



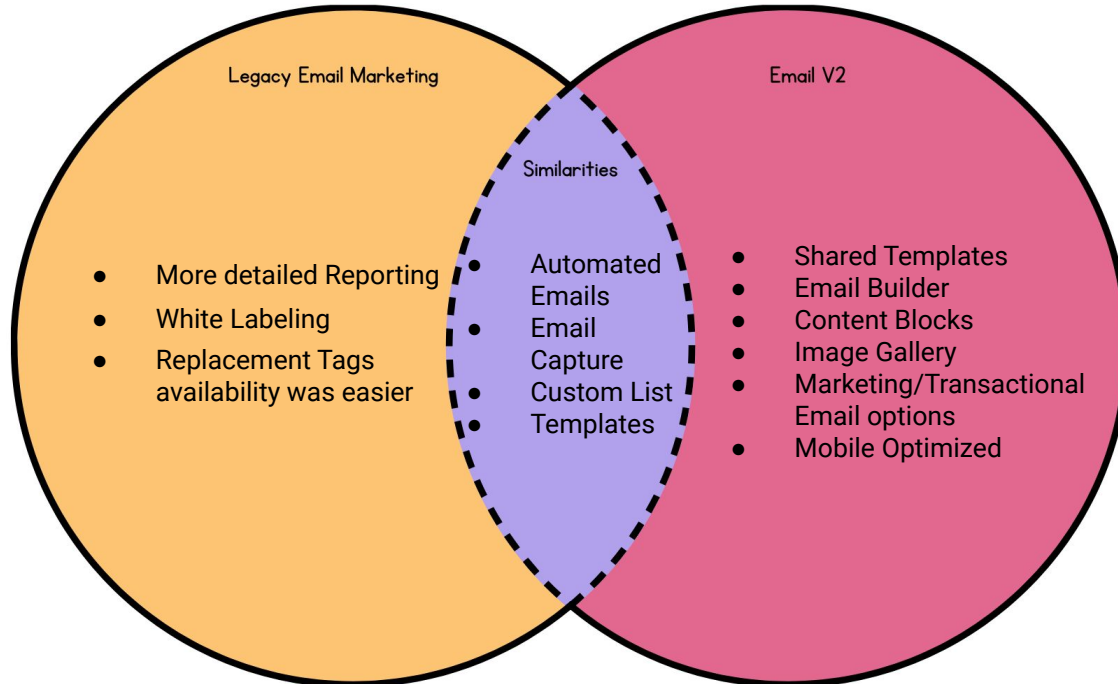
Email V2

Val Lofton



COMPARE & CONTRAST

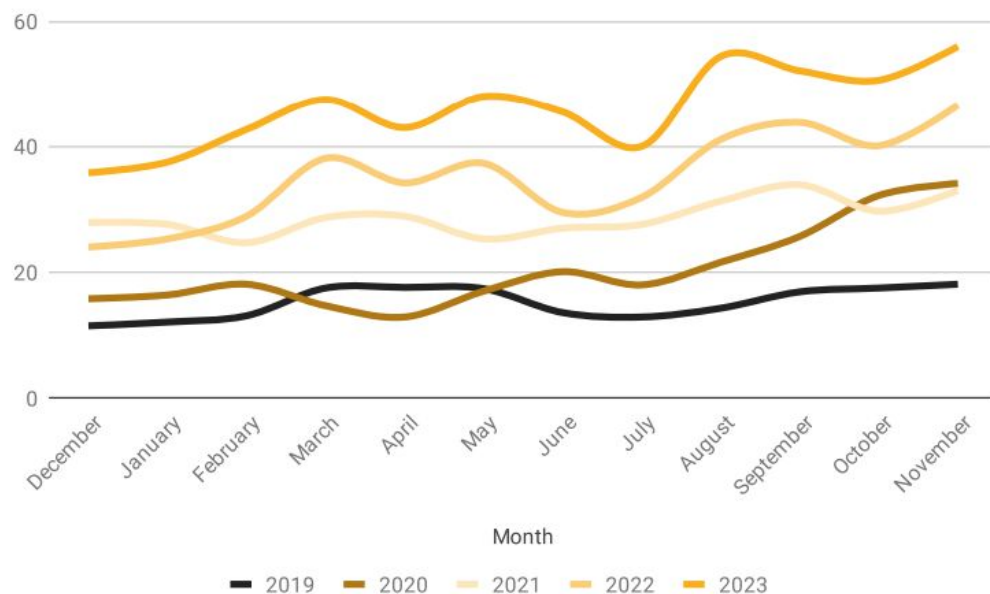
Compare and contrast RunSignup's Legacy Email Marketing and RunSignup's Email V2.



Overall Email Sends



Total Emails Sent via Email Marketing (in Millions)

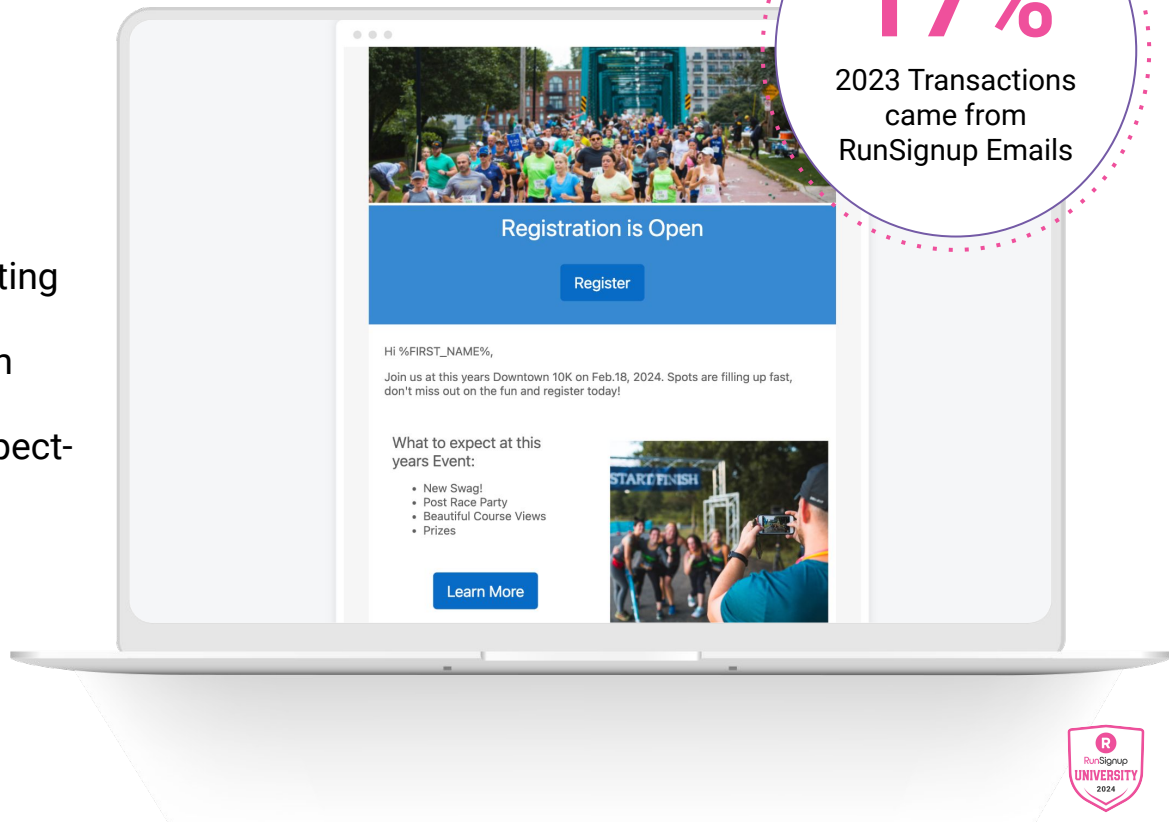


Why Emails Matter

Free marketing!

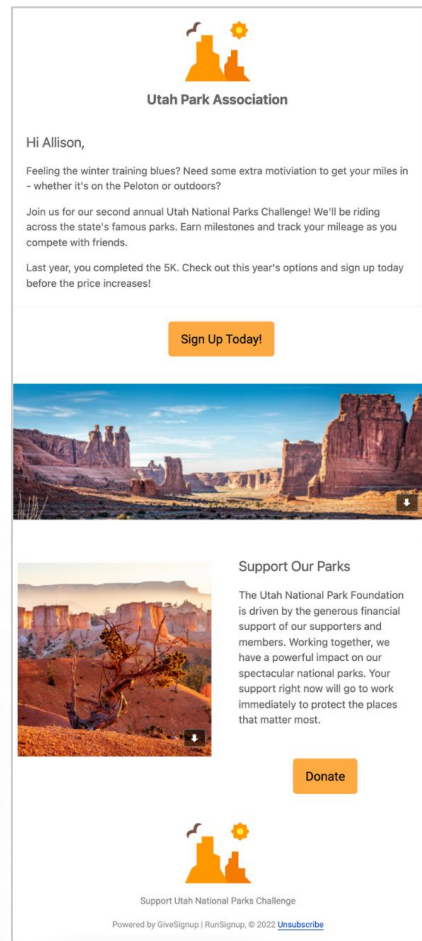
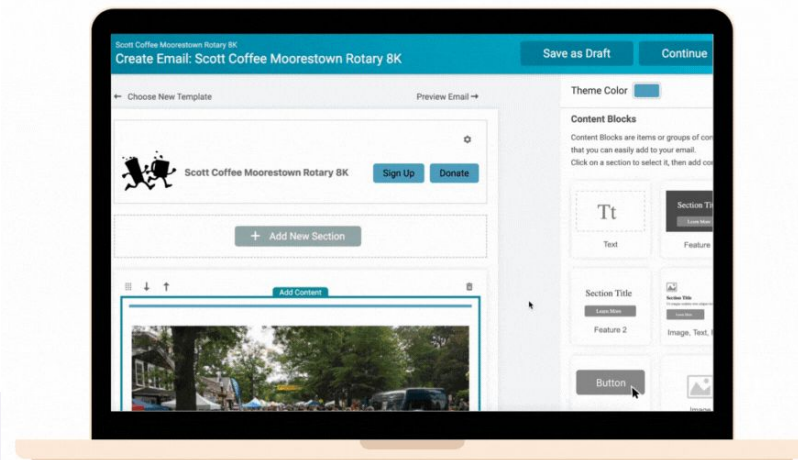
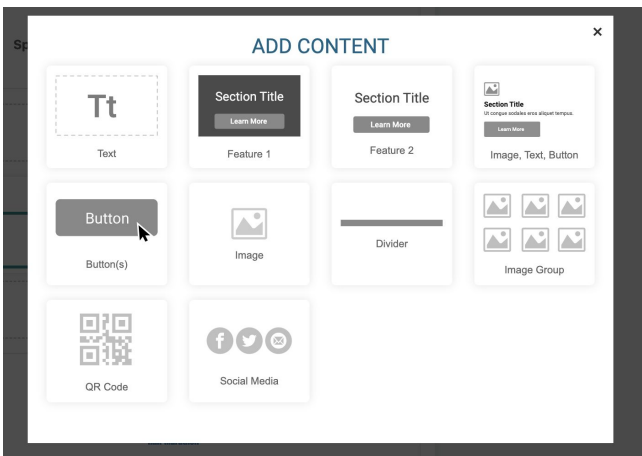
- Re-engage past participants
- Encourage word-of-mouth marketing
- Provide time-based calls to action
- Let participants know what to expect- cut back on customer service

In a case study in 2023, we found that 29% of that race's registrations came directly from RunSignup emails.



Email Builder

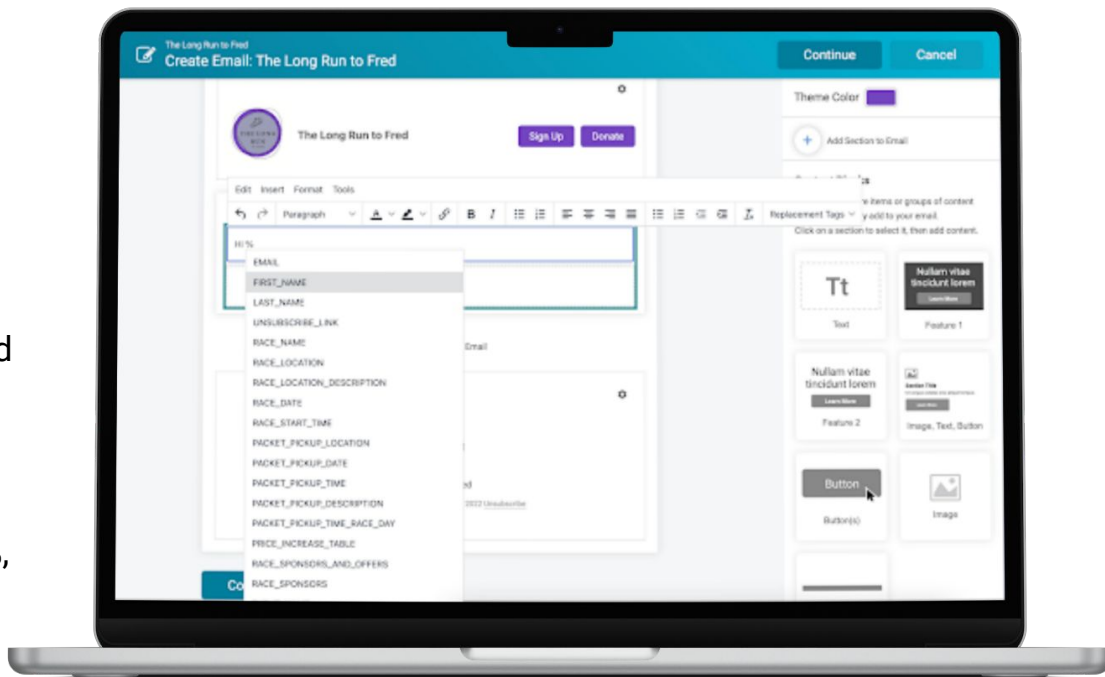
- Drag & Drop Email Builder
- Simple Templates, Start from Scratch, Use HTML
- Color scheme automatically pulls from your race theme, but can be changed
- Add images, text, and action buttons



Email Personalization

No **more** mail merges!

- Customize individual emails with replacement tags (Placeholders)
- Name, Check-In QR Code, bib number, fundraiser link, past donation amount...and just about anything else you can think of
- Use default tags or upload your own
- Default examples:
 - %FIRST_NAME%, %BIB_NUMBER%, %REGISTRATION_ID_QRCODE%
- Create your own with a custom list: %2021_AMOUNT_RAISED%, %NUM_YEARS_PARTICIPATED%



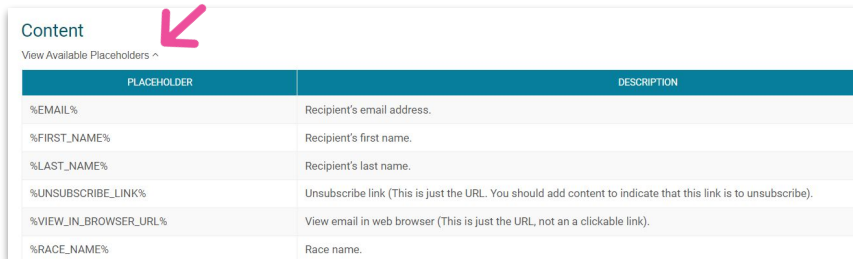
Default Placeholders

If a recipient does not have a value for a placeholder, you can specify the default value.

PLACEHOLDER	DEFAULT VALUE
FIRST_NAME	Friend

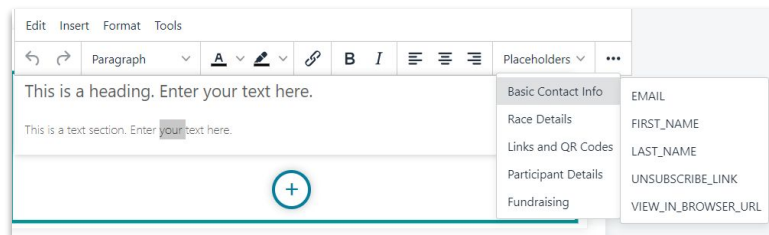
Finding Replacement Tags

1. Preview available tags on the first step of Send Email, after you select your list(s).

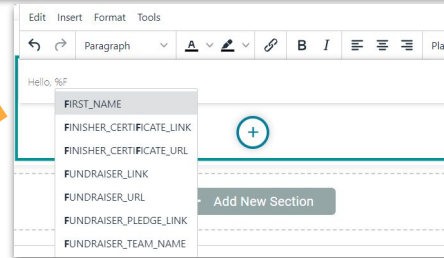


PLACEHOLDER	DESCRIPTION
%EMAIL%	Recipient's email address.
%FIRST_NAME%	Recipient's first name.
%LAST_NAME%	Recipient's last name.
%UNSUBSCRIBE_LINK%	Unsubscribe link (This is just the URL. You should add content to indicate that this link is to unsubscribe).
%VIEW_IN_BROWSER_URL%	View email in web browser (This is just the URL, not an clickable link).
%RACE_NAME%	Race name.

2. Find available placeholders in the text menu when when you're working in a text box.



3. Within a text box, start typing a placeholder (starting with %) to see matching options.



Hot Tip: Available Replacement Tags are dynamic. This means you must select one or more recipient lists to see available replacement tags.

Replacement Tags

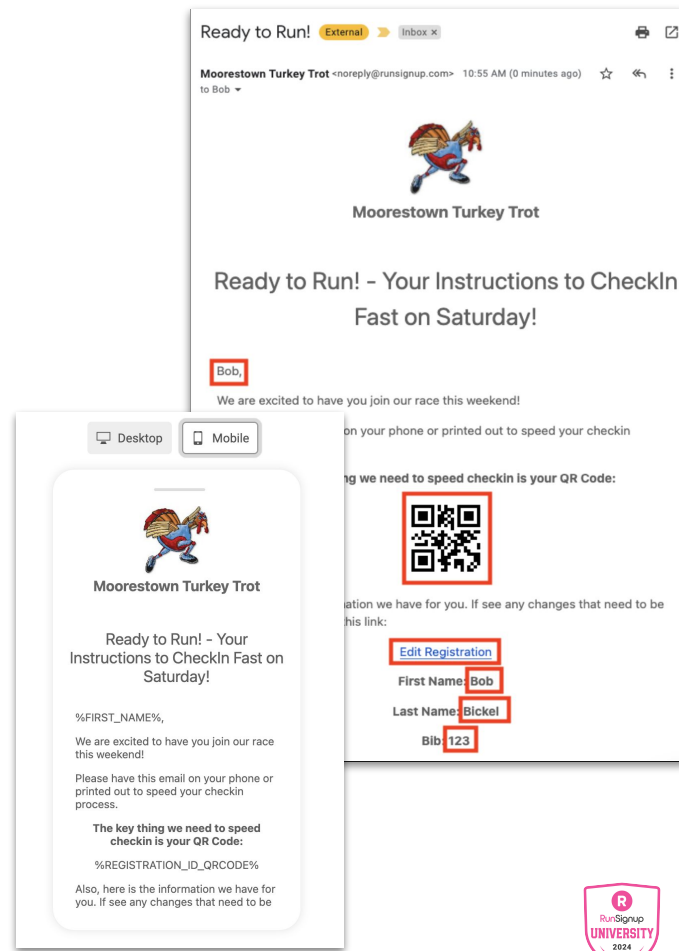
To Remember

- **QR Code for Check-In:** (%REGISTRATION_ID_QRCODE%)
- **Add Registration to Apple Wallet**
(%ADD_TO_APPLE_WALLET_BUTTON%)
- **Edit Registration:** (%EDIT_REGISTRATION_LINK%)
- **Individual Results:** (%INDIVIDUAL_RESULTS_LINK%)
- **Number of Referrals:**
(%REGISTRATION_NUMBER_OF_REFERRALS%)
- **Fundraiser Page:** (%FUNDRAISER_LINK%)

*Hot Tip: **LINKS** will show as clickable text explaining the action, while **URLs** will show the actual link.*

Edit Registration Link: [Edit Registration](#)

Edit Registration URL: <https://runsignup.com/Account/ParticipantManagement/?registrationId=78845276>



Email Contacts

- **Default (included lists) include:**
 - Current & previous participants
 - Groups/Teams & Captain's List
 - Incomplete Registrations
 - Current & Past Donors & Fundraisers
 - Current & Past Volunteers
- **Upload Custom Lists**
 - Your internal email lists
 - No limit to contact uploads!

Philly Mayor's Cup
Recipients

SaveClose

All
Advanced Filters

ⓘ Note: Only select the lists you would like to include or exclude. List selection is optional and not required.

Test List ⓘ (Custom List #34917: 1 recipient)	<input type="radio"/> Include	<input type="radio"/> Exclude
Current Participants ⓘ	<input type="radio"/> Include	<input type="radio"/> Exclude
Last Year's Participants ⓘ	<input type="radio"/> Include	<input type="radio"/> Exclude
Past Participants ⓘ	<input type="radio"/> Include	<input type="radio"/> Exclude
Donations: May 8, 2023 - August 11, 2023 * ⓘ	<input type="radio"/> Include	<input type="radio"/> Exclude
Fundraisers: May 8, 2023 - August 11, 2023 * ⓘ	<input type="radio"/> Include	<input type="radio"/> Exclude
Fundraisers: May 8, 2023 - August 11, 2023 - Team Captains Only * ⓘ	<input type="radio"/> Include	<input type="radio"/> Exclude
Fundraisers: May 8, 2023 - August 11, 2023 - Team Members * ⓘ	<input type="radio"/> Include	<input type="radio"/> Exclude
All Volunteers ⓘ	<input type="radio"/> Include	<input type="radio"/> Exclude

Hot Tip: Use Advanced Filters to select lists for specific events and further back than 3 years

Participants
Advanced Filters

☐ Advanced Event Selection

Participant Report Export To Email

- Include any information about participants (I.E., results link).
 - These will show as custom tags when you send your email
- Also available for Donation Report
 - More export reports to email coming soon!

View Participants 1 Help

2021 - Virtual 8K, Virtual One Mile (Fun Run), In Person 8K, In Person One Mile: *4 Participants*

[Search/Change Event](#)
[Report Options](#)
[Export Options](#)
[Save as Custom List & Send Email](#)

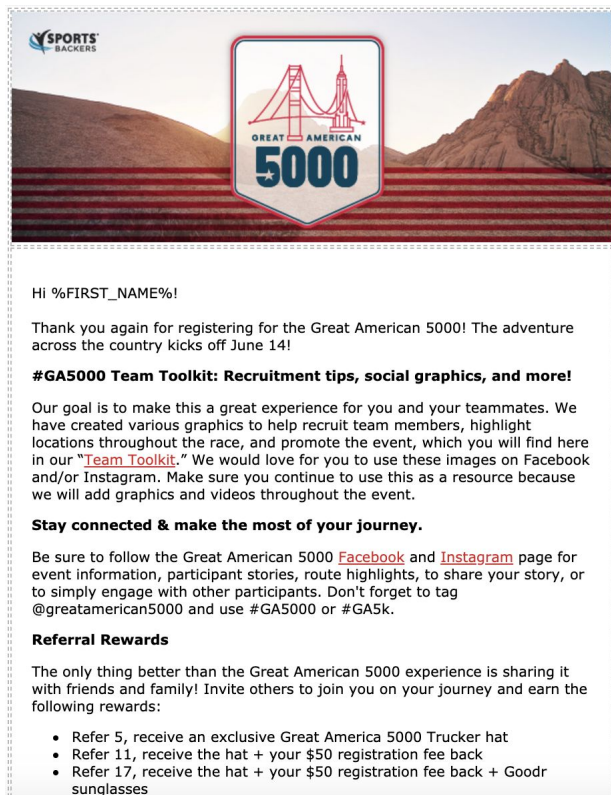
Last Name: harris Page 1 of 1

+	NAME	EVENT	RESULTS URL	EDIT REGISTRATION
	KEVIN HARRIS	In Person 8K	https://runsignup.com/Race/Results/21/IndividualResult/KNqC#1190	Edit Manage Profile Login as User
	Nina Harris	In Person One Mile	https://runsignup.com/Race/Results/21/IndividualResult/KNqf#U27681703	Edit Manage Profile

%CITY%	Placeholder seen in custom list "Report: Philly Mayor's Cup Participants (Exported 01/03/2023 8:59am EST)".
%COUNTRY%	Placeholder seen in custom list "Report: Philly Mayor's Cup Participants (Exported 01/03/2023 8:59am EST)".
%DONATION_AMOUNT%	Placeholder seen in custom list "Report: Philly Mayor's Cup Participants (Exported 01/03/2023 8:59am EST)".
%DONATION_ID%	Placeholder seen in custom list "Report: Philly Mayor's Cup Participants (Exported 01/03/2023 8:59am EST)".
%EVENT%	Placeholder seen in custom list "Report: Philly Mayor's Cup Participants (Exported 01/03/2023 8:59am EST)".

Automated Emails

- Set it and forget it (so you don't forget it)
 - Reminders of price increases (tied to your pricing settings)
 - Reminder for incomplete registrations to come back
 - Registration follow-up emails for logistical reminders *as well as* reminders about your key ongoing promotional programs (like referrals or fundraising)



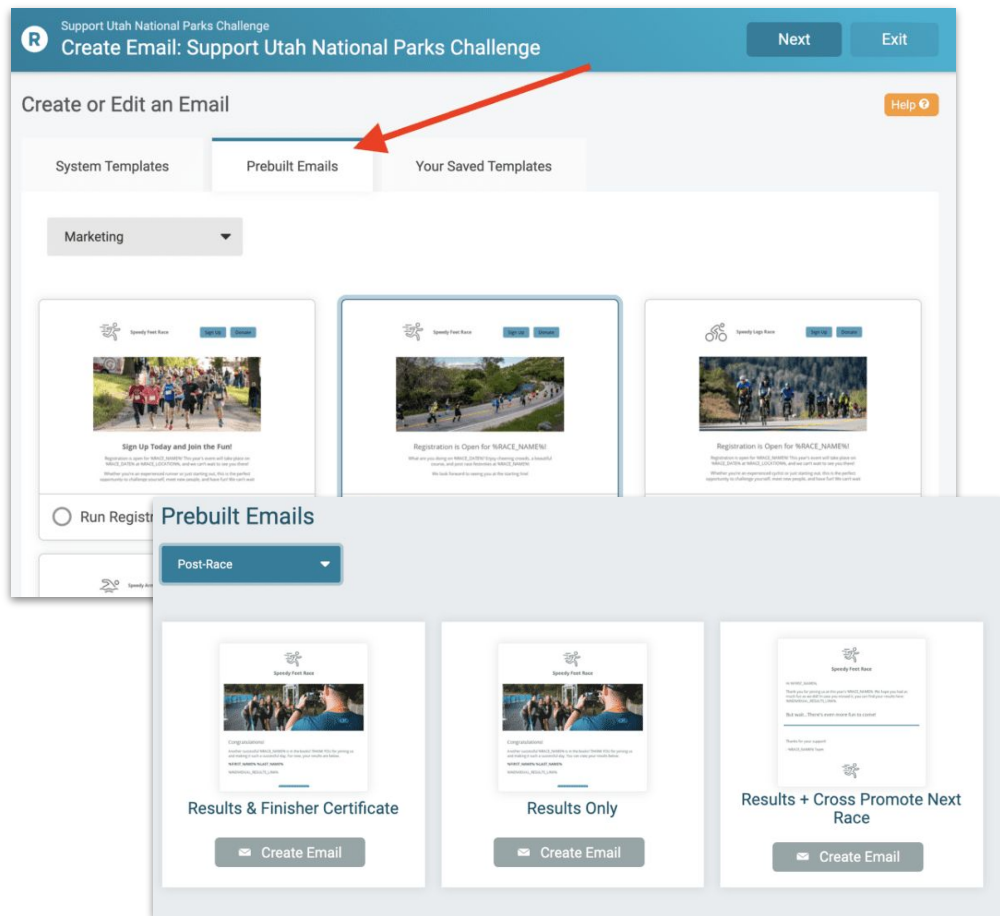
PROMOTE
Teams

PROMOTE
Social Media

PROMOTE
Referral Rewards

Prebuilt Templates

- Templated emails for your most important communications
- Includes key replacement tags for each email type
- Fully customizable
- 36 currently, with more coming



Customize Templates

- Build your own templates for repeatable emails
- Share your custom template across all your events

EXPORT TEMPLATE

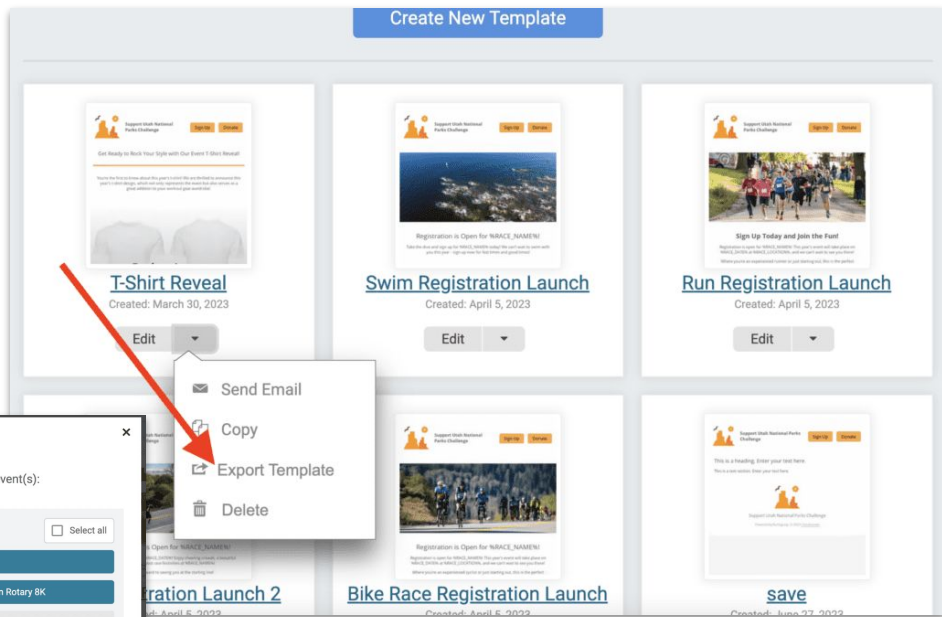
Export *T-Shirt Reveal* template to the following selected event(s):

Active and Upcoming Races Select all

<input checked="" type="checkbox"/> Golf Tournaments	<input checked="" type="checkbox"/> Dog Jog and Walk
<input type="checkbox"/> Template Race	<input checked="" type="checkbox"/> Scott Coffee Moonestown Rotary 5K
<input checked="" type="checkbox"/> Tour du Mont Blanc Challenge	<input type="checkbox"/> Test Payment Acct
<input type="checkbox"/> Testing 12358234234	<input type="checkbox"/> Save the Whales Run
<input type="checkbox"/> The Run Around Sioux Falls	<input type="checkbox"/> The Run Around Sioux Falls
<input type="checkbox"/> YMCA Events	<input type="checkbox"/> GiveSignup RunSignup Peer-to-Peer Fundraising Options

Past Races ▾

ExportCancel



Recipient Designations

2 Pools of Unsubscribes to make sure participants get important event emails (even if they don't want marketing emails).

Marketing

Promotional Emails - Registration is Open, Sign Up Today to Get \$5 Off, etc.

Transactional

Event Communications - Pre-race logistics emails, Weather updates, etc.

Unsubscribed Recipients

Email Classification *

✓ Marketing

Transactional

Confirm Email

0 Help

Sending Time

☒ Send Immediately

☐ Schedule a Send Date & Time

Send times are approximate. It can take several minutes for the email to actually send to recipients.

What kind of email is this?

✓ Marketing
Transactional

What is this?
▼

Recipient Lists

Support Utah National Parks Challenge Current Participants (7 recipients *)

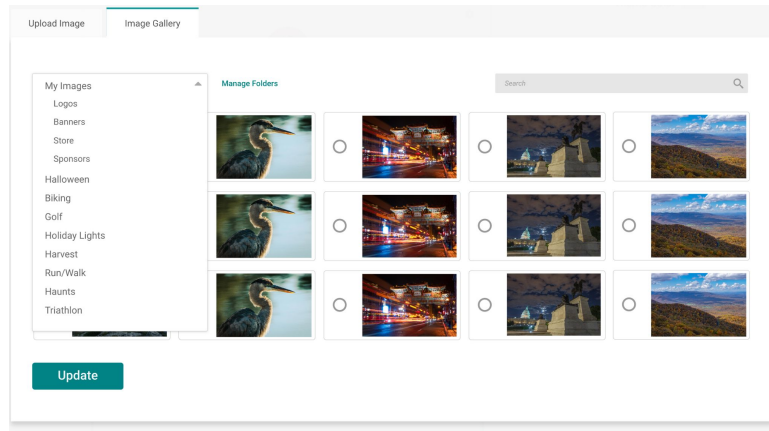
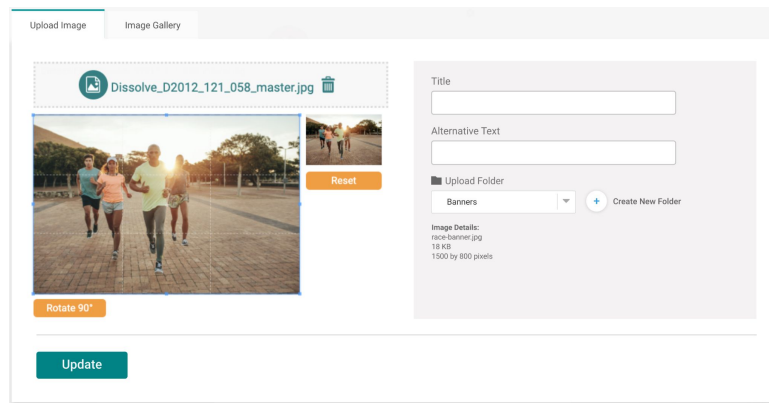
7 total estimated recipients

* Counts are estimates.

Deduplication Options ▼

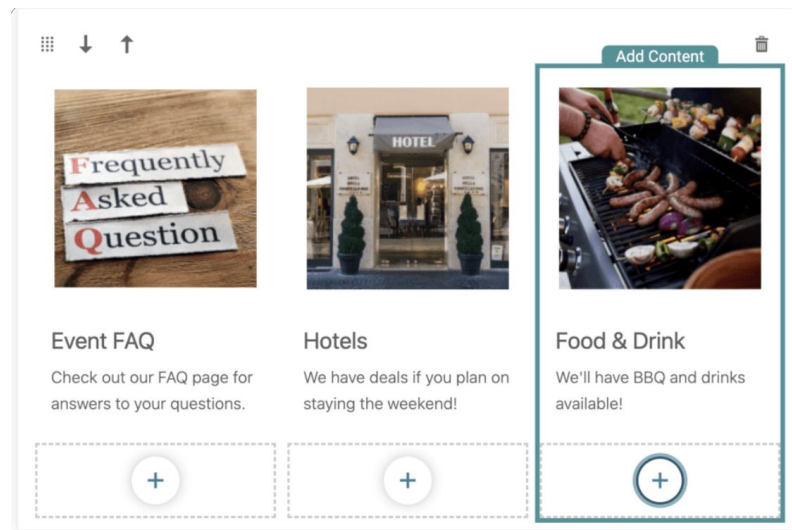
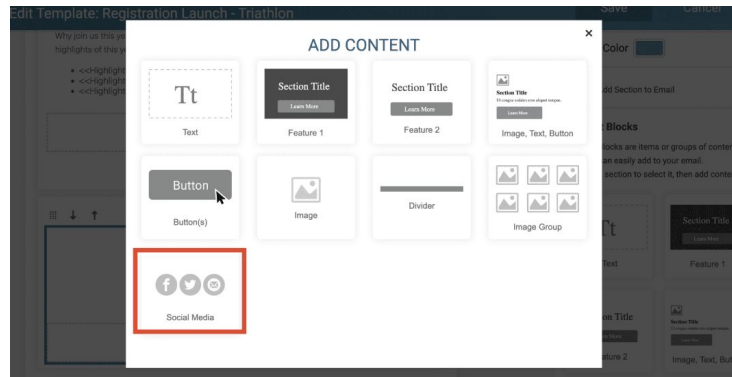
Image Gallery

- Now in Email V2
 - Same images available across both, and across organization
- Store Uploaded Images
- Prebuilt Images - Run, Triathlon, Cycle, etc.
- Categories & Folders to organize Images
- Advanced Image Features
 - Title, Alt Text, Image Details
- Image Search (by title, date uploaded, image details)



And More!

- Email Capture for Email V2
- Apple Wallet Replacement Tag
- Social Media Component
- QR Code Component
- Past Volunteer Emails as System Recipient List
- Volunteer Replacement Tags
- 3 Column Section
- Flexible Header & Footer Settings
- Spell Check



General Marketing Emails

- 2 Months Out: Registration is Open!
- 6 Weeks Out: Don't Miss out!
- 1 Month Out: T-Shirt/Medal Reveal
- 2 Weeks Out: Almost Race Day!
- 1 Week Out: This is Race Week!
- Automated Price Increase Emails
- Automated Incomplete Registration Emails

