



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

 RunSignup

Photo: 500 Festival



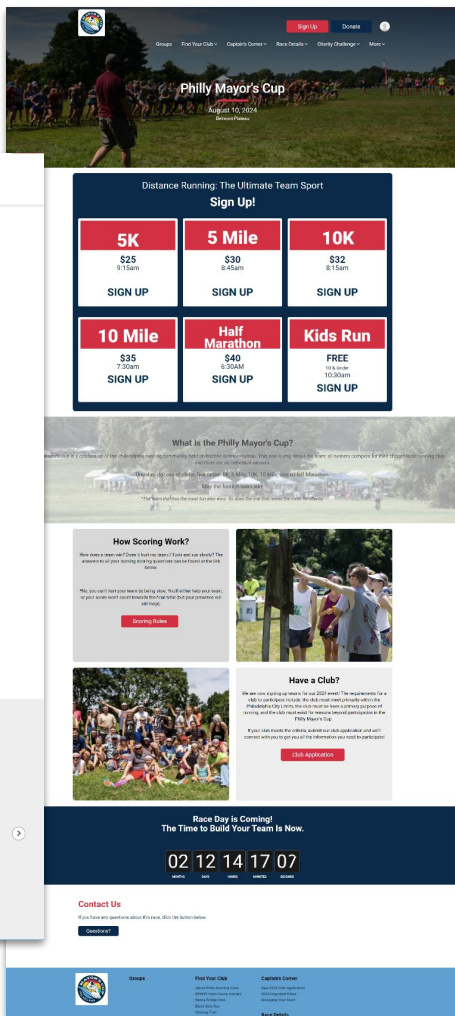
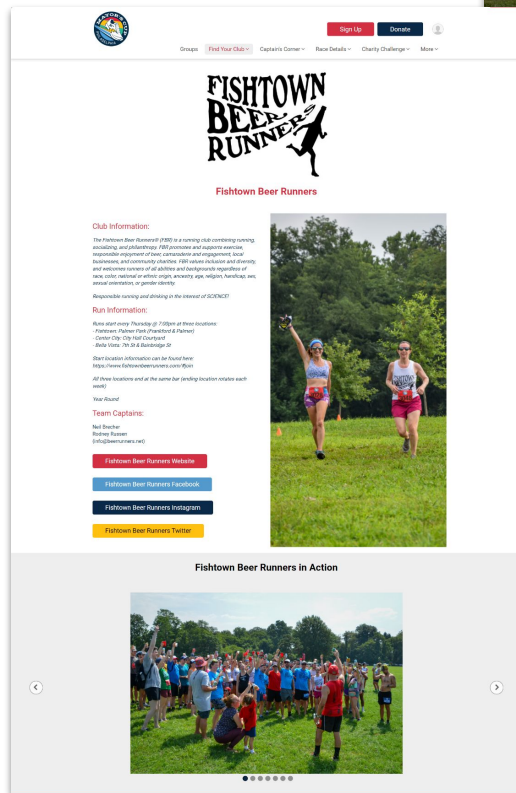
Business Strategy Of Websites V2

- 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!

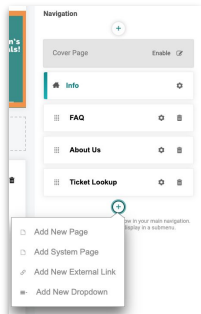
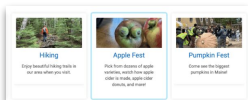
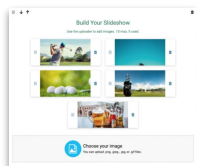
How Websites V2 Are Better for YOU

- **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)



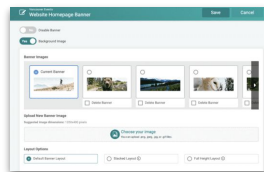
Timeline of Websites V2

July 2021 - Website V2 released for TicketSignup

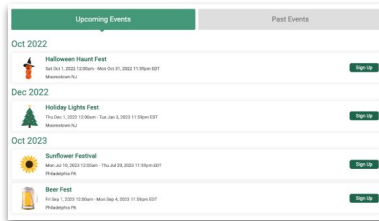


Nov 2021 - Pages and Menus added to Websites V2

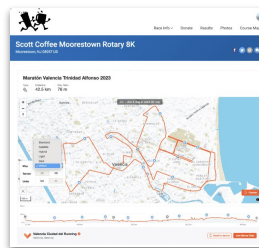
May 2022 - Organization Websites released



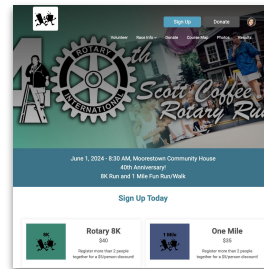
Oct 2022 - Event List for Websites V2



April 2023 - New homepage & page banner options

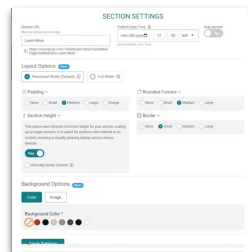


Jan 2024 - Strava map component



May 2024 - Website V2 released for races

Nov 2023 - Background and Layout options



March 2024 - Image Gallery for Website V2



Onward!



<https://runsignup.com/phillymayorscup>

<https://runsignup.com/Race/CA/CulverCity/Screenland5K>

<https://runsignup.com/Race/PA/PeddlersVillageLahaskaBucksCounty/BoogiewithScogie>





Key Definitions



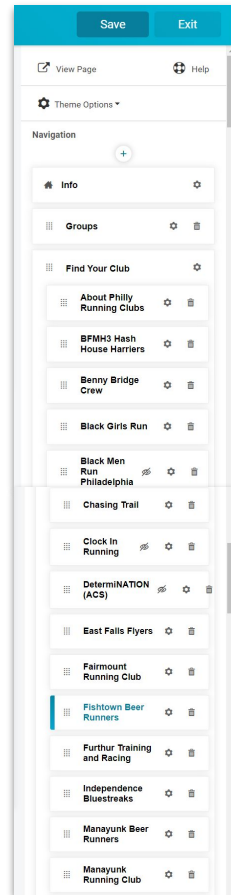
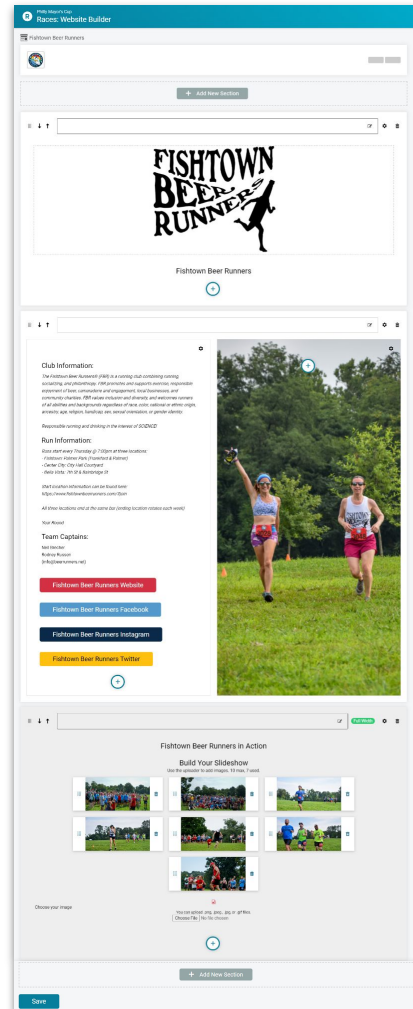
Photo: Ashenfelter 8K

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).

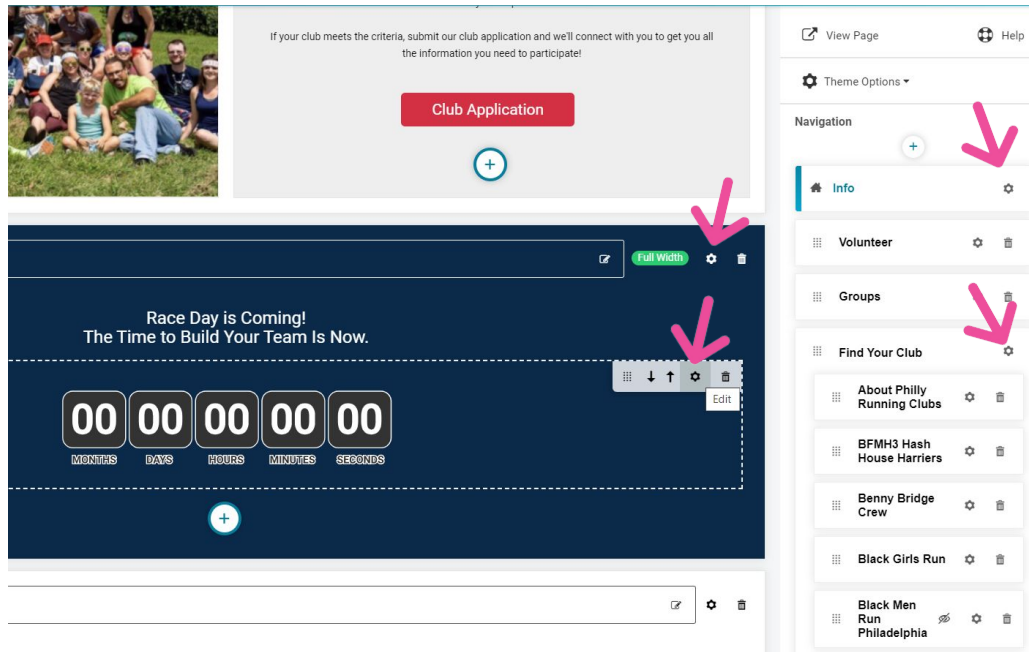
Sections and components will each have their own settings.



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



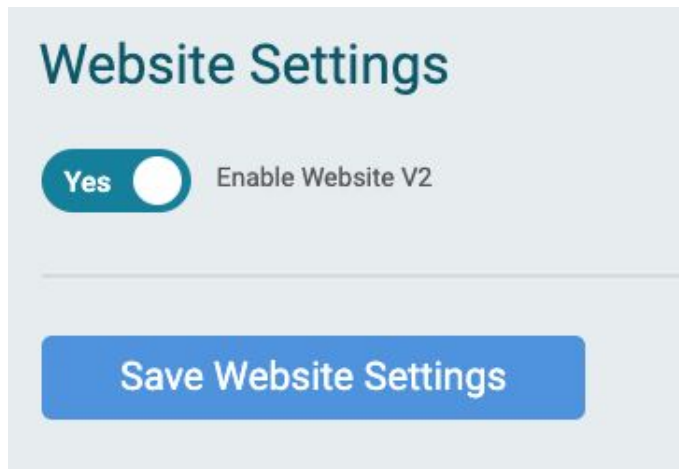
Photo: Kiawah Marathon

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).











Website Settings

Yes ☒ Enable Website V2

Save Website Settings

What Key Features Aren't Ready Yet?

Fundraising Leaderboard

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

\$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 (8:00 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)

\$90 \$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)

\$90 \$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

\$95 \$30

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

Sign Up

Banner Slideshows





Coming Soon!

RRunSignup

Photo: 500 Festival



What's Coming

What Else Is Coming?

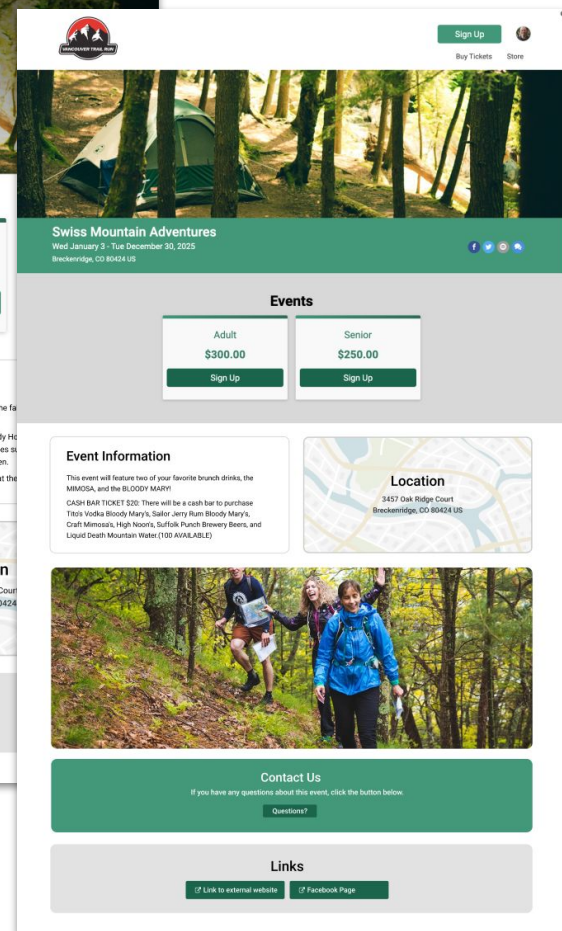
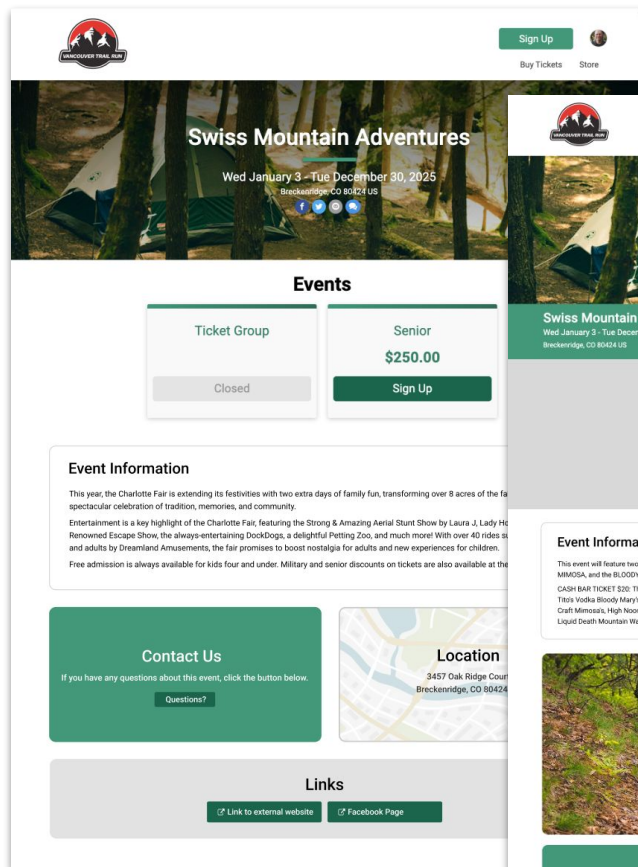
Additional Components

- 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

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



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

Image Gallery

Edit Current Image

Upload

Image Gallery

System Images

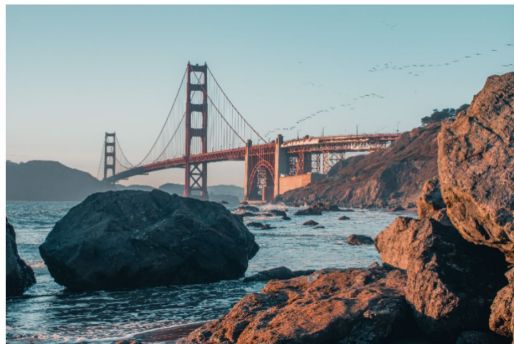


Image Details

Image Name *

S2173593765_B5a3612f8f_6k.jpg

Alt Text

Album

My Images

+ Add Album

Image Alignment

Left

Image Sizing

☒ Original

☐ Half

☐ Full Size

Image Hyperlink

URL must be in the form https://www.example.com, org, net, etc.]

Update

Cancel



Build a Website!

 RunSignup

Photo: Des Moines Turkey Trot



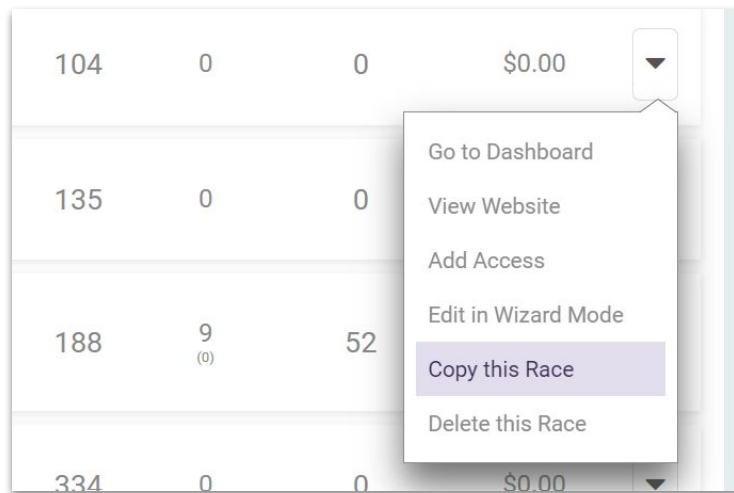
What You Need

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



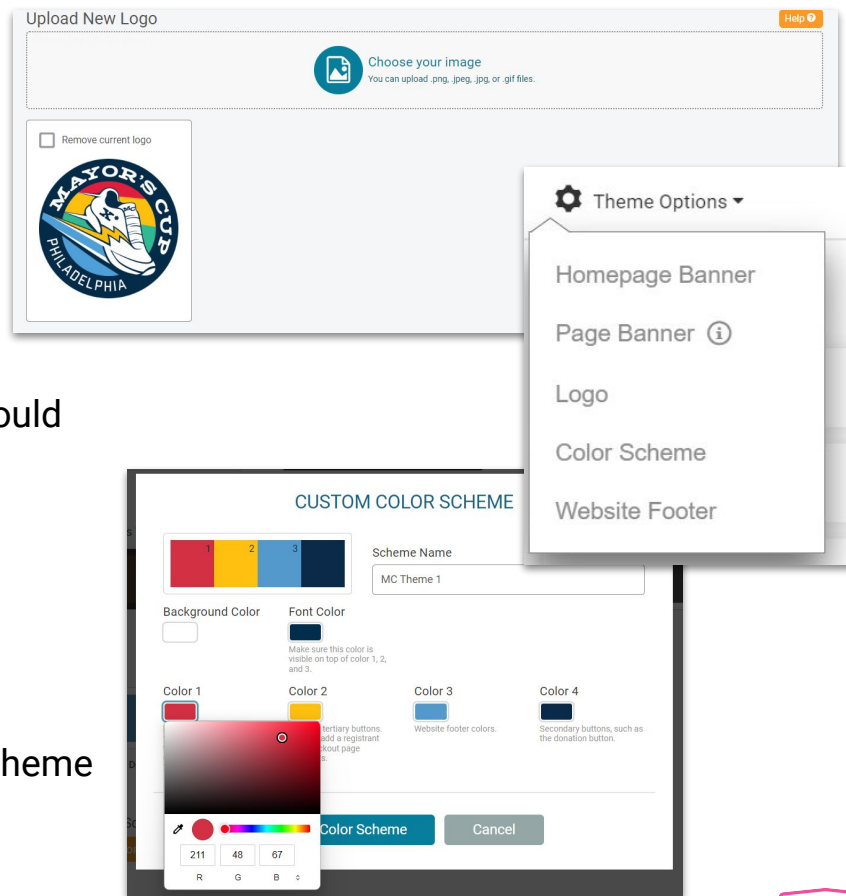
Update Your Theme Logo & Color Scheme

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

Philly Mayor's Cup
Website Banner

Save Cancel

☐ Disable Banner

☒ Background Image

Banner Images

Current Banner

Delete Banner

Delete Banner

Delete Banner

Delete Banner

Upload New Banner Image

Suggested image dimensions: 1200x400 pixels

Choose your image

Layout Options

☐ Default Banner Layout

☐ Stacked Layout

☒ Full Height Layout

Banner Name

☐ Default Banner Name

☒ Custom Banner Name

☐ Hidden

Custom Banner Name *

Philly Mayor's Cup

Banner Date

☐ Default Banner Date

☒ Custom Banner Date

☐ Hidden

Custom Banner Date *

August 10, 2024

Banner Location

☐ Default Banner Location

☒ Custom Banner Location

☐ Hidden

Custom Banner Location *

Belmont Plateau

Social Media Buttons

☐ Visible

☒ Hidden

Save

☐ No

☒ Disable Banner

☐ No

☒ Background Image

Banner Name

☒ Default Banner Name

☐ Custom Banner Name

☐ Hidden

Banner Date

☐ Default Banner Date

☒ Custom Banner Date

☐ Hidden

Custom Banner Date *

August 10, 2024

Banner Location

☐ Default Banner Location

☒ Custom Banner Location

☐ Hidden

Custom Banner Location *

Belmont Plateau

Social Media Buttons

☐ Visible

☒ Hidden

Update Your Theme Website Footer

Theme Options->Website Footer

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

This setting allows you to customize the footer on all website pages. [Help](#)

File Edit View Insert Format

Paragraph ▼ **B** *I* U [Link](#) ↶ ↷ ↺ ↻

Contact us at info@runsignup.com
215-222-2222

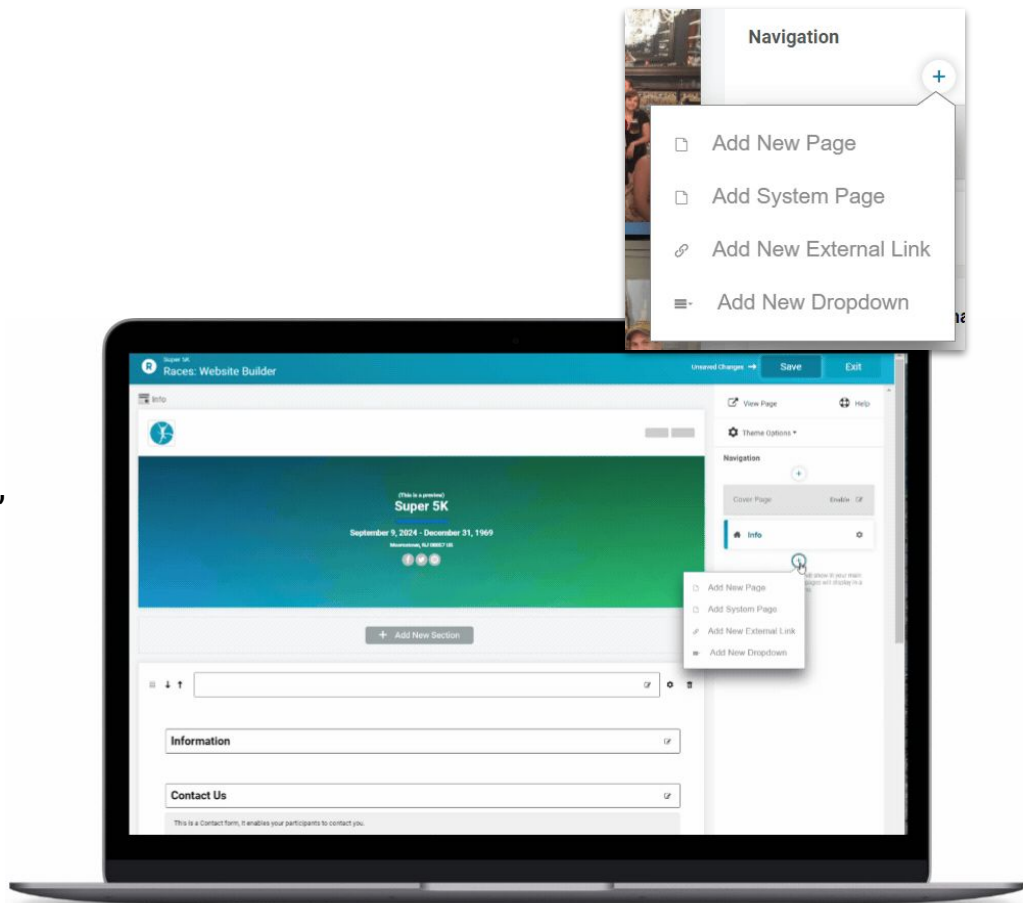
p

Footer text cannot exceed 350 characters including any links.

Save

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

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

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

Page Meta Description ⓘ
Max. characters: 160

Hide In Navigation **Publish Date/Time ⓘ**

☐ No 12 : 00 AM ▼
America/New_York Time Clear Date

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

Apply Settings

DROPDOWN SETTINGS

Dropdown Title *

Hide In Navigation

☐ No

Publish Date/Time ⓘ

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

SECTION SETTINGS

Section URL

Must be unique across page.

systemComponents

<https://runsignup.com/Race/PA/Philadelphia/PhiladelphiaMayorsCup?page=info#section-systemComponents>

Publish Date/Time

mm/dd/yyyy 12 : 00 AM

America/New_York Time Clear Date

Hide section

No

Layout Options

Restricted Width (Default)

Full Width

Padding

None

Small

Medium

Large

XLarge

Section Height

This option uses dynamic minimum height for your section, scaling up on larger screens. It is useful for sections with minimal or no content, ensuring a visually pleasing display across various devices.

No

Background Options

Color

Image

Background Color

Apply Settings

Rounded Corners

None

Small

Medium

Large

Border

None

Small

Medium

Large

+ Add New Section

Single Column

Two Column

R

DASHBOARD
LOCATION

Race

>

Websites V2

>

Website Builder

>

Add New Section

R
RunSignup
UNIVERSITY
2024

25

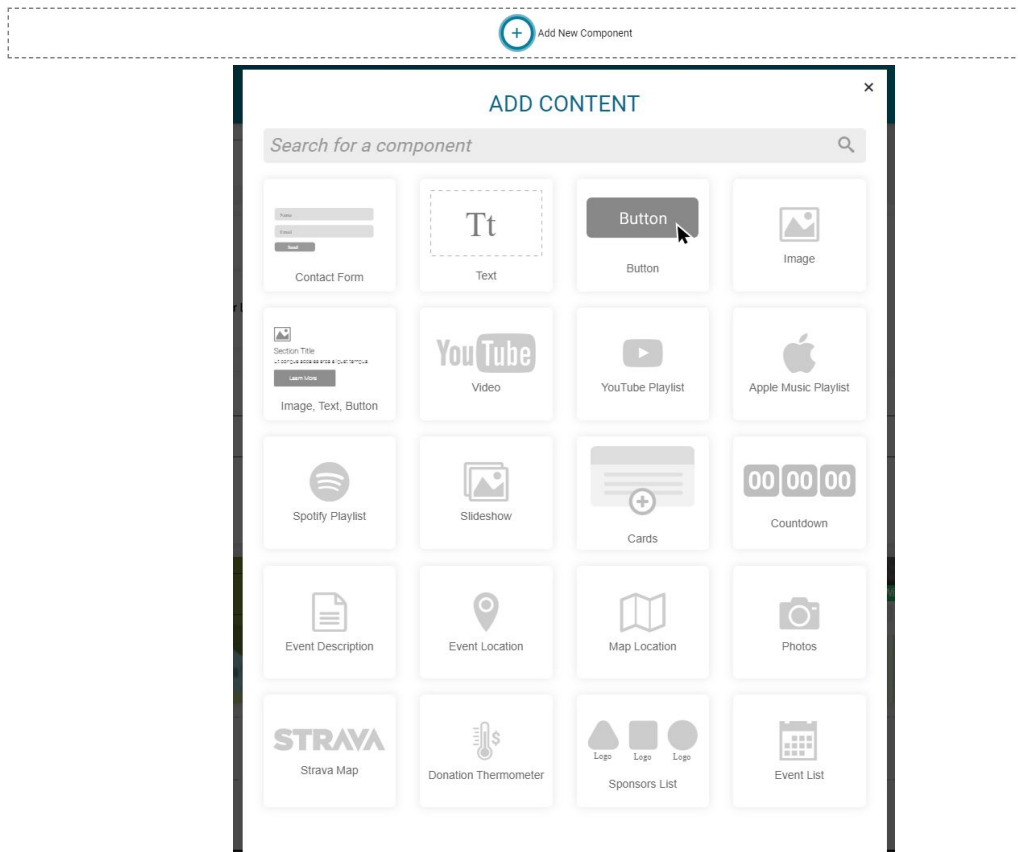
Create Content Components

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

The screenshot displays a website builder interface with two media component editors. The top editor is for a Spotify Playlist, showing a preview of a playlist titled 'Running Music - Top tracks' with two tracks listed: '1 Ambient House - Pilates Workout, Military Workout, Running Music' and '2 Wait for Me - Gym Motivation Music, Gym Workout DJ Team, Running Music'. Below the preview is a text input field for the 'Spotify Playlist URL' containing the URL 'https://open.spotify.com/embed/artist/3Q4TXe5JDVVCNjof1O4BUe?si=HI5wukGKSCi1rxquc3h4-w'. A note below the field states: 'The Spotify URL can be found by clicking "Share" and then "Copy link" while in the album, playlist, or podcast episode.' The bottom editor is for a YouTube Video, showing a preview of a video titled 'the 2022 SCOTT COFFEE 8K' with a thumbnail image of a man running. Below the preview is a text input field for the 'YouTube Video ID' containing the ID 'YU1ShGoU2pw'. A note below the field states: '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.' There is a checkbox labeled 'Display video with padding.' which is currently unchecked. Both editors have a '+' button at the bottom right corner.

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


Cards

Cards are flexible content sections that you can use to call out features or action items. The cards are responsive and will fill the width of your browser. You can add up to four cards.

Add Card: Card 2

[Update Card](#) [Cancel](#)

Header Image



Suggested image dimensions: 350x150 pixels.
Note: The top and bottom of the image maybe be cropped to maintain the the image aspect ratio.

Text

Edit Insert Format Tools

Paragraph 35px

\$30
8:45am

SIGN UP

p • span • strong • span

URL

<https://runsignup.com/Race/Register/?tracelid=13220>

URL must be in the form <https://www.example.com, org, net, etc.>

[Update Card](#) [Cancel](#)

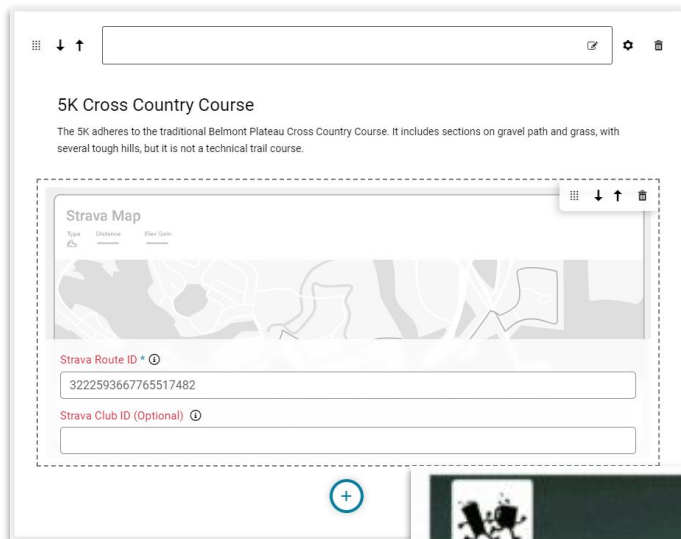
Distance Running: The Ultimate Team Sport

Sign Up!

5K \$25 9:15am SIGN UP	5 Mile \$30 8:45am SIGN UP	10K \$32 8:15am SIGN UP
10 Mile \$35 7:30am SIGN UP	Half Marathon \$40 6:30AM SIGN UP	Kids Run FREE 10 & Under 10:30am SIGN UP

Create Content Strava

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



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: 21

Exclude Race IDs:

Include Timer IDs:

Exclude Timer IDs:

Include Partner IDs: 72

Exclude Partner IDs:

Include Ticket Event IDs: 5938

Exclude Ticket Event IDs:

Update Cancel










runsignup.com/TicketEvent/Dashboard/Overview/5938

Scott Coffee Moorestown Rotary 5K

[Sign Up](#) [Donate](#)

Event List

Upcoming Events (84) Past Events (1601)

 <p>Bucks 5K Series Sat March 23 - Sun June 16, 2024 Doylestown PA Sign Up</p>	 <p>The New Jersey Virtual Challenge Presented by CompuScore Wed May 1 - Mon July 1, 2024 Any City - Any State NJ Sign Up</p>	 <p>Girls on the Run Spring 5K Sat May 18, 2024 Sparta NJ Sign Up</p>
 <p>Run4Race 5K / 1K Sat May 18, 2024 Bridgeview NJ Sign Up</p>	 <p>THE CALDWELL CLASSIC 5K RUN/WALK & FAMILY FUN RUN Sat May 18, 2024 West Caldwell NJ Sign Up</p>	 <p>11th Annual Greta's Run for Imagine Sun May 19, 2024 Westfield NJ Sign Up</p>
 <p>HFE 5K - Kids 1 Mile Fun Run Sun May 19, 2024 Holmdel NJ Sign Up</p>	 <p>JerseyMan Triathlon Sun May 19, 2024 Lebanon NJ Sign Up</p>	 <p>Ocean Parks 5K Sun May 19, 2024 Ocean NJ Sign Up</p>



Questions?

