Websites V2

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Agenda

- Why Websites V2

- Key Definitions

- FAQ

- Build a Website!

- Coming Soon

Photo: Great Pumpkin Run 10K

Why
Websites V2

Business Strategy
Of 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!
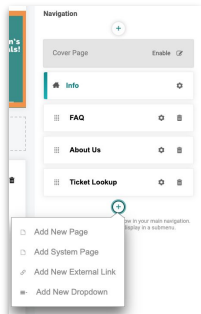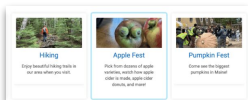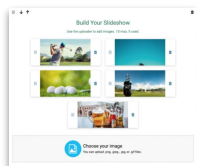
How Websites V2
Are Better for YOU

- **Shared components** with ticketing and memberships means more frequent upgrades

- **Dynamic components on all pages** instead of limiting functionality to Cover Pages

- **More automation** to make sure your key information is on your landing page

- **Easier page and menu management** with Website Builder

- **Design capabilities** are greatly enhanced with more flexible style options (and more to come)
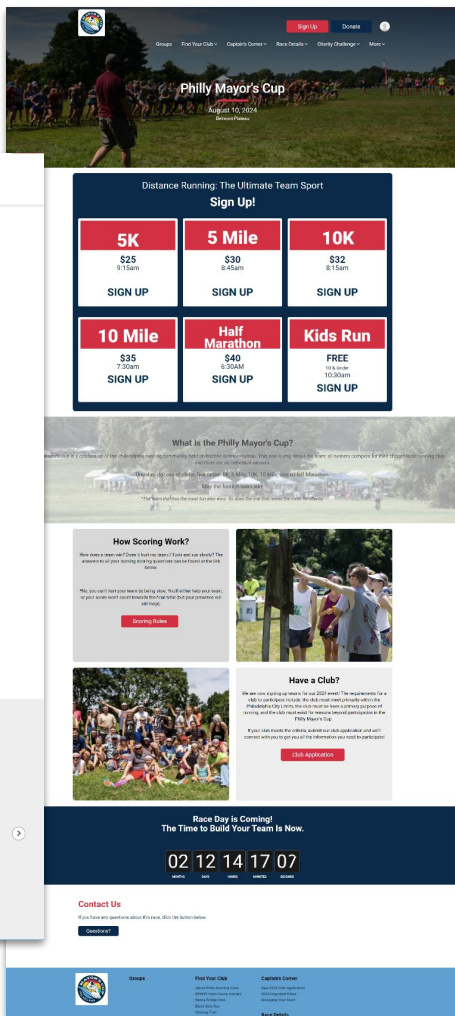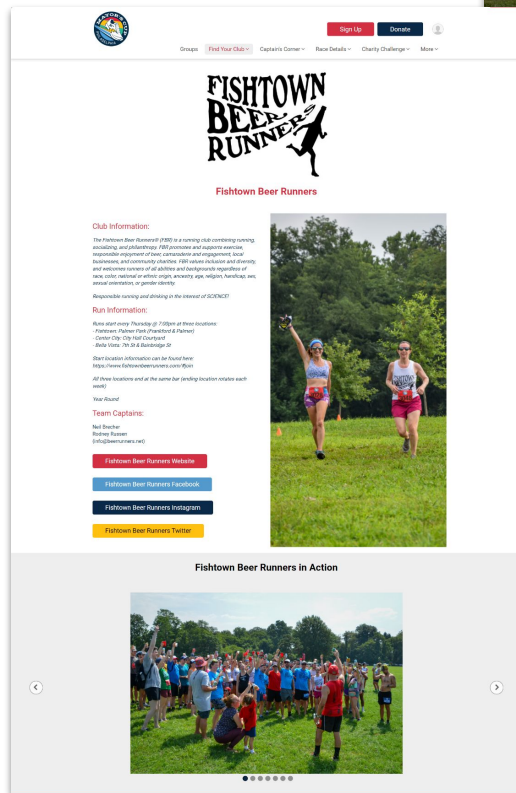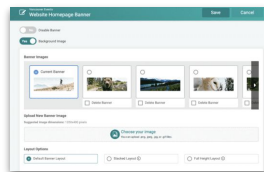
Timeline of **Websites V2**
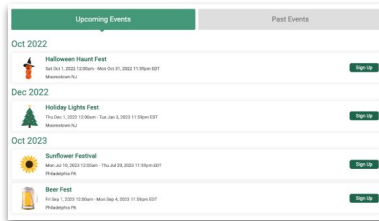
July 2021 - Website V2 released for TicketSignup

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
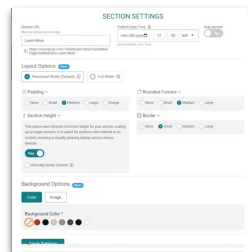
March 2024 - Image Gallery for Website V2

RunSignup UNIVERSITY 2024

https://runsignup.com/phillymayorscup
https://runsignup.com/Race/CA/CulverCity/Screenland5K
https://runsignup.com/Race/PA/PeddlersVillageLahaskaBucksCounty/BoogiewithScoogie
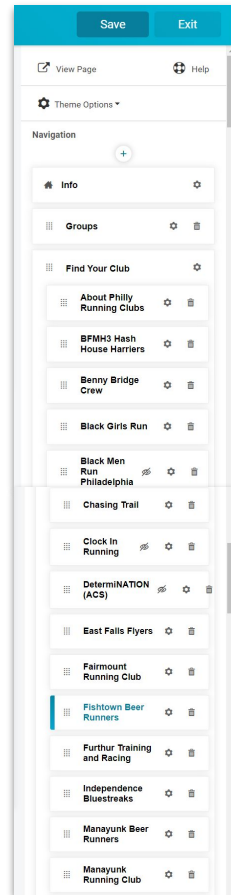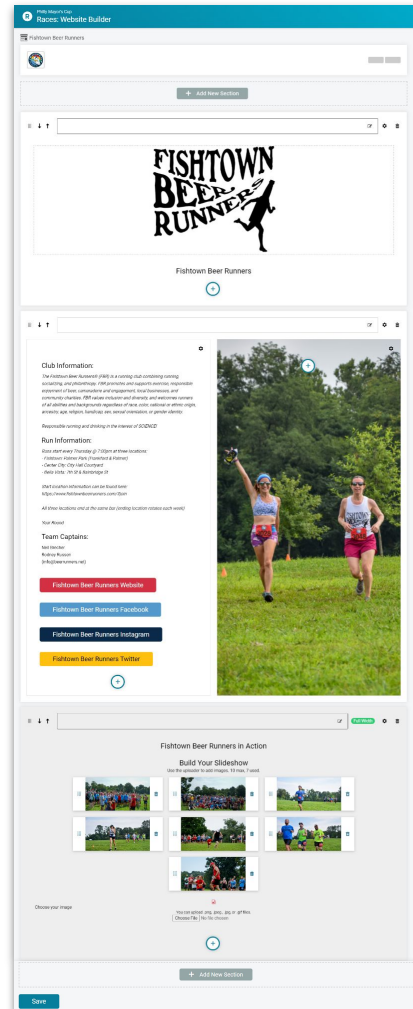
Key
Definitions

Photo: Ashenfelter 8K

![RunSignup logo]

Website
Builder

Website Builder is the tool you use to create your website. It is primarily a **point & click builder,** with some **drag & drop** capabilities.

There are 2 areas of Website Builder:

- Sidebar (menu creation/setup & theme options)
- Content Area (where you build the current page)

Sections
And Components

Sections are the containers on your website page. They can include one or two columns, and one or many components.

Components are the content blocks that fill up sections. Components can be static (like text or images) or dynamic (like countdown clocks or donation thermometers.
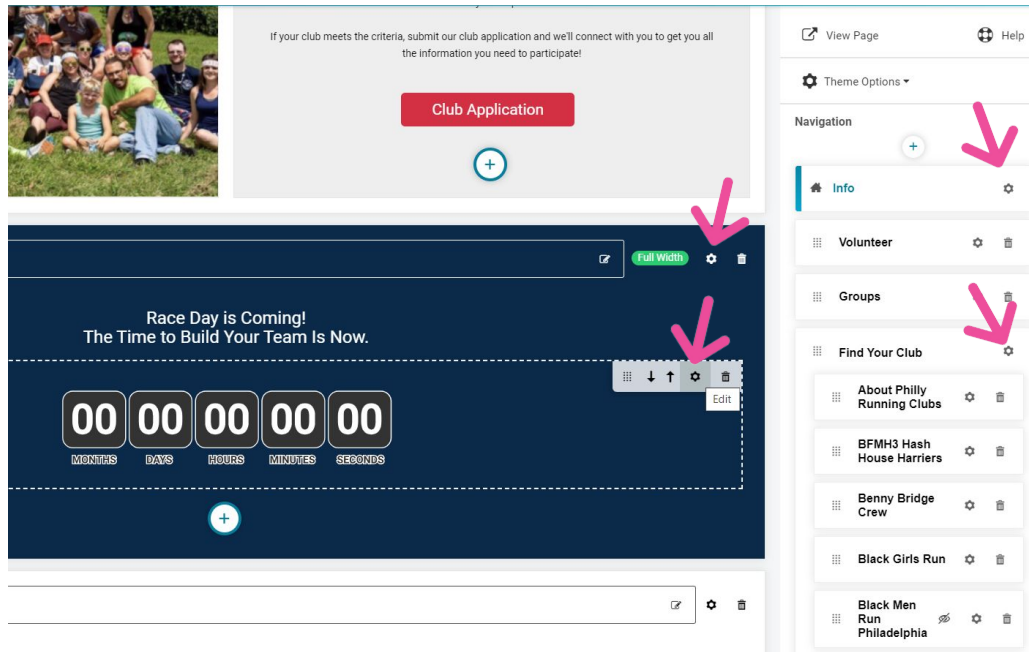
Sections and components will each have their own settings.

Settings

Settings are available anywhere you see a gear, including:

- On a page
- On section
- On a component
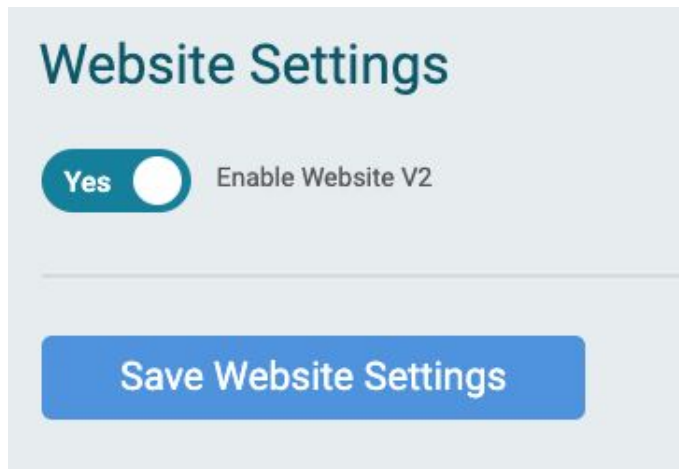- On a dropdown menu item

Websites V2
FAQ

Photo: Kiawah Marathon

RunSignup

When Should I
Turn on Websites V2?

Anytime (sort of). You can always toggle between your legacy website and Websites V2, so there's no danger in starting on V2. If you have lots of races, we recommend working on them on a rolling basis.

Reasons *not* to turn on V2 yet:
- There are a few missing features some races will want to wait for
- Avoid toggling back and forth during periods of high traffic (I.E., registration opening, price increase, race weekend).

DASHBOARD LOCATION — Race ❯ Websites V2 ❯ Website Settings

What Key Features
Aren't Ready Yet?

Fundraising Leaderboard

Top Fundraisers

Top Individuals (1,106)   View All   Top Teams (178)   View All

Michael Hall
$7,850.00 raised of $10,000.00

SPONSORS
$103,000.00 raised of $0.00

Yuri Bukhenik
$6,425.00 raised of $8,000.00

Somerville Fire
$20,061.00 raised of $10,000.00

Andrew Staruk
$6,370.00 raised of $10,000.00

MSP One
$10,025.00 raised of $30,000.00

Mike Matros
$5,000.00 raised of $300.00

Team Hall
$8,225.00 raised of $25,000.00

Hide Signup Button

Event Tiles

CHOOSE YOUR DISTANCE

$5 Off Online Registration

45 MILE (8:00 AM Start Time)
~~$90~~ **$85**

45-Mile Marked Route, SAG Support, Rest Stop, After Party w/ Pint Glass, Beers, Live Music, Raffle & MUCH MORE!

Sign Up

TIME SLOT SOLD OUT

45 MILE (8:30 AM Start Time)
~~$90~~ **$85**

Sorry! This event is full.

Limited capacity remaining in other time slots.

Sign Up

Event Sell Out Warning

30 MILE (9:00 AM Start Time)
~~$80~~ **$75**

30-Mile Marked Route, SAG Support, Rest Stop, After Party w/ Pint Glass, Beers, Live Music, Raffle & MUCH MORE!

Sign Up

TIME SLOT SOLD OUT

30 MILE (9:30 AM Start Time)
~~$80~~ **$75**

Sorry! This event is full.

Limited capacity remaining in other time slots.

Sign Up

$5 Off Online Registration

15 MILE (10:00 AM Start Time)
~~$70~~ **$65**

15-Mile Marked Route, SAG Support, Rest Stop, After Party w/ Pint Glass, Beers, Live Music, Raffle & MUCH MORE!

Sign Up

2 Beers Included & More!

Post-Ride Entry Only
~~$35~~ **$30**

After Party Entry w/ Pint Glass, Beers, Live Music, Raffle, Games & MUCH MORE!

Sign Up

Banner Slideshows

VOLUNTEER

Coming
Soon!

RunSignup

Photo: 500 Festival
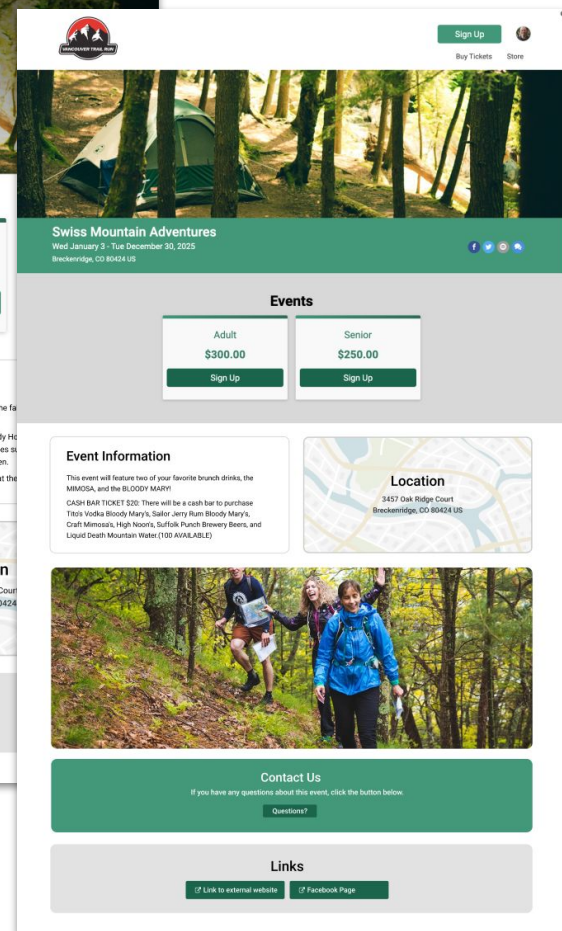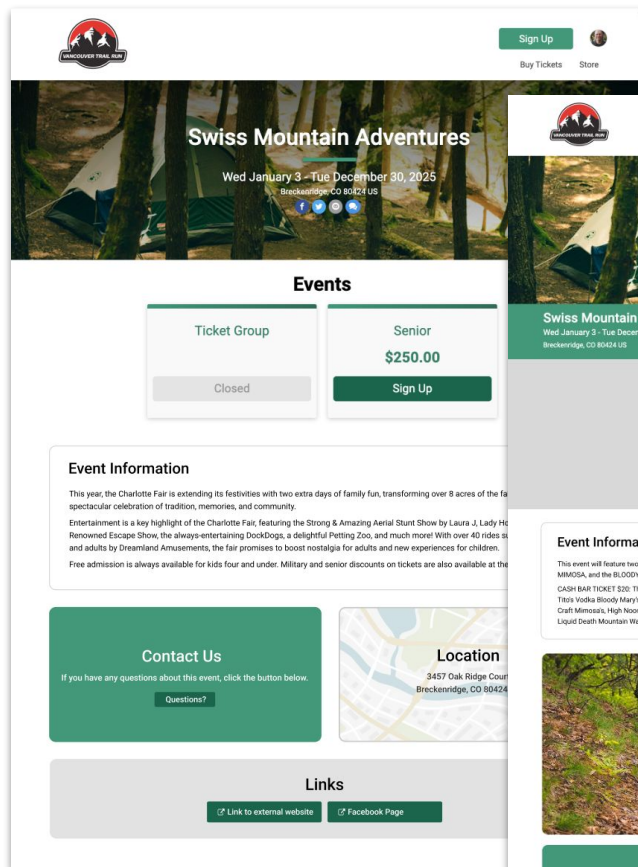
What Else
Is Coming?

Additional Components
- Event tiles
- Header Slideshows
- Fundraiser Leaderboard
- Multi-Event Donation Goal Thermometer
- Easy to add layout options
- FAQ
- New options for Event Lists

Website Templates
- Pre-built templates to start your website

Partner Websites

What Else Is Coming?

Event List Updates

- New display options (calendar, rotating tiles)
- Improved event selection
- Add events based on payment account

Image Gallery

- Extend to slideshows & cards, logos, banners
- Improve UX for editing image
- More system images

Build a
Website!


Photo: Des Moines Turkey Trot

RunSignup

What You
Need

Required: Website to Build

- **Recommended**: an upcoming race that you want to get a better website
- **Alternative**: copy a previous race to test (runsignup.com/myraces -> arrow by race name -> "Copy this Race"). Leave in DRAFT (Wizard Step 1) or PRIVATE (Race -> Display -> Private Race)

Recommended:

- **Google Gemini** or the AI tool of your choice
- **Canva** or the graphics tool of your choice
 - https://shorturl.at/948V1 for Canva Templates
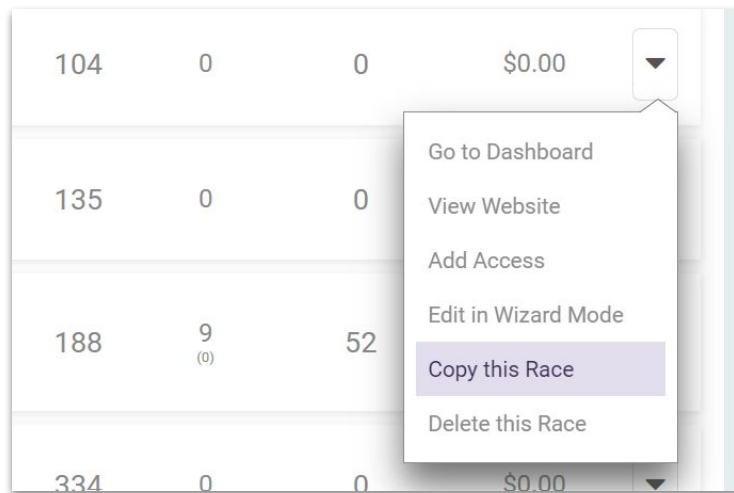
Update Your Theme
Logo & Color Scheme

Theme Options->Logo

- Add/Update Logo
  - If you're using a previous race, your logo should have been copied over
- Add/Update Favicon
  - 40x40

Theme Options->Color Scheme

- Add/Update Color Scheme
  - If you're using a previous race, your color scheme should have been copied over
  - Use picker to grab color
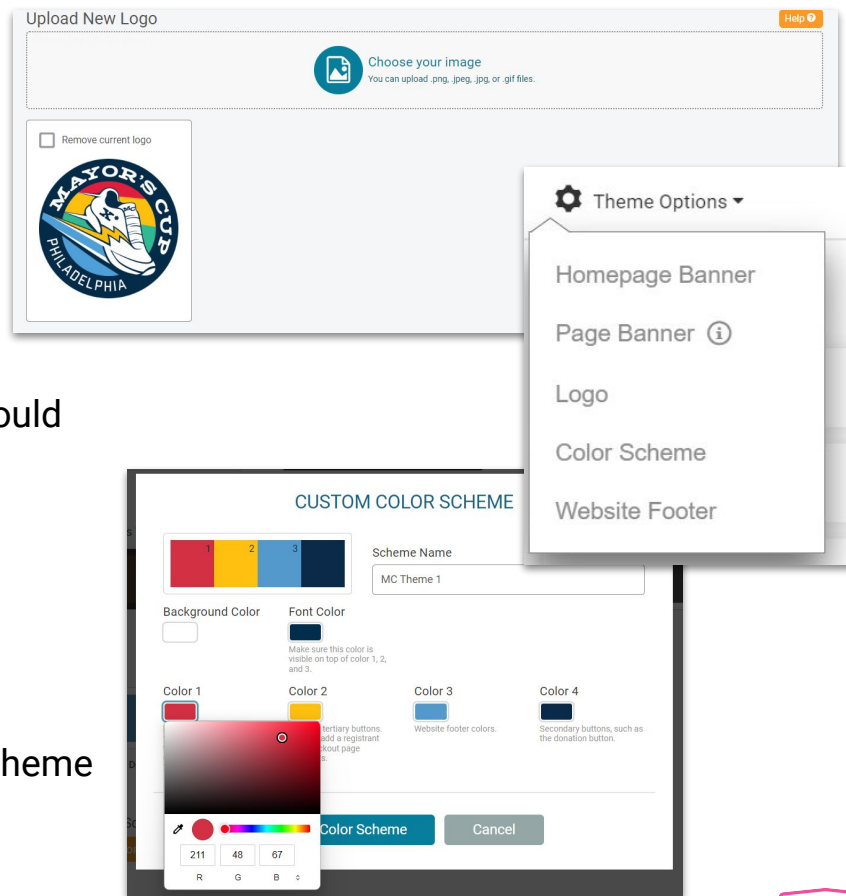
Update Your Theme
Homepage Banner & Page Banner

Theme Options->Homepage Banner

- Option to disable
- Background image
  - Stacked for images with writing
  - Full height to extend to menu (will be shaded)
- Key text options

Theme Options->Page Banner

- Background Image Options (Default & Stacked Only)
- Key text options
- Option to disable

Update Your Theme
Website Footer

Theme Options->Website Footer

- Add custom text to your website footer
- Contact info, Tax ID, additional links, etc.

Setup
Your Menu

- Add a New Dropdown
- Add a New External Link
- Add System Page
  - Results, photos, donate, sponsors, groups, volunteers, corporate teams, etc.
  - Options depend on race settings
- Add a New Page
- Easy to re-order
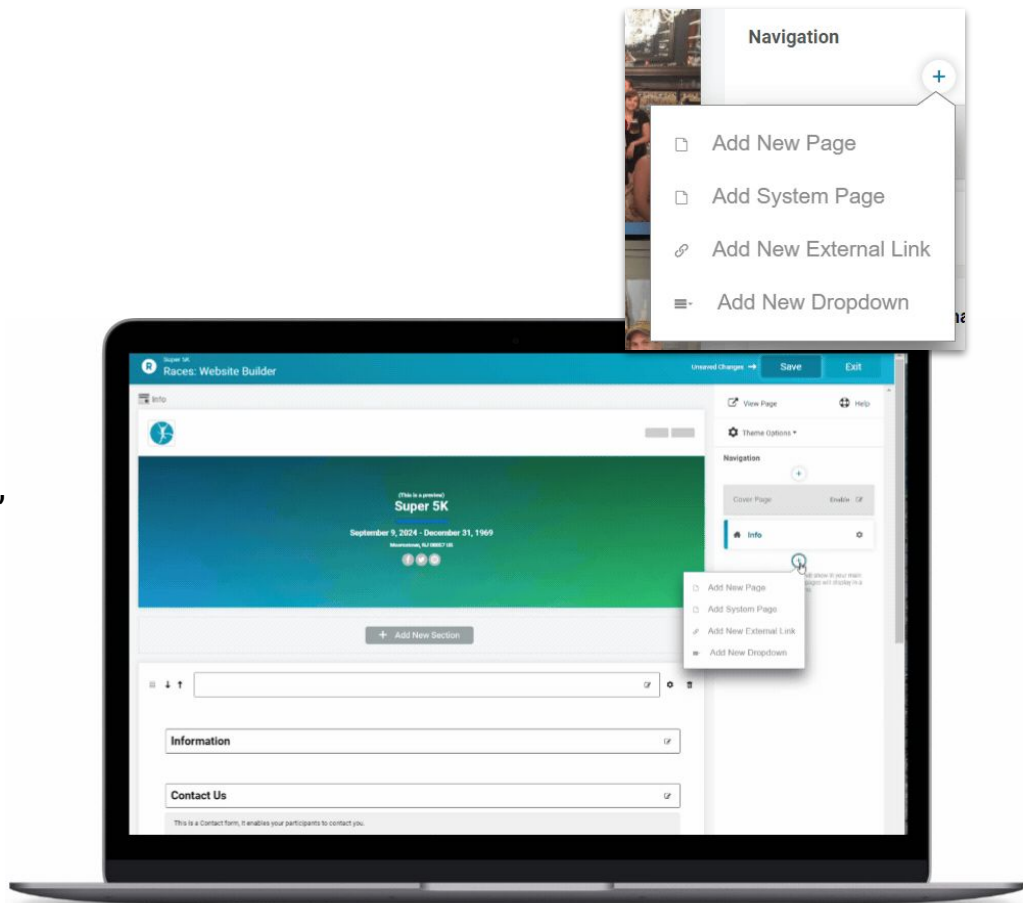
Setup
Page & Menu Settings

- Titles
- Page URL
- Meta Descriptions
- Hide in Navigation/Publish later
- Change dropdown

PAGE SETTINGS

Page Title *
Max. characters: 32

About Philly Running Clubs

Page URL *
Must be unique across site. URL can only contain alphanumeric characters, dashes, and underscores (no spaces).

AboutClubs

https://runsignup.com/Race/PA/Philadelphia/PhiladelphiaMayorsCup?page=AboutClubs

Page Meta Description ⓘ
Max. characters: 160

Philadelphia Running Clubs

Hide In Navigation   Publish Date/Time ⓘ

No   mm/dd/yyyy   12 : 00   AM ▼

America/New_York Time   Clear Date

Dropdowns (Optional)
Assigning this page to a dropdown will make it a sub item.

Find Your Club

Apply Settings

DROPDOWN SETTINGS

Dropdown Title *

Find Your Club

Hide In Navigation

No

Publish Date/Time ⓘ

mm/dd/yyyy   12 : 00   AM ▼

America/New_York Time   Clear Date

Apply Settings

Create Content
Sections & Section Settings

- Section URL
- Hide in Navigation/Publish later
- Layout Options
- Padding
- Section Height
  - Important if using background image
- Rounded Corners
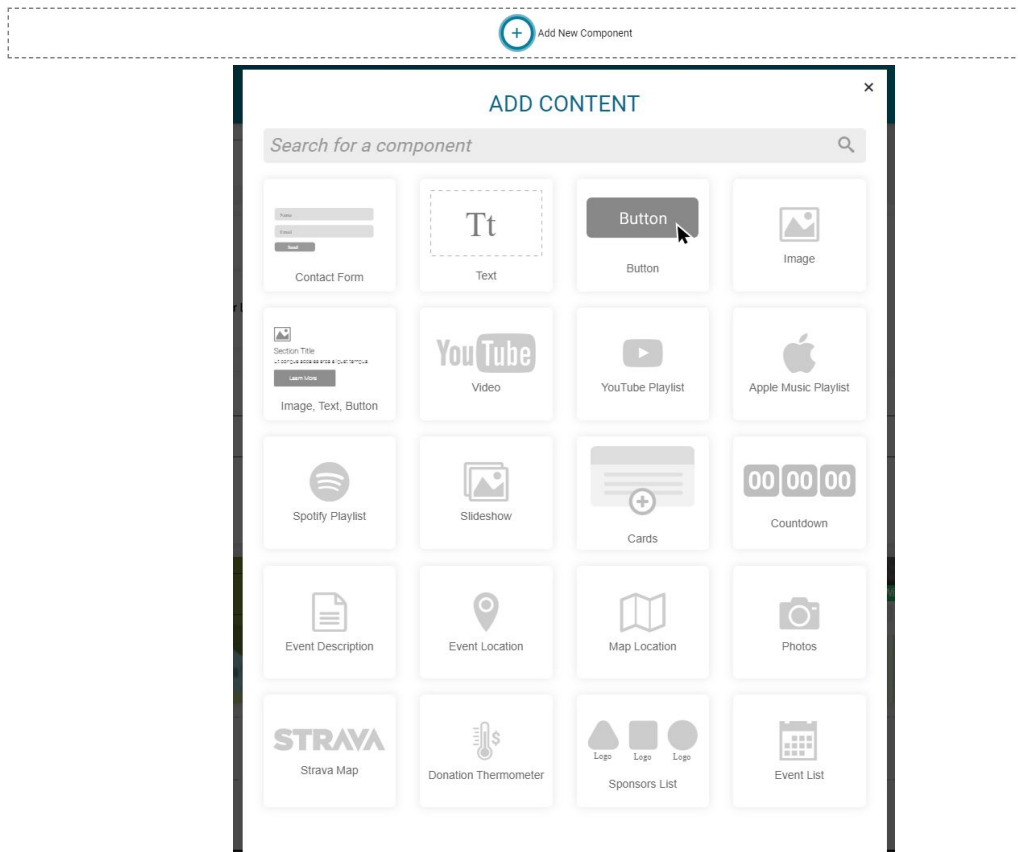- Borders
- Background Options

Create Content
Components

Common components
- Contact Form
- Text
- Buttons
- Images
- Image, Text, Button

Pull from wizard information
- Event Description
- Event Location
- Map Location

Create Content
Media Components

- YouTube Video
- YouTube Playlist
- Apple Music Playlist
- Spotify Playlist

1 Ambient House · Pilates Workout, Military Workout, Running Music

2 Wait for Me · Gym Motivation Music, Gym Workout DJ Team, Running Music

Running Music · Top tracks

PREVIEW

Spotify Playlist URL

https://open.spotify.com/embed/artist/3Q4TXe5JDVVCNjof1O4BUe?si=HI5wukGKSCi1rxquc3h4-w

The Spotify URL can be found by clicking "Share" and then "Copy link" while in the album, playlist, or podcast episode.

The 2022 Scott Coffee 8K

YouTube Video ID

YUIShGoU2pw

The YouTube ID can be found by clicking the Share link, under your YouTube video. Make sure to only use the code at the end of the URL.

☐ Display video with padding.

Create Content
Data Components

- Countdown Clock
- Donation Thermometer
- Sponsors List

Title (optional)

Clock Time
- ● Event Start Time
- ○ Event End Time
- ○ Registration Open Time
- ○ Registration Close Time
- ○ Custom Time

Apply Settings

SPONSORS LIST SETTINGS ✕

Display Level Options
- ● All Levels
- ○ Event Sponsor
- ○ Premier Sponsor
- ○ VIP Sponsor
- ○ Water Stop Sponsor
- ○ EMT Sponsor
- ○ Business Sponsor
- ○ Default Sponsors

Display Options
- ● Small Logos
- ○ Medium Logos
- ○ Large Logos

Apply Settings

$137,281 Raised of $250,000

$0 $250,000

Donate

Create Content
Cards

- Multi-item display
- Mobile responsive
  - **Check image sizes on a variety of devices**
- Can be used as a workaround for event tiles

Create Content
Strava

- Displays an interactive Strava Route
- Can be linked to a Strava Club

5K Cross Country Course

The 5K adheres to the traditional Belmont Plateau Cross Country Course. It includes sections on gravel path and grass, with several tough hills, but it is not a technical trail course.

Strava Map

Type   Distance   Elev Gain

Strava Route ID * ⓘ
3222593667765517482

Strava Club ID (Optional) ⓘ

Sign Up   Donate

Race Info   Donate   Course Map   Photos   Results

Scott Coffee Moorestown Rotary 8K

June 1, 2024 - 8:30 AM, Moorestown Community House

Create Content
Event List

- Display ticket events and races by event ID, Timer ID, or Partner ID
- Grid or List View

EVENT LIST SETTINGS

Event Types

☑ Show race events

☑ Show ticket events

Event Layout Style

○ List   ● Grid

Include / Exclude Event Options
Fields take a comma separated list of IDs.

Include Race IDs	Exclude Race IDs	Include Timer IDs	Exclude Timer IDs
21			

Include Partner IDs	Exclude Partner IDs	Include Ticket Event IDs	Exclude Ticket Event IDs
72		5938	

Update   **Cancel**

runsignup.com/TicketEvent/Dashboard/Overview/5938

Scott Coffee Moorestown Rotary 8K   Sign Up   Donate

Event List

Upcoming Events (84)   Past Events (1601)

Bucks 5K Series
Sat March 23 - Sun June 16, 2024
Doylestown PA
Sign Up

The New Jersey Virtual Challenge Presented by CompuScore
Wed May 1 - Mon July 1, 2024
Any City - Any State NJ
Sign Up

Girls on the Run Spring 5K
Sat May 18, 2024
Sparta NJ
Sign Up

Run4Rare 5K / 1K
Sat May 18, 2024
Bridgewater NJ
Sign Up

THE CALDWELL CLASSIC 5K RUN/WALK & FAMILY FUN RUN
Sat May 18, 2024
West Caldwell NJ
Sign Up

11th Annual Greta's Run for Imagine
Sun May 19, 2024
Westfield NJ
Sign Up

HFEE 5K + Kids 1Mile Fun Run
Sun May 19, 2024
Holmdel NJ
Sign Up

JerseyMan Triathlon
Sun May 19, 2024
Lebanon NJ
Sign Up

Ocean Parks 5k
Sun May 19, 2024
Ocean NJ
Sign Up

R DASHBOARD LOCATION   Race ▷ Websites V2 ▷ Website Builder ▷ Add

Questions?