



Websites V2

RunSignup Next-Generation Websites

 GiveSignup

 RunSignup

 TicketSignup





Today's Agenda

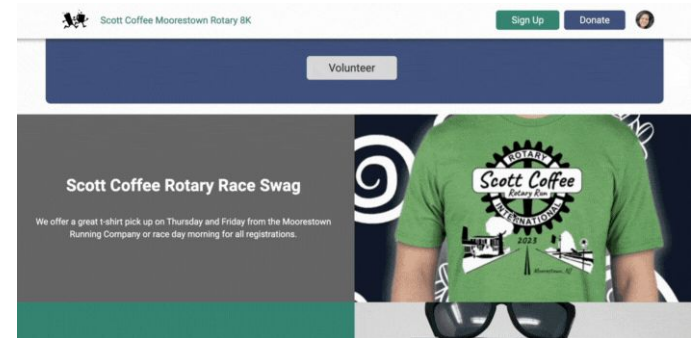
- Websites V2
- Why Websites V2?
- FAQ
- Demo
- Websites V2 Product Roadmap





Websites V2

- Website Builder for next-generation content management
- New design and layout capabilities - Enhanced cover page options for every website page
- New banner options
- New Website front-end
- New Website Components - Slideshow, cards, Strava map, and more!
- Image Gallery
- Custom domain/subdomain hosting
- Built-in analytics + marketing integrations
- FREE





Why Websites V2?

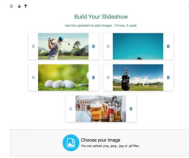
- RunSignup invests in technology: Email V2, Next-Generation Memberships, Next-Generation Invoicing
- Websites V2 & Email V2 are two of the most used products.
 - 175,000+ events with websites on RunSignup
 - Will send 800+ Million emails in 2024 (553M in 2023)
- Help events save money.
- Help events save time.
- Help events make more money.

Mailchimp AND Wordpress in one platform - but FREE and purpose-built for events!

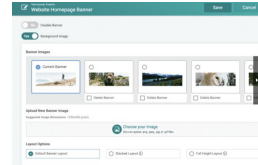


Timeline of Websites V2

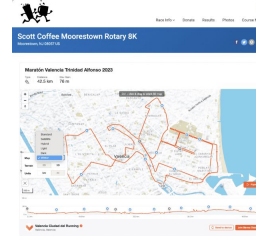
July 2021 - Website V2
released for TicketSignup



May 2022 - Organization
Websites released



April 2023 - New
homepage & page banner
options

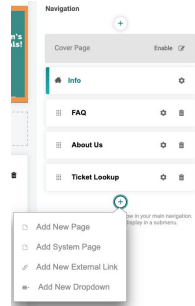


Jan 2024 -
Strava map
component

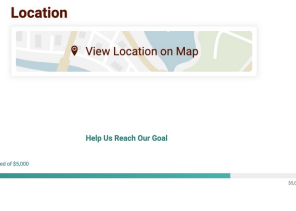


May 2024 -
Website V2
released for races

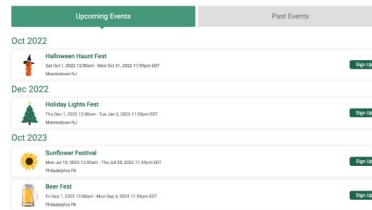
Onward!



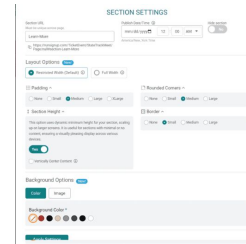
Nov 2021 - Pages and
Menus added to Websites
V2



Oct 2022 - Event
List for Websites V2



Nov 2023 - Background
and Layout options



March 2024 - Image
Gallery for Website
V2





FAQ: Can I test Website V2 while still keeping my current race website?

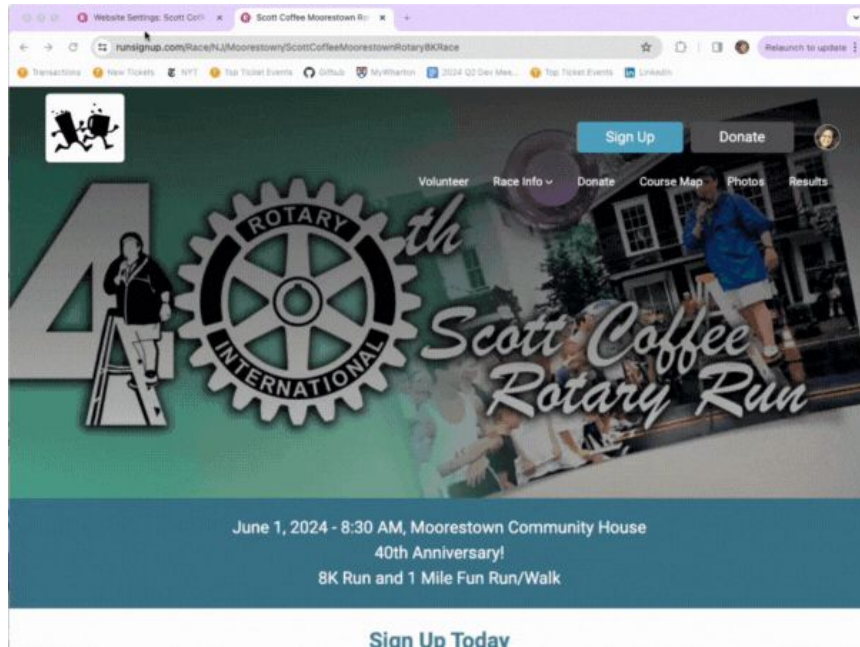
Yes! Website V2 will only show on the front end when you enable via **Race >> Website V2 (Beta) >> Settings**.

You can easily enable and disable, allowing you to go between legacy and V2 seamlessly.

Website Settings

Yes ☒ Enable Website V2

[Save Website Settings](#)





FAQ: How do I move my legacy content over?

You will need to manually recreate your legacy content in Website V2.

- We will demo how to easily copy & paste text, as well as reuse images.
- System pages are seamless to add
- Easily add components

You can keep Website V2 in draft while creating content – there is no rush.

Take time to refresh your content!

- Canva for images
- ChatGPT for text



FAQ: When I create a new race, will it automatically get a new website?

No. New races will still get a legacy website. Any race can enable Website V2.



FAQ: Is there any reason I wouldn't want to switch to Website V2 right now?

Websites V2 is a very mature product. However, there are a few gaps for races:

- Event Tiles (Johanna will demo workarounds)
- Header slideshow
- Fundraising leaderboard component

Additionally, you may not want to toggle between legacy Websites and Website V2 if you are expecting higher volume traffic (i.e. registration opening, price increase, race weekend with results, etc.)



DEMO



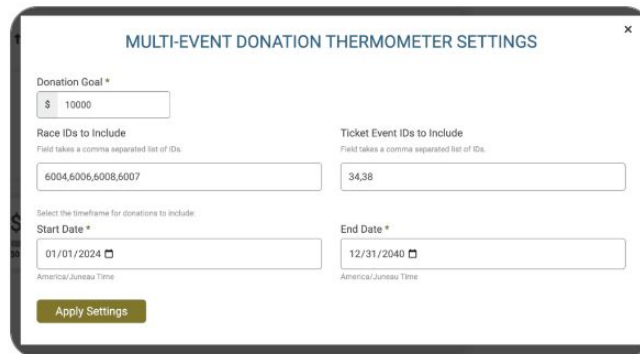
Product Roadmap: Website Components

Priority components:

- Event Tiles
- Header Slideshows
- Fundraiser Leaderboard

More Components

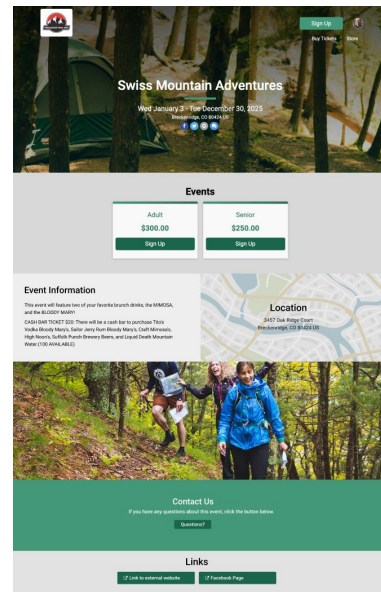
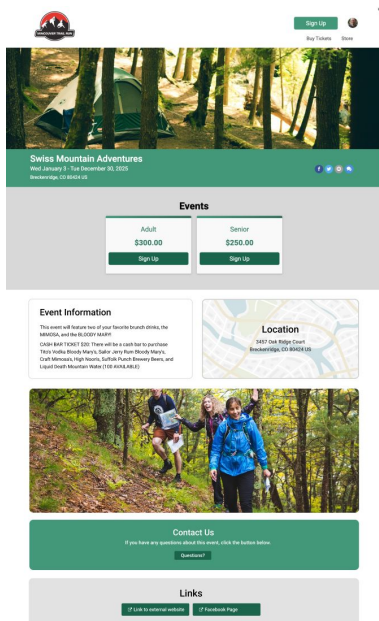
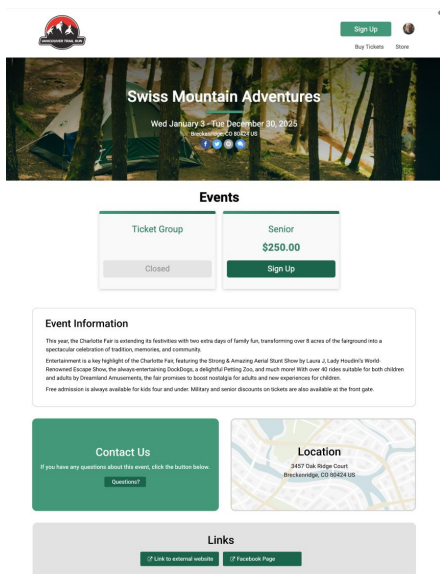
- Multi-Event Donation Goal Thermometer
- Easy to add Layout Options
- FAQ





Product Roadmap: Website Templates

- Choose from flexible templates
- Will switch to Website V2 for new races when Website Templates are available






Product Roadmap: Event List

- Improve ability to select events
- Make available on race websites
- Add new display options
 - Calendar
 - Rotating Tiles
- Automatically add to websites based on events associated with payment account


Event List

March 2023						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

March 2024

**Mental Health Day**
Anderson, SC
Sunday, March 15, 2024
10:00 am - 8:00 pm

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**Mental Health First Aid Class**
Sunday January 1, 2023 - Wednesday July 31, 2024
Anderson, SC

Monday, March 25 2024
5:00 pm - 6:30 pm

Tuesday, March 26 2024
5:00 pm - 6:30 pm

Wednesday, March 27 2024
5:00 pm - 6:30 pm

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**Mental Health Consultation**
Sunday January 1, 2023 - Wednesday July 31, 2024
Anderson, SC

Monday, March 25 2024
5:00 pm - 6:30 pm

Tuesday, March 26 2024
5:00 pm - 6:30 pm

Wednesday, March 27 2024
5:00 pm - 6:30 pm

Thursday, March 28 2024
5:00 pm - 6:30 pm

Friday, March 29 2024
5:00 pm - 6:30 pm

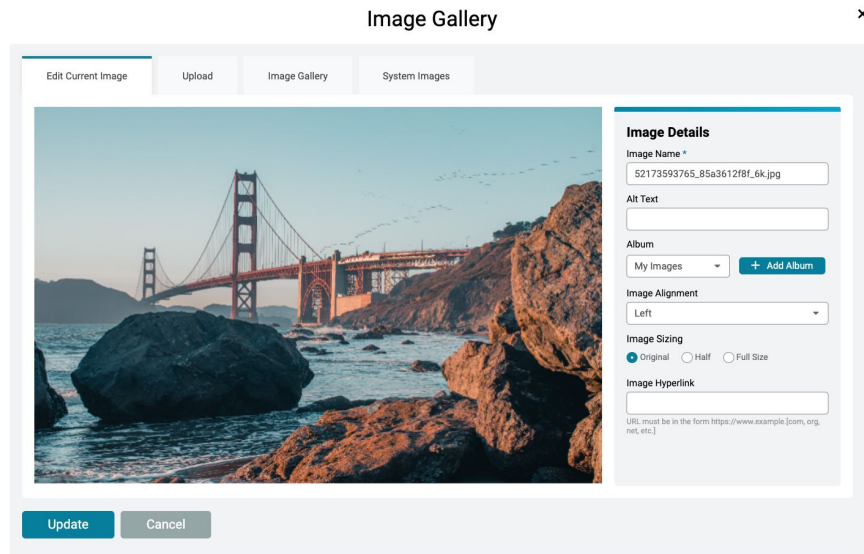
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[View More Dates](#)



Product Roadmap: Image Gallery

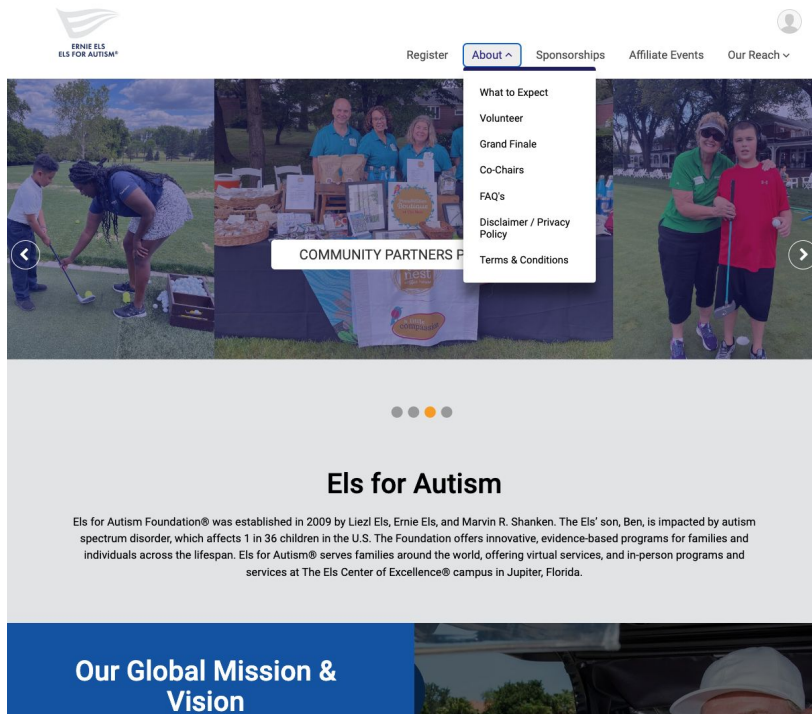
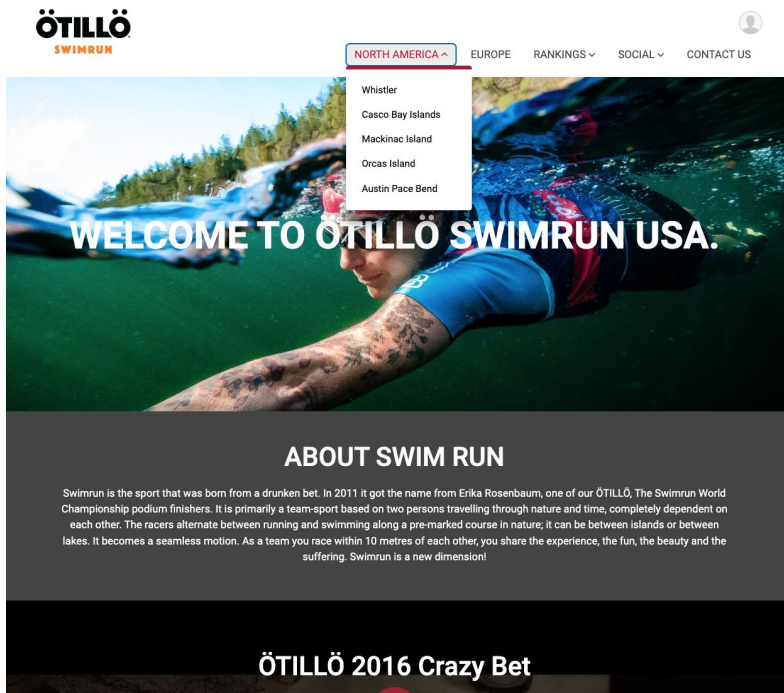
- Extend Image Gallery
 - Slideshows & Cards
 - Logo
 - Banner
- Improve UX for editing current image
- Continue to add more system images
 - Know a great event photographer who we can license photos from? Email lizzy@runsignup.com





Product Roadmap: Partner Websites

- Will add later this year. Upgrade to an Organization Website today.



Thank You For
Joining Us Today

