



Customer Advisory Board





Agenda

- Intro: Who's Here
- RunSignup Favorites
- Questions for Customers
- Strategic Questions for RunSignup
- RunSignup Wishlists



Photo: Ukrops Monument Ave 10K



Intro Who's Here



Photo: Ventura Marathon

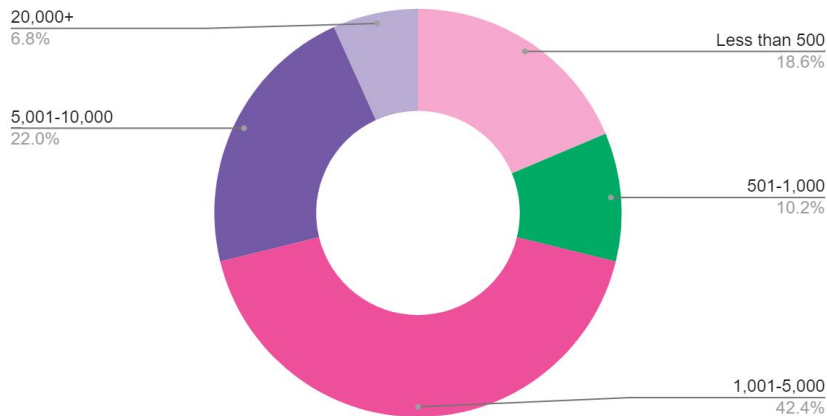
What is CAB?

- Historically, smaller group of larger customers who could provide guidance and insight 1-2 times a year.
- Met in-person at Symposiums (and virtually in 2020)
- Wanted to expand the concept to include a wider range of customers, as represented here
- Will use this time to review key survey responses & answer questions! Speak up!



Scope of Organizations

How many participants did you serve at your largest event in the last 12 months?



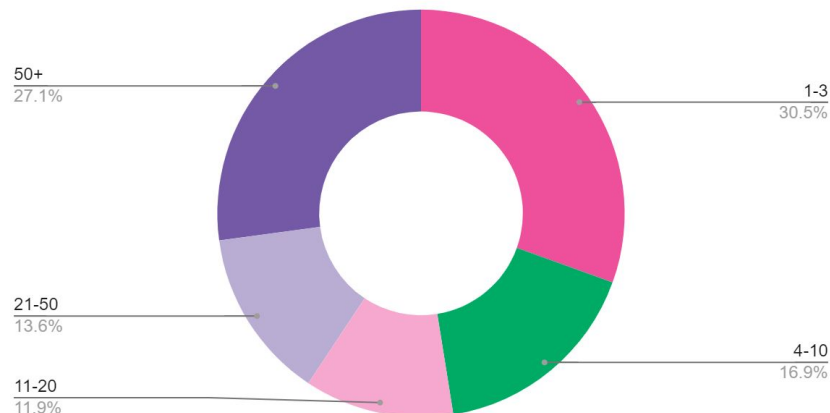
42%

Had 1,000-5,000 participants at largest event

41%

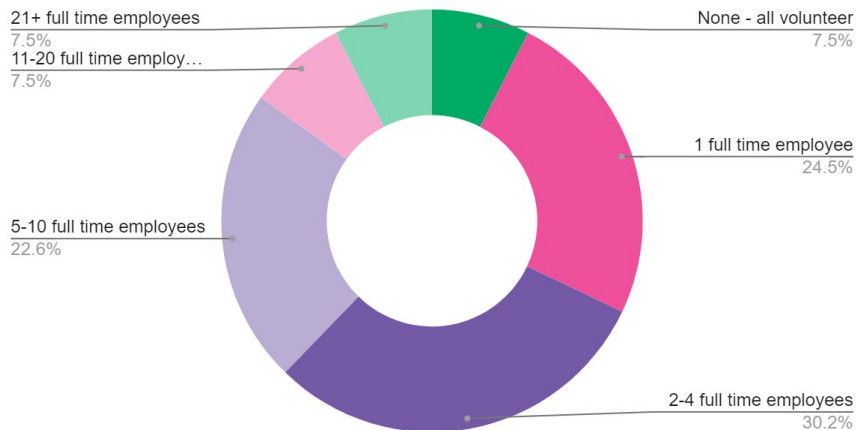
Worked with 20+ events in the last year

How many events have you organized/helped with in the last 13 months?



Experience of Organizations

How many full-time employees in your organization work on events?



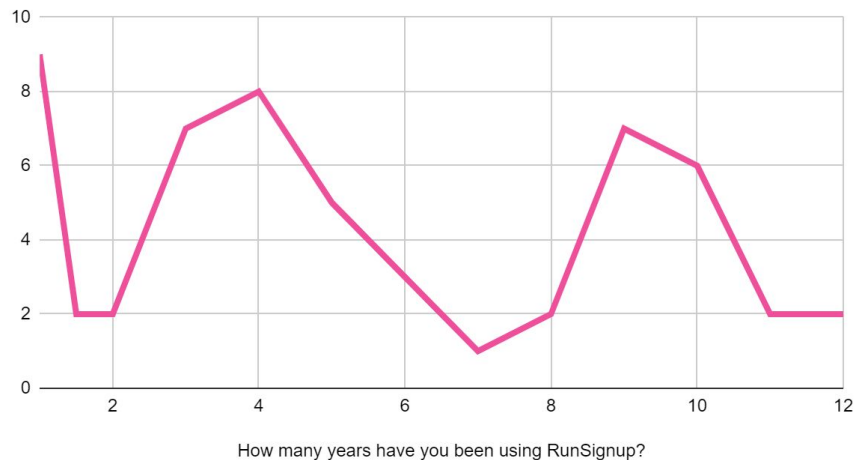
62%

Have fewer than 5 full-time employees

50%

Have 5+ years experience with RunSignup

How many years have you been using RunSignup?



Organizations Represented

- 2L Race Services
- 3W Races
- 500 Festival
- Blue Ridge Racing
- Bodies Race Company
- Championship Racing
- Charm City Run
- Club Connecticut
- CompuScore
- DRS Timing
- Epic Races
- Fight the Flame
- Fredericksburg Area Running Club
- FRESHJUNKIE Racing
- Go Ahead Events
- Greater Philadelphia YMCA
- Hagley Museum and Library
- Healthy Kids Running Series
- Hermes Sports & Events
- J3 Events, Inc.
- Kennett Run Charities, Inc
- Kinetic Multisports
- Lenexa Parks and Recreation
- Loppet Foundation
- Luck Companies
- Manatawny Athletic
- Maui Marathon
- MO'Cowbell Marathon
- Negative Split Productions
- Pequot Runners
- Playmakers
- PrimeTime Timing
- Race Day Events
- Race the Region
- RaceRise
- Revolution3/TCR Event Management
- RMC Foundation
- Road Race Enthusiast
- Runegades
- St. Joseph's University
- Second Wind Running Club
- Second Wind Timing
- SendMeMissions, Inc.
- Sommer Sports Events
- South Carolina Running Charitable Society
- The Morton Arboretum
- Traverse City Track Club
- Treehouse Foundation
- Tunnel to Towers Foundation
- Upstate Racing
- US Road Running
- Valley Forge Tourism & Convention Board/Rev Run
- Wolf Creek Race Management
- Zallie Community Foundation



RunSignup Favorites



Photo: Ville to Ville Relay

#1: Ease of Use

Mentioned by 45% of respondents.

Areas cited included:

- Easy to setup
- Ease of managing registrations
- Ease of use - especially rollover for next year's race
- Easy runner signup
- User friendly platform
- Simplicity
- Ease of member search

"With how popular RunSignup is, it's super easy for our participants to use. Everyone has an account and knows how to use the platform because it's so user friendly,"

"As a first time race producer it was nice being able to follow an extremely user friendly path to create an event."

#2: Email (V2)

Mentioned by 42% of respondents.

Areas cited included:

- Eye-catching templates
- Automated emails
- Pre-set branding
- Ability to email volunteers
- Ability to email current & past participants
- Ability to email members
- FREE
- Easy to use

"Awesome feature to be able to email past participants with eye-catching email templates to choose from. And, having the ability to send automated emails is very nice."

"Email communication system - it is getting so much better with V2. It used to suck! V2 is so much better and looks so much cleaner and it's easier to use."

#3: Reporting

Mentioned by 33% of respondents.

Areas cited included:

- Reporting for sponsorship sales
- Financial summary
- Year over year statistics
- Data from previous years is stored to be utilize for future events
- Downloading reports to Google Sheets
- Daily update of registrations
- Demographic information

"Dashboard & sponsors reporting: this allows me to provide data to sell sponsorships. Businesses want to hear about views, clicks, age, zip, reach, gender etc."

"Dashboard reporting is easy to tailor to different roles needs."

#4: RaceDay Tools

Mentioned by 27% of respondents.

Areas cited included:

- CheckIn App
- On-site registration
- Dynamic bib assignment
- Photos & photo tagging
- Mobile timing app
- Results page
- Results Kiosk

"The ability for a smooth day of registration and check-in has been incredibly helpful for our small team, especially for one of our larger events."

"RaceDay CheckIn dynamic bib assignments - it makes packet pickup run smoothly and quickly. Easy to make changes if needed and I love that it syncs with my timer!"

#5: Customer Service

Mentioned by 25% of respondents.

Areas cited included:

- Listens to customers
- Webinars and trainings
- Opportunities to learn
- Always someone to answer my questions
- Communication of new features
- Account manager always responds within 24 hours
- Support from the community

"RunSignup feels very committed to not only helping to grow the industry with new events from new producers."

"RunSignup is very customer centric. They take care of the timer/event management company, race director, organization, AND the participant."

#6: Website

Mentioned by 22% of respondents.

Areas cited included:

- Truly customizable
- SEO
- Easy to setup without web design knowledge
- Exciting landing page

"Being able to truly customize our event site and no work with limited cookie cutter options."

#7: All-in-One

Mentioned by 17% of respondents.

Areas cited included:

- All tasks in one platform
- Value in having free tools along with registration
- All our races in one place
- All in one solution that's seamlessly integrated

"Total package - includes everything from registration, websites, photos, results, emails, store purchases, and donations in one spot."

#8: Continuous Improvement #9: Marketing

Mentioned by 13% of respondents.

Areas cited included:

- Constant updating to help us promote our races
- Innovative
- Always evolving
- Listen, take input, and make changes

"I love that they are always innovating to make our jobs easier"

Mentioned by 12% of respondents.

Areas cited included:

- Marketing analytics
- RaceInsights data on source of traffic
- Coupons/discounts
- Social media sync

"Marketing analytics - specifically fluid CSV exports, the ability to track returning participants, and the ability to track where participants are coming from."

Miscellaneous Favs

Include:

- Donations have increased from \$500 to \$20,000 due to ease of setup & utilization
- Charity integrations
- Stable and predictable, even with over 50,000 participants
- Reliability - there is never downtime
- **"I can't think of anything I would change about the volunteer platform - it's that good" Note: they did then ask for a new volunteer feature!**
- Store is easy and helps with seamless merchandise experience
- Giveaway inventory

Include:

- UX/design & layout
- Credit card processing and sales tax
- Virtual challenge tools
- Membership auto renewal notices
- Purpose-built
- Easy renewals
- Customization

"The built in referral and insurance options provide some bells and whistles that my clients and participants like, but require no effort on my part."



Questions for Customers





Questions for Customers

- How can we further education? Roadshows? University Format? Symposium? Suggestions?
- Is anyone using AI or have any good ideas?
- Do you think our investment in Event Day Technology is good and useful to you and the endurance community?
- Do you think we made the right moves with going into P2P and Tickets? Why?
- Do you think you will use a TXT service?
- Do you think you will move your websites to RunSignup V2 websites? Why or why not?
- If you have a CRM, what is the main purpose of it?



Strategic Questions



Strategic Questions

- How will AI impact events and RunSignup Technology?
- How important is Race Day Real Time? Is this still RaceJoy? Can I have my own App? This sounds like RTRT, are you competing with them?
- Why did you go into tickets? Are you moving away from endurance?
- How do you compete with big companies like ASICS Race Roster?
- How much are you growing and what is your financial stability?
- What is the future of RunSignup?



RunSignup Wishlists



Photo: Summer Solstice Run



Development Balance

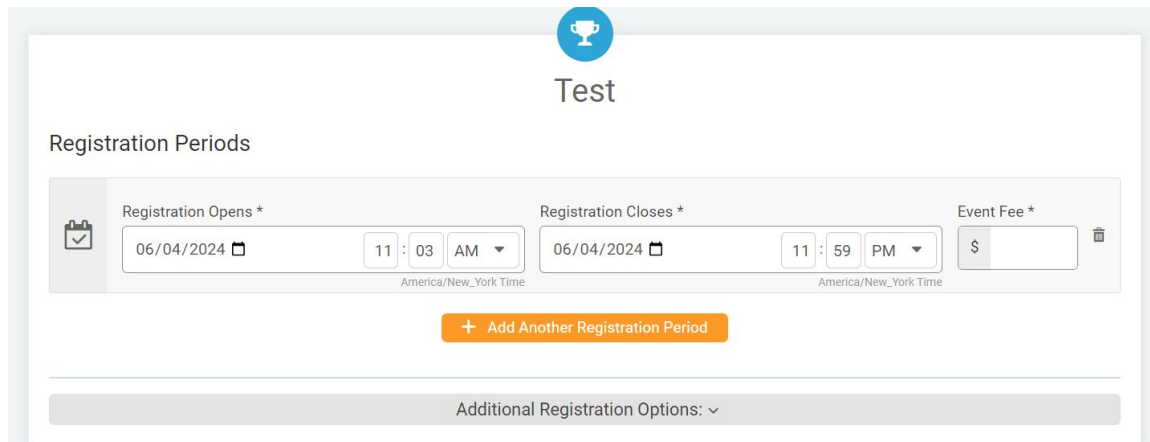
- Growing our Business
 - Helping customer base grow their revenue
 - Winning new customers
- Strategic Projects and Themes
 - Will help lots of customers
 - Make us more efficient
 - Required by law
- Tactical Features
 - Things that will help a few customers
 - Balance of hours of development and hours of customer or support effort
- Infrastructure
 - Sleep soundly at night

Aggressive Patience








Race Setup

1. ***In Step 3 of the Race Wizard, the start time should be 12:00am and end time 11:59pm (regardless of what time I create my race).***



The screenshot shows the 'Test' screen of the Race Wizard. At the top, there is a blue trophy icon and the word 'Test'. Below this, the section 'Registration Periods' is visible. It contains a table with three columns: 'Registration Opens *', 'Registration Closes *', and 'Event Fee *'. The first row shows a date of '06/04/2024' with a calendar icon, a time of '11 : 03 AM' with a dropdown arrow, and a date of '06/04/2024' with a calendar icon, a time of '11 : 59 PM' with a dropdown arrow, and an event fee of '\$' with a trash icon. Below the table, there is an orange button that says '+ Add Another Registration Period'. At the bottom, there is a grey bar with the text 'Additional Registration Options: v'.

| Registration Opens * | Registration Closes * | Event Fee * |
|---|---|--|
| 06/04/2024  11 : 03 AM  | 06/04/2024  11 : 59 PM  | \$  |

+ Add Another Registration Period

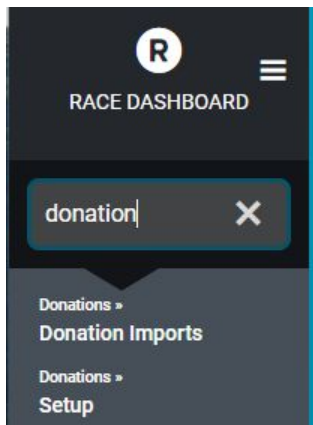
Additional Registration Options: v

2. ***Color & text formatting options in the Wizard.***

Race Setup

3. *More intuitive menu/where to locate things on the race dashboard*

Does search help with this?



4. *Better definitions for how race processing fees & donation processing fees are incorporated when chosen in Wizard.*

Processing Fees * ⓘ

- ☒ Processing fee paid by race registrant.
- ☐ Processing fee comes out of the charge.
- ☐ Half of processing fee is paid by race registrant and half is taken out of the charge.

Race Setup

5. ***Certain settings can't be tested in draft mode and want to test before going live.***

6. ***Ability to change link for Sign Up button at the top.***

Step 1 of Wizard (under Contact Information & Links). Registration must be closed.

(i)

When registration is closed for all Events, the SignUp Button will direct users to this link instead of your SignUp page.

(i)

External Race URL

External Results URL

Facebook Page ID

E.g. ScottCoffeeRace or <https://www.facebook.com/ScottCoffeeRace>

Facebook Event (For Entire Race)

E.g. 123456789 or <https://www.facebook.com/events/123456789>

Race Setup

7. ***Provide map of all the data needed to complete setting up each year's race + overview of design options for email & websites.***
8. ***Currently have different races set up for each different site (for races on the same day). Would be nice to operate it all from one race.***

Pros & cons, but there are Y's who set up their turkey trots this way.

Choose Your Registration Type *

| | |
|---|-------------------------------|
| <input type="radio"/> 5K Arnold Open to ages 99 and under. | \$35.00 + \$3.10 SignUp Fee ⓘ |
| <input checked="" type="radio"/> 5K Baltimore Open to ages 99 and under. | \$35.00 + \$3.10 SignUp Fee ⓘ |
| <input type="radio"/> 5K Bel Air Open to ages 99 and under. | \$35.00 + \$3.10 SignUp Fee ⓘ |

Registration

1. *Ability to have multiple years of registration open at once (to sell next year's race at this year's expo, etc.)*
2. *When renewing a race, an option to keep photos, results, etc., set on last year's edition so people can see them from this year's race if we renew immediately for next year.*
3. *Ability to auto-charge participants for high cost events with an initial deposit (currently managing through Add-Ons.*
4. *More flexibility with bundles*

Volunteers

1. *More volunteer data/tracking*
 - a. *Volunteer history/loyalty for rewards programs*
 - b. *Ability to see no-shows*

Pricing

1. ***Want to offer teams with different pricing for kids***

- a. Are you setting up special pricing for the teams, or just want age-based pricing to apply to teams sign up?

2. ***Dynamic pricing tools with automated increases on date or by # of registrations, loyalty discounts, and targeting promotions within registration.***

- a. Are you looking for the system to prioritize pricing based on a minimum or maximum of each?

Marketing

1. ***Use coupon codes on race series.***
2. ***Expanded social sharing?***
 - a. What are you looking for here?
3. ***Ability to add coupons to multiple events without having to click each event.***

Current interface below

Share Coupon with the Following Races

You can share this coupon with other races. The settings and any changes will apply across all selected events. If you are limiting by event, you will need to edit this coupon for each shared race to set the applicable events.

Partners: If you are sharing this code with other races and would like to quickly report on coupon code usage across all races, you can create this code at the partner level under Promotion » Coupons

☐ 2021: The Year of the Hybrid Event — Moorestown, NJ US
☐ A Celebration of David Norman April — Philadelphia, PA US
☐ Abandoned Turnpike Run — Breezewood, PA US
☐ Activity For Good - 30 Day Challenge — Henrico, VA US
☐ CANCELLED - Tioga Franklin RiverCity Festival 5K Fun Run — Philadelphia, PA US
☐ Conferences — Orlando, FL US
☐ Coronavirus Resources for Participants — Moorestown, NJ US
☐ Corporate Teams Race Director Forum — Glen Allen, VA US
☐ Dallas YMCA Turkey Trot Test — Dallas, TX US
☐ DEMO - Get in Gear — Minneapolis, MN US

Check All

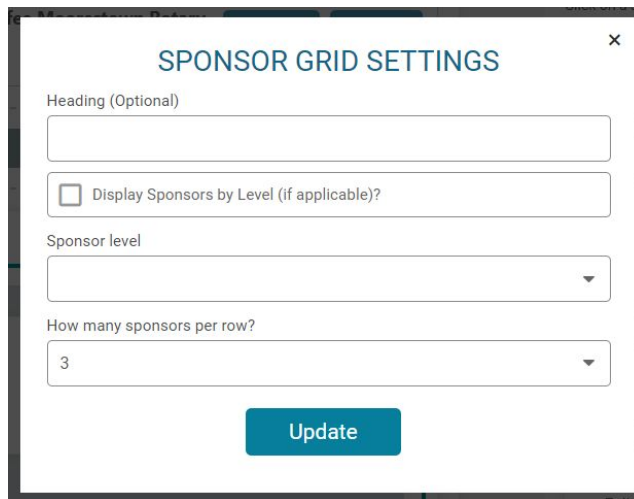
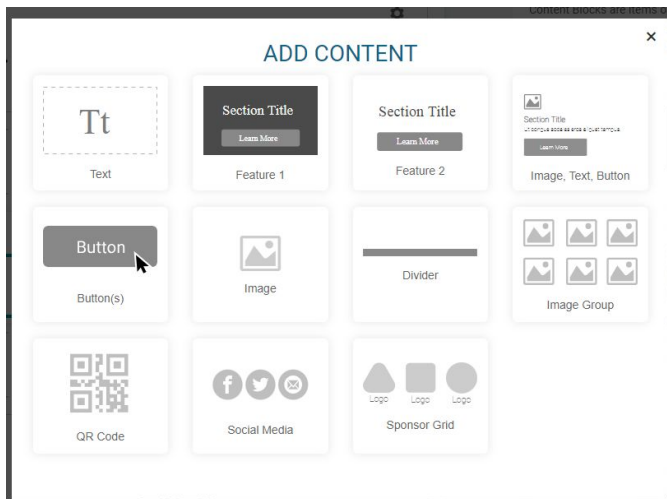
Uncheck All

Save Coupon

Email

1. *Sponsor Logos in Email V2*

a. Current Component



Email

2. ***Better email stats***

- a. Email address that clicked a specific link
- b. More open rates, click through rates, etc., by email sent
- c. Which links were clicked within open rate (aggregate)

3. ***An undo button***

4. ***Ability to sort & organize saved custom templates (folders, re-ordering templates)***

5. ***Email V2 in Partner Dashboard***

- a. Organization email as workaround

6. ***Ability to unsubscribe from entire partner account and/or across all races we own***

7. ***Ability to test placeholders in test emails***

- a. Select a participant that you use to see their placeholders

Email

8. *Ability to copy an email you've already done*

- Use Resend Email to copy/edit and send (Email V2 >> Sent Emails)

9. *Ability Post Emails on Social Media*

- Use View Email to share browser link (Email V2 >> Sent Emails)

| ID | DATE | SUBJECT | FROM/REPLY-TO | OTHER DETAILS | ACTIONS |
|-------------------------|--------------------------|---|---|--|---|
| #832254 | 05/30/2024 9:00am EDT | Exciting News about Scott Coffee Moorestown Rotary 8K Race! | From: Scott Coffee Moorestown Rotary 8K <noreply@runsignup.com> Reply-To: Scott Coffee Moorestown Rotary 8K <bob.bickel@runsignup.com> | Classification: Marketing Delivery Started: 05/30/2024 9:00am EDT Delivery Date: 05/30/2024 9:00am EDT No. Emails: 2,867 ⓘ No. Distinct Recipients: 2,867 | <div>Resend Email</div> <div>View Email</div> |

Email

10. *Way for people to subscribe automatically to lists via website links*
11. *Automatically send pre-race email to all newly registered emails after original email was sent*
 - a. Can use automated registration follow-up email after initial email send for this
12. *Better draft function*
13. *Image gallery improvements - sometimes image doesn't stay in image gallery and I have to reload it.*
14. *More features for email templates.*
15. *More simplicity in email*

Email

15. *Better dynamic/custom lists (CRM)*

- Lists of participants, donors, team leaders, etc., across events and ability to market directly to them.

Super Lists (Coming):

- Lists created by variety of fields and data
- Automatic contact merging based on 12 algorithms based on hashed data
- Tightly integrated with email
- Super list export

Bob Member Org 1

| | | |
|-------------------------|-------------------------------|-------------------------------|
| All Members ⓘ | <input type="radio"/> Include | <input type="radio"/> Exclude |
| Silver Member Members ⓘ | <input type="radio"/> Include | <input type="radio"/> Exclude |
| Gold Members ⓘ | <input type="radio"/> Include | <input type="radio"/> Exclude |
| Family Silver Members ⓘ | <input type="radio"/> Include | <input type="radio"/> Exclude |
| Family Gold Members ⓘ | <input type="radio"/> Include | <input type="radio"/> Exclude |
| Monthly Members ⓘ | <input type="radio"/> Include | <input type="radio"/> Exclude |

All Lists ▲

All ✓

Custom Lists

Participants

Donors

Fundraisers

Volunteers

Groups/Teams

Corporate Teams

Other

Websites

Should be mostly covered by V2 Websites:

- *Lots of requests for ability to customize more pages, move custom content without going to another page, add an a user friendly wizard for website*

1. *Ability to change URL if race name changes (other than short URLs)*
2. *Under Event Display Options - ability to remove and image and add and image at the same time without saving in between.*
3. *Event tiles - make it easier to customize to have just a start time (instead of start and end)*
4. *Support GIFs and animated logos*
5. *Non-Vimeo video embedded on websites*
6. *Sponsor logos to scroll at bottom of page, not on side*
7. *Customize external/social links so Twitter doesn't show*

Websites

8. ***Too time consuming to move 200+ pages***
 - a. Templates should help with saving time
9. ***Ability to add better pictures and know the right dimensions for them.***
 - a. Hard to see main top pictures on site
10. ***Ability to host a blog/more content***
11. ***More advanced ad capabilities (posting more polished ads on RunSignup websites)***
 - a. Need clarification
12. ***Want to build a webpage for a race series and also have separate websites for registration pages***
 - a. Organization website for race series
13. ***Ability to search on race calendar on website (future event list component)***

Reporting

1. ***Dropdown on dashboard to see this day last year breakdown for individual events (currently that's only for overall registrations)***
2. ***Dashboard graph showing cumulative registrations over time for each year***
 - a. Show by event
3. ***More YOY reports***
 - a. Specific requests?
4. ***Easier to run reports across all events, better partner-level reporting***
 - a. Analytics & exports across numerous events & years in one report
5. ***Reporting that is for seasonal events (instead of annual)***
6. ***Remove archived items from reports***

Reporting

7. ***View Team: Add Check-In status to page view & download (on Windows PC)***
 - a. *Page for sponsors to sign up for specific sponsorship levels and enter info*
 - b. *Tie sponsors to email list for communications*
8. ***Date & Logo visible on demographic reports for snapshots to send to sponsors***
9. ***More deeply customizable reporting.***
 - a. *Any specifics?*

Fundraising

1. ***Social & Fundraising teams***
 - a. *Make them the same?*
 - b. *More clarity for setting them up, for both participants & donors*
 - c. *Make it easier for people to sign up to be both a team leader and a fundraiser*
2. ***Remove processing fee for donations or make flat rate instead of a %***
3. ***Edit sticky donate button at the top to direct to Blackbaud***
4. ***Donation thermometer***
 - a. *Enable for donation page from Donations >> Donation Page Customizations*
 - b. *Add to Website V2 as a component*

Goal Thermometer



Show goal thermometer

Store/Merch

1. *Ability to customize the look of the “Store” page after setup*
2. *Batch fulfill retail store orders*
3. *Updated ship charge on individual packages sent to one address*
4. *Add-on report not as good as giveaway report*
 - a. Easy access to add-on totals

Store/Merch

5. *Track inventory across races*

- Inventory shared across a race series
- Partner store across multiple events

Store V2 w/ Warehouse (coming to races)

- Multiple variants
- Warehouse for common inventory across multiple events
- Add-on/Standalone store in one
- Improved shipping

Allison Bickel - 2021
Item Basic Info: Mug

Save Cancel

Item Name *
Mug

Price *
\$ 10.00

Strikethrough Price
\$

Available Starting *
06/14/2022 12 : 00 AM

Available Until
03/31/2023 11 : 59 PM

Number of Variants *
-- No Variants/Single Item --

A variant could be a size, color, etc. If your item has sizes, select at least 1 variant.

Stores *

☐ Test Sunflower Days ☒ Summer Festival ☐ Sample Simple Golf Event ☒ Michigan Sledding Hill

☒ Halloween Haunt Fest ☒ Sample Simple Golf Event - November Edition ☒ Holiday Lights Fest ☒ Sunflower Festival

☐ Food Truck Festival ☒ Support Liberia Gala ☐ Pancake Breakfast ☐ Bowling Fundraiser

☒ Development Ticket Checkin Test Event ☒ Strawberry Festival ☐ Halloween Ha Richmond ☐ Marketo Simple

☐ Sample Raffle ☐ Beer Fest

Save Item

Buy Tickets For Oktoberfest

Oktoberfest Tee (\$20.00)
Color Size
0 + -

Add Another

Commemorative Beer Stein (\$15.00 - \$22.00)
Size
0 + -

Add Another

Extra Beer Ticket (\$1.00)
Prepurchase extra beers at the low price of \$5 per beer (ticket). Only available until 9/25/2023. You'll be able to buy additional beers on site at \$8 each.
0 + -

Continue

Integrations

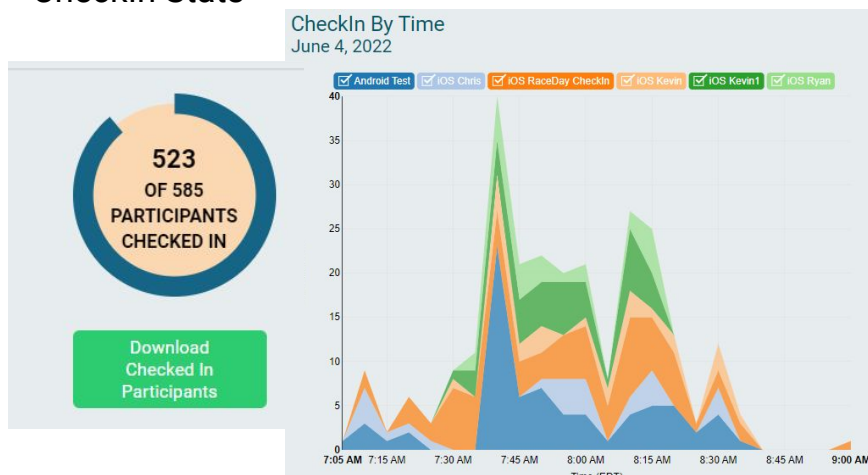
1. *Assistance setting up Zapier with Shopify*
2. *Integrate race related coaching & training possibilities through platform like Training Peaks*
3. *Increase integration with Strava - segments, race courses, leaderboards, etc.*
4. *Real integration with Square (or other platforms)*
5. *Would like to link to Shopify as in the past.*

Memberships

1. ***What is the the “Clubs” function - how do I belong to one now that the nonprofit is in “My Membership Organizations”?***
2. ***More custom membership options***
 - a. Any specifics?
3. ***Combining email with members so we don't have to download and modify a CVS for a custom list***
4. ***Memberships to be more complete.***
 - a. Any specifics?

RaceDay

1. **Customize fast registration options**
 - a. I.E., apply to only one event for on-site registration without a password
2. **RaceJoy investments for relay events**
 - a. User experience issues and complications
3. **RaceDay CheckIn Report - show hourly (for staffing needs)**
 - a. RaceDay Tools >> RaceDay Checkin >> CheckIn Stats
 - b. Download with specific times
 - c. Quick view of check-in by time



RaceDay

4. ***Prevent unknown runners check-in***
 - a. I.E., apply to only one event for on-site registration without a password
5. ***Improvements to allow all DIY timers (like Agee) to use RaceDay Scoring***
6. ***On Check-In All for a team, show some details for each team member checked in (like bib, shirt)***
7. ***Windows CheckIn App: Ability to look up by team name***
8. ***When renewing race in CheckIn App, ask which configuration you want for it and remember presets***
9. ***More data on registrants in the CheckIn App***
 - a. Store purchases, qualification for series medal
10. ***Assign corrals by age group & gender***

RaceDay

11. *Bulk import of virtual challenge results (or database functionality for a mileage club)*
12. *Ability to upload multiple events with multiple laps to results*
13. *On Results page, make icons for photos, video, and certificat more prominent*
14. *Series Points Standings*
15. *Series Scoring in RaceDay Scoring*
16. *Better integration between TicketSignup & RunSignup for faster on-site option for races*

Support

1. ***Blog is hard to stay on top of -***
 - a. More reach-outs from main contact.
 - b. Clean up old blogs for accurate information
2. ***Full-time phone support for quick questions***
3. ***Chat function on website***
4. ***Community question/tools forum***
5. ***In-Person symposium***

Miscellaneous

1. *Apostrophes in names turn into misc. symbols on reports - showed on printed names for bibs; search doesn't work.*
2. *Add "Help" text for each feature/menu item on the dashboard*
3. *Invoicing ability from a partner platform with a lower transaction fee*
4. *Send out automatic post-race surveys*
5. *No code widget so events can be integrated onto different websites*
6. *Auction platform with TicketSignup*
7. *Place alphabetize button on bottom of questions*
 - a. In setup? Or Reports?

Miscellaneous

8. *Continued/increasing communication between races, tickets, and memberships*
9. *Better support/features for multi-day events to make it clear that one payment applies to all days of the event.*
10. *Ability to push changes out to multiple races at the same time.*
11. *Phase V1 out and transition everything to V2*
12. *Explain new fee transparency guidelines*
13. *Results platform and Race Dashboard to be more mobile friendly*
14. *For custom memberships, only accept emails from a specific domain*

Miscellaneous

15. ***Ability to customize confirmation email to leave out some items & add items for specific events.***
- a. Some items are required and replacement tags can only be edited/changed on the main confirmation email
 - b. Text can be added to the top of the confirmation email based on event via *Race >> Notifications >> Event Specific Confirmation Email*

Sponsors

1. ***Sponsorship registration***

- a. *Page for sponsors to sign up for specific sponsorship levels and enter info*
- b. *Tie sponsors to email list for communications*

2. ***Templates for sponsorship packages (incorporated into registration page)***

- a. *Templates should help with saving time*



Questions?

