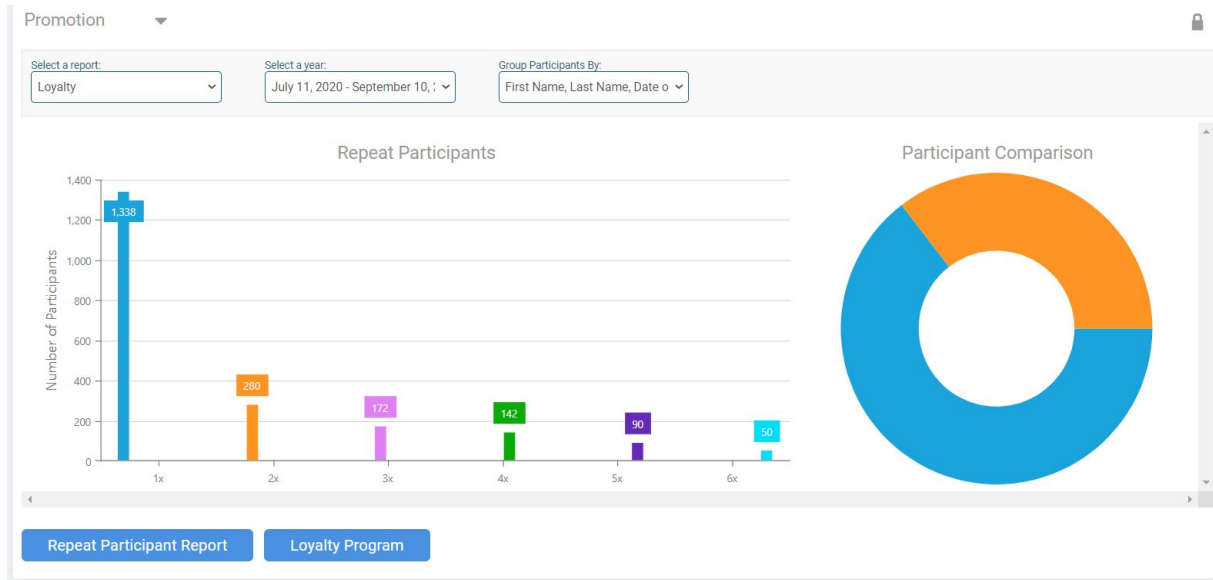
- Create a new donation period. Without this, you will not be able to easily separate donations from last year's events and this year's events.

Social Media

- Copy social media settings.

Why Renew

- Improves marketing capabilities
 - Tracks returning participants and provides acquisition information



Why Renew



- Better reporting with automated year-over-year views

	THIS YEAR ⓘ	LAST YEAR ⓘ	YEAR BEFORE LAST ⓘ
Total Registrations <input type="button" value="v"/>	1,128	888	683
Today	0	5	6
Yesterday	0	46	43
Last 7 Days	0	219	158
Last 30 Days	340	543	462
Year to Date	1,128	887	683
Total \$ <input type="button" value="v"/>	\$42,978	\$34,100.75	\$26,844.50

Why Renew

- Automatically creates email lists with your previous participants

The screenshot displays a web interface for managing email lists. At the top left, there is a dropdown menu labeled 'All Lists' with a downward arrow. At the top right, there is a link for 'Advanced Filters' with a downward arrow. Below this, the event name 'Chasco Main Street Mile' is displayed. The main area contains four rows of filters, each with a label, an information icon, and two radio button options: 'Include' and 'Exclude'. The filters are: 'Current Participants', 'Last Year's Participants', 'Past Participants', and 'Donations: Since December 11, 2023 *'. All radio buttons are currently unselected.

Filter Category	Include	Exclude
Current Participants ⓘ	<input type="radio"/>	<input type="radio"/>
Last Year's Participants ⓘ	<input type="radio"/>	<input type="radio"/>
Past Participants ⓘ	<input type="radio"/>	<input type="radio"/>
Donations: Since December 11, 2023 * ⓘ	<input type="radio"/>	<input type="radio"/>

How To Renew

Option 1: From “My Races” in your profile image.

Charlottesville Turkey Trot 5k <small>Includes 2021 and 2022</small> 📅 11/23/2023 📍 Charlottesville, VA	1,128	\$51,669.14	▼
SML Turkey Trot <small>Includes 2021 and 2022</small> 📅 11/23/2023 📍 Huddleston, VA	207	\$8,190.88	
19th Annual Kelly Hansen Watt Memorial Race <small>Includes 2018, 2019, 2020, 2021 and 2022</small> 📅 11/18/2023 📍 Charlottesville, VA	122	\$7,911.00	▼
4Y5K: Community of Care <small>Includes 2018, 2019, 2020, 2021 and 2022</small> 📅 11/18/2023 📍 Charlottesville, VA	1,201	\$19,798.00	
Garden State Showcase #2 <small>Includes 2022</small> 📅 11/18/2023 📍 New Brunswick, NJ	124	\$2,538.44	▼

- Go to Dashboard
- View Website
- Add Access
- Renew
- Edit in Wizard Mode
- Copy this Race
- Delete this Race

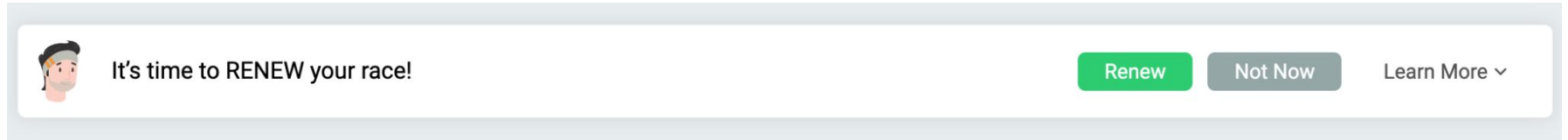


DASHBOARD
LOCATION

Profile > My Races > Past Races

How To Renew

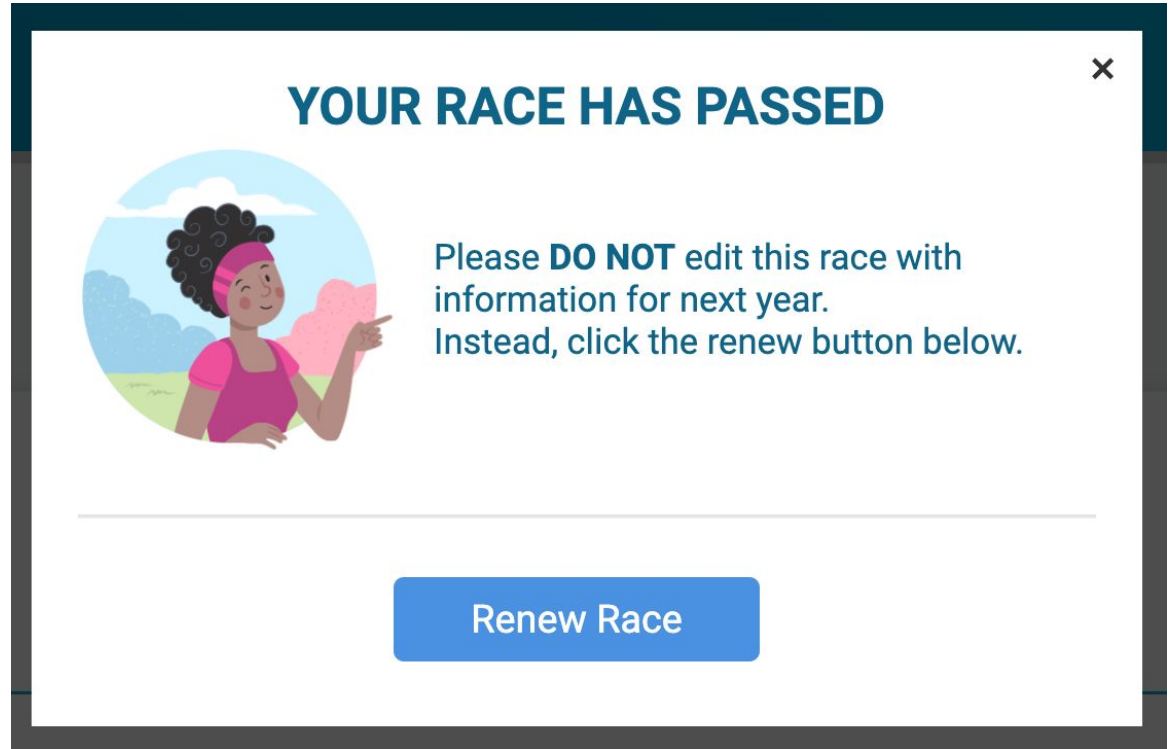
Option 2: Top of your Dashboard



How To Renew

Option 3: Race Wizard

Click on “Renew Race” button



DASHBOARD
LOCATION

Race Wizard

How To Renew

Step 1:

Update the dates and times for your events

Review Your Events and Dates

Event Name * ⓘ 🗑️ ↓ ↑

1 Mile

E.g. "1/2 Marathon", "5K Run", "Kids Run", etc.

Type *

Run or Run/Walk ▼

This is used to classify your event for better searching.

Start Time * 📅 12 : 00 PM ▼

Time will be hidden for virtual Races.

Copy to all events

End Time Copy Start Date 📅 1 : 00 PM ▼

Time will be hidden for virtual Races.

Copy to all events

↑ Make sure these dates and times are correct! ↑



How To Renew

Step 2:

Accept recommended settings or customize the settings

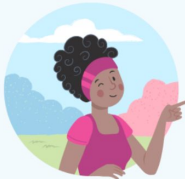


How To Renew

Congratulations!

Your renewal is complete!

- Event Insurance
- Incomplete Email
- Referral Rewards
- Price Increase Emails



Congratulations!

Your renewal is complete!

Recommended Settings

We recommend the following settings for you.

<input type="checkbox"/> Enable <i>Currently NOT Enabled</i>	Event Insurance Earn 20% on insurance revenue generated with your race by allowing participants to purchase event insurance in the event they can not attend such as injury, work travel, or 20 other reasons.	<input type="checkbox"/> Enable <i>Currently NOT Enabled</i>	Referral Rewards Increase race registrations by allowing participants to earn rewards for referrals. Participants will receive a \$20 refund if they refer 5 others.
<input checked="" type="checkbox"/> Enable <i>Already Enabled</i>	Incomplete Email Automatically send reminder emails to users who have not completed their registration.	<input type="checkbox"/> Enable <i>Currently NOT Enabled</i>	Price Increase Emails Automatically send emails to previous participants to alert them of upcoming price increases. This creates a call to action to close more registrations.



Renewal Options

Why offer Insurance?

- 20% Revenue Share
- Increases advance registrations by converting on-the-fence buyers
- Reduce Refunds
- Decrease chargebacks

Protect my Purchase

Protect your purchase with RegShield from unforeseen circumstances that prevent you from attending for just **\$2.99**.

[Terms & Privacy](#)

Protect Against



Accident & Illness



Layoffs



Travel Interruptions



Jury Duty



Family Emergencies



Work Travel Conflict



Protect your purchase

Recommended



Decline protection



DASHBOARD
LOCATION

Financial



**Event
Insurance**



Set up

Renewal Options

Incomplete Registration Email & Price Increase Email

- 8.5% of all paid registrations in 2022 resulting from emails sent from the RunSignup system.
- In 2022, automated price increase emails accounted for 1.9% of registrations

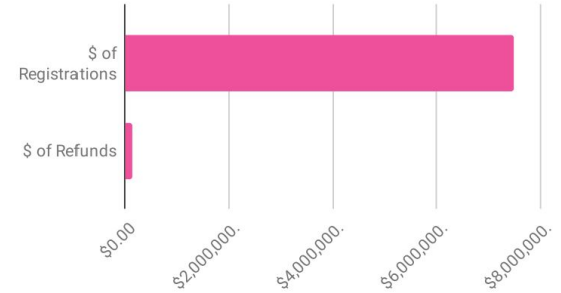


Renewal Options

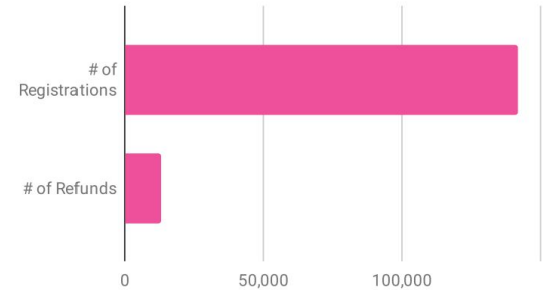
Referral Rewards & Refunds

- When enabled, 6% of transactions are from referrals
- \$0.98 Cost Per Acquisition for each new registration via Referral Rewards Refunds

Value of Registrations vs. Cost of Refund Rewards



of Registrations vs. # of Refunds



DASHBOARD LOCATION

Promotion



Referral Tracking

Referral Program

Best Practices for Referral Refunds

- Provide a refund reward that is attractive enough to incentivize attendees to share your event (typically \$15-20).
- Set a reward threshold that is high enough to be difficult, but not impossible, to reach (typically 3-5 referrals).
- Stack rewards with additional refunds, specialty swag, or other perks *only* for your most productive referrers.
- Share, share, share! Your referral program will only be successful if your attendees know about it – send emails, add it to your website, and remind people on your Facebook page.



DASHBOARD
LOCATION

Promotion



Referral
Tracking

Renewal Best Practices

- Create a new donation period under Renewal Settings. This will reset the donation counter and separate last year's donations from this year's donations.
- Double-check your payment account and stay alert to messages in your dashboard and/or emails from RunSignup
- Review specific areas: Race Description, Giveaways and Giveaway Inventory, Registration Periods and Pricing, User Registered notifications, Custom Content sections, Fast Registration & Check In App
- Rebuild your cover page
- Complete a test registration and send to others on your team to also test





Preventing ***Refunds***

- Transfers
- Deferrals
- Event Insurance
- Refunds....if you have to!



Transfers

Transfer Types

- Event Transfers
- Race Transfers
- Participant Transfers

10k



5k

The Great
Cupid Run



The Great
Peace Valley

Val
Lofton



Anne
Mitchell



DASHBOARD
LOCATION

Participants



Participant
Management

Managing Deferred Registrations

- **View Deferral Report:**
 - View full list of deferrals for each race year, including: registration ID, name, email phone, deferral date, deferral fee, registration fee, giveaway size, and if deferral has been claimed
- **How do I get deferred registrations into this year's race?**
 - Import or Transfer into current year
 - Send Coupon Code
 - Reserved Entry link with Loyalty List
 - Use Defer Via Race Transfer Tool to automate the deferral process for everyone (including YOU!)



Defer Via Race Transfer

“One of the best features of 2020” - RunSignup Account Managers

- Allows you to customize the DEFERRAL CLAIMING settings for previous events
- **CUT-OFF DATE:** You can set the cut-off date to any date that you would like, allowing deferred registrants to claim their deferral in 2021, 2022, 2023, or 2024, etc.
- **SAME RACE or OTHER RACES:** Allow participants to claim their deferral in the same race or any other races managed by your organization. This gives participants more flexibility and more options when it is time to claim their deferral



DASHBOARD
LOCATION

Participants



Participant Management



Deferrals



Defer Via Race Transfer Setup

Defer Via Race Transfer

DEFERRAL CREDIT METHODS:

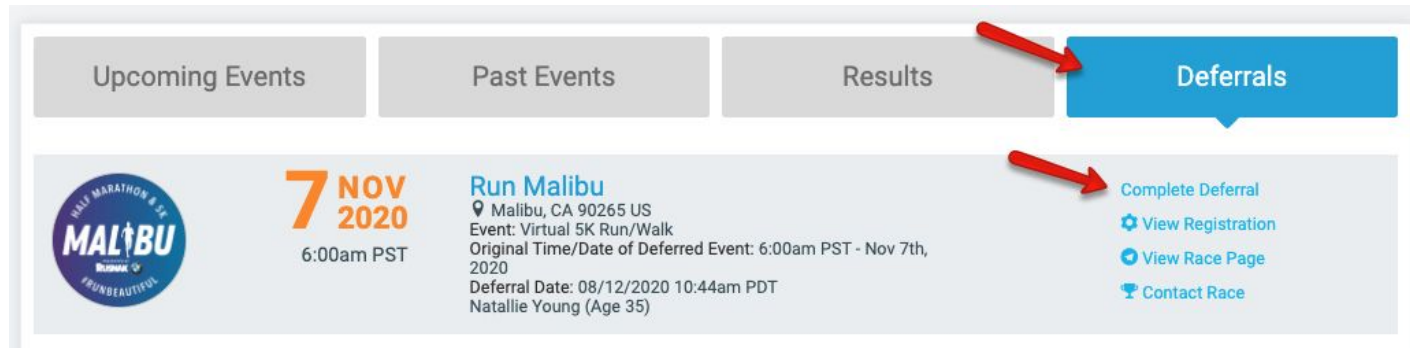
- **Use Amount Paid for Registration** - Gives them a credit for the amount they paid: with or without addons. *(If you had a lot of \$0 registrations that were deferred, you will not want to use this option)*
- **New Event is Always Free:** It doesn't matter what they paid last year, they can choose any event for this year and register for free
- **Set Creditable Amount Based On Previous Event:** this will look at the event they deferred from and give them a flat creditable amount that they can use when claiming their deferral

The screenshot shows a configuration interface for race transfers. It includes a 'Race Transfer Processing Fee' field set to '\$ 0.00' and a 'Cutoff Date (at 11:59pm) *' field set to '03/18/2022'. Below these are two radio button options: 'Allow the add-on amount from the registration to be credited to the new registration.' (unchecked) and 'Only allow the event cost to receive the credit.' (checked). At the bottom, the 'Deferral Credit Method' section is highlighted with a blue box, showing three options: 'Use Amount Paid for Deferred Registration', 'New Event is Always Free', and 'Set Creditable Amount Based on Previous Event' (which is selected with a checkmark).

Race Transfer Processing Fee	Cutoff Date (at 11:59pm) *
\$ 0.00	03/18/2022
<input type="checkbox"/> Allow the add-on amount from the registration to be credited to the new registration. ⓘ	<input checked="" type="checkbox"/> Only allow the event cost to receive the credit. ⓘ
Deferral Credit Method	
Use Amount Paid for Deferred Registration	
New Event is Always Free	
✓ Set Creditable Amount Based on Previous Event	

Defer Via Race Transfer

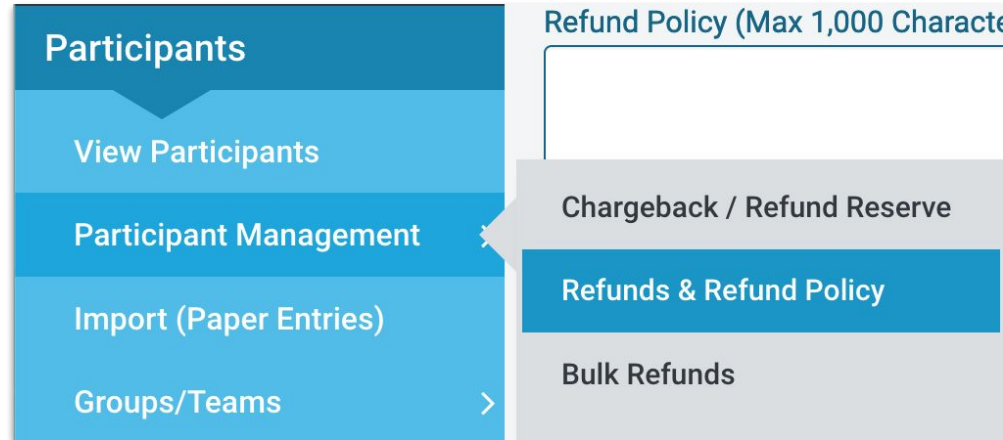
- **CLAIMING:** Claimed directly from the runner's profile - under the DEFERRALS tab
- **REPORT:** Deferral report shows which customers have claimed their deferral and which race they transferred into
- **FLEXIBLE:** Lots of options, providing flexibility for your race and your deferred registrants
- **SET- AND-FORGET FEATURE:** Easy to set up without manual work
- **REG MUST BE OPEN:** for next future year or in another race in order for registrants to claim



The screenshot displays a navigation bar with four tabs: 'Upcoming Events', 'Past Events', 'Results', and 'Deferrals'. The 'Deferrals' tab is highlighted in blue and has a red arrow pointing to it. Below the navigation bar, the event details for 'Run Malibu' are shown. The event is scheduled for '7 NOV 2020' at '6:00am PST'. The location is 'Malibu, CA 90265 US'. The event description is 'Virtual 5K Run/Walk'. The original time/date of the deferred event is '6:00am PST - Nov 7th, 2020'. The deferral date is '08/12/2020 10:44am PDT'. The registrant's name is 'Natallie Young (Age 35)'. On the right side of the event details, there are four action buttons: 'Complete Deferral', 'View Registration', 'View Race Page', and 'Contact Race'. A red arrow points to the 'Complete Deferral' button.

Handling Refunds

- Bulk Refunds (up to 1,000 at a time)
- Manual Refunds (1-by-1)
- Refund Reserve must be funded in order to issue refunds
- Can't refund regs older than 1 year
- Set up a Refund Policy
 - Display only
 - Checkbox Agreement
 - Initial Agreement





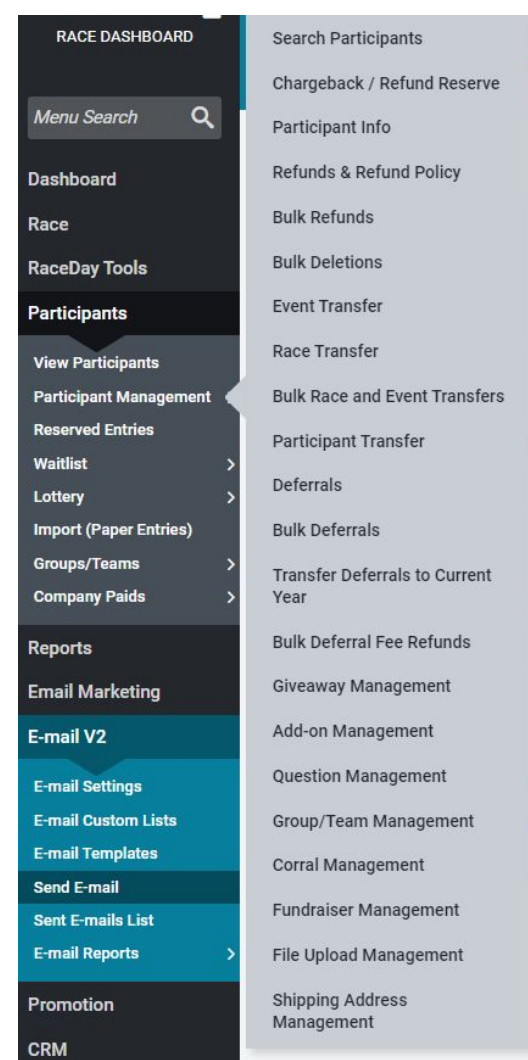
Self-Serve *Options*

- Best Practices
- Participant Info
- Event Transfers
- Race Transfers
- Participant Transfers
- Deferrals
- Giveaways Management
- Add-on Management
- Question Management
- Group/Team Management
- Corral Management
- Shipping Address Management



Self-Serve Participant Management

- You can pick & choose which participant management options you want to enable.
- Make it easy for registrants to update their shirt size, emergency contact information, shipping address, phone number, etc.



Participants > Participant Management

Self-Serve Participant Management

- **Participant Info:** You can prevent name changes, while still allowing address/email/phone updates
- **Event Transfers:** Allow or prohibit event upgrades or downgrades between specific events. Very detailed options for charging different fees between events or a flat transfer fee
- **Race Transfers:** Allow participants to transfer to another one of your races



Self-Serve Participant Management

- **Participant Transfers:** Allow participants to transfer their bib to another person for a refund OR as a gift. Customizable transfer fees.
- **Deferrals:** Allow registrants to defer their registration to next year's race
- **Giveaway Management:** Update giveaway selection (a lot can happen in the months between registration and race day)
- **Add-on Management:** Post registration add-on purchases



Self-Serve Participant Management

- **Question Management:** Update custom question answers like emergency contact information
- **Group/Team Management:** Create/Join/Change team post-registration
- **Corral Management:** Update estimated finish time or switching of corral
- **Shipping Address Management:** I've moved!





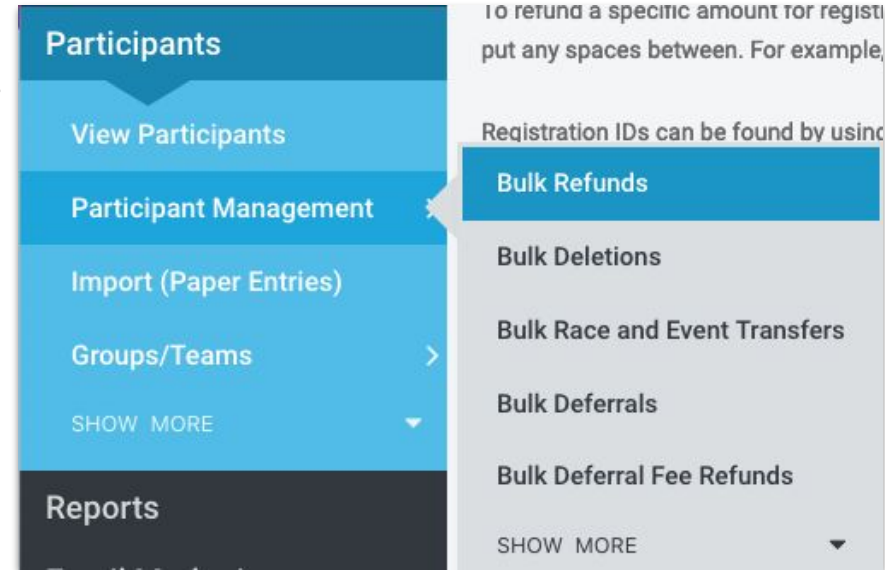
Bulk *Options*

- Bulk Tools for Race Directors



Self-Serve Participant Management


- Bulk Participant Management options to help you clean things up in a more efficient way
 - Bulk Refunds
 - Bulk Deletions
 - Bulk Race & Event Transfers
 - Bulk Deferrals
 - Bulk Deferral Fee Refunds



Ways to Increase Registrations

- **Offer Early Bird Discount Pricing**
- **Offer Teams Registration Options w/Discounts:** Taps into the social nature and word-of-mouth
- **Setup a Referral Reward Program:** Very successful way to increase registrations
- **Other pricing incentives:** discounts for local community partners, clubs, etc.
- **Cross Promote your events and offer discount for multi-race registrations**
- **Use Custom Source Tracking** Understand which efforts are successful and which ones need changes

Ways to Increase Registrations




WEBINAR RunSignup

Increase Registrations with Pricing and Referrals

39:14

Increase Registrations with Pricing and Referrals
RunSignup, TicketSignup, and Give...




WEBINAR RunSignup

Rebuilding Race Participation

50:54

Rebuilding Race Participation
RunSignup, TicketSignup, and Give...




WEBINAR RunSignup

Event Marketing Best Practices

47:05

Event Marketing Best Practices
RunSignup, TicketSignup, and Give...




WEBINAR RunSignup

Why Every Race Should Offer Teams

42:58

Why Every Race Should Offer Teams
RunSignup, TicketSignup, and Give...



WEBINAR RunSignup

How to Create Effective Websites

49:12

How to Create Effective Websites
RunSignup, TicketSignup, and Give...



Thank You for Joining Us





Participant Management *For 2022*

- What's different in 2022
- Goals for Participant Management



The last 2 Years Were Messy

- Races cancelled with participants registered.
- Races postponed.
- Races gave participants options
 - Deferrals
 - Refunds
 - Transfer to another race
 - Run Virtually
- Races cancelled or postponed *more than once*.



Goals for 2022

Participant Management



- Clear communication with participants about the status of their registration and any actions needed
- Bulk actions for participant updates to save time
- Self-serve actions when possible
- Ensure all participants end up with the right solution to their pandemic-era issue
- Transparent policies around cancellations and refunds moving forward



Postpone & Cancel *Options*

- Review the Participant Decision Report



Reviewing the Participant Decision Report

REGISTRATION ID	NAME	EVENT	AGE	DECISION
42692813	Allison Bickel	Virtual 5K	33	Switch to virtual race 03/12/2020 1:18pm EDT
41602270	Bob Bickel	Virtual 5K	62	Stay in race 03/12/2020 1:14pm EDT

No Decision	120 Represents \$901.60
Stay in race	1 Represents \$0.00
Switch to virtual race	1 Represents \$0.00
Total	122

REMEMBER: This feature is a DATA COLLECTION tool. If you used this tool for your postponed event, *you will need to report on those decisions and take action on those registrations*

- Review Past Decisions
- Search and Download Options
- Shows Active Participant Information
- **Pro Tip:** You can also enable the hidden field option in the participant report if you would like this information to show in the main participant reports. **Participants>>View Participants>>Report Options>>Hidden Fields**
- If you have already renewed your race, make sure to use the Change Year menu to switch between event years



This is Why We Talk About Referrals A LOT:

The numbers don't lie:

8% of 2021 transactions were from referrals*

For events with aggressive referral programs, that can be as high as 25% of transactions.

\$1.40

**CPA for Each New
Registration via
Referral Rewards**



Managing *Deferrals*

- Managing Deferred Registrations
- Import or Transfer Deferred Registrations
- Coupon Code Method
- Reserved Entry Links
- Defer Via Race Transfer Feature



Import or Transfer Deferred Registrations

Before using this method, PLEASE consider the items below:

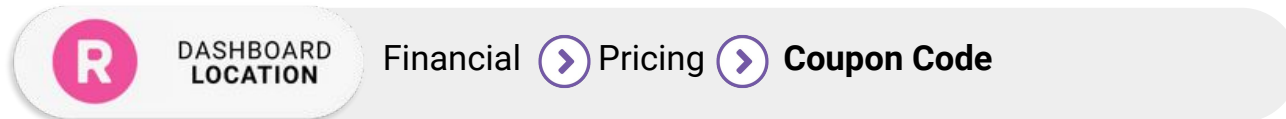
- **PROS:**
 - Easy for deferred registrants as they don't need to complete any actions on their end
- **CONS:**
 - **COULD INCREASE COSTS:** Traditionally, less than 60% of registrants actually claim their deferrals
 - **WAIVER:** You would not have a signed waiver for new event year, so this would need to be collected later onsite.
 - **OUTDATED INFORMATION:** Participant information changes, especially over the course of a year!
- If you decide to use one of these options, navigate to:
 - **Imports:** Participants>>Import (Paper Entries)
 - **Transfers:** Participants>>Participant Management>>Bulk Race & Event Transfers

Coupon Code Method

- Create unique coupon codes for your deferred registrants
- Coupon codes can be imported under Financial>>Pricing>>Coupons
- You can upload a custom email marketing list including First Name, Last Name, Email Address, Coupon Code. Then, email your deferred registrants the link to register with their unique coupon code

PROS: Participants will re-register, sign a new waiver, update their contact information. Not everyone will choose to complete their deferral, so this will save space and money vs. importing all deferred registrants

CONS: Creating the codes and email will take some time and formatting



Reserved Entry Link

Single Use Reserved Entries

- **Single Use Reserved Entries**

- Upload a CSV list with First Name, Last Name, Email Address
- Set date ranges and special pricing (if needed)
- Once uploaded, these registrants will receive an email with a unique link to register

- **Notes about Single Use Reserved Entries**

- Emails are sent out IMMEDIATELY after the list is uploaded
- If you make a mistake on the settings, they can't be edited in bulk (so TEST first)
- If you have multiple events, you will want to upload your deferral lists in batches by event
- Reserved Entry links are not specific to the person/use they are sent to



Reserved Entry Link

Multiple Use Reserve Entries with Loyalty List

- **Create Loyalty List**
 - **Race>>Registration>>Loyalty Program**
 - Download Your Referral Report
 - Create a Loyalty list of deferred registrants (or multiple lists if you have different events)
 - You do not need to use or customize the other Loyalty Program Settings
- **Create Multiple Use Reserved Entry**
 - **Participants>>Reserved Entries>>Multiple Use Reserved Entry**
 - Create a Multiple Use Reserved Entry link with the appropriate settings (date range, special pricing, registration limit). **SAVE.**
 - Once you have created the reserved entry link, you can edit the link and assign the loyalty list to that link
 - Use our email marketing system to email your deferred registrants that link.
 - Only people on the loyalty list will be able to complete registration through that link

Reserved Entry Link

Multiple Use Reserved Entry Continued...

- **Notes about Multiple Use Reserved Entries**
 - No Automated email, so make sure to email out the link
 - If you make a mistake on the settings, easy to update since it's just one link
 - Easy to report on participants that registered through the link (clickable link from the Multiple Use Reserved Entry Link Report)
 - If you are using a loyalty list with the reserved entry link, they will need to register with the same information First Name, Last Name, Email since that is what is tied to the loyalty list.