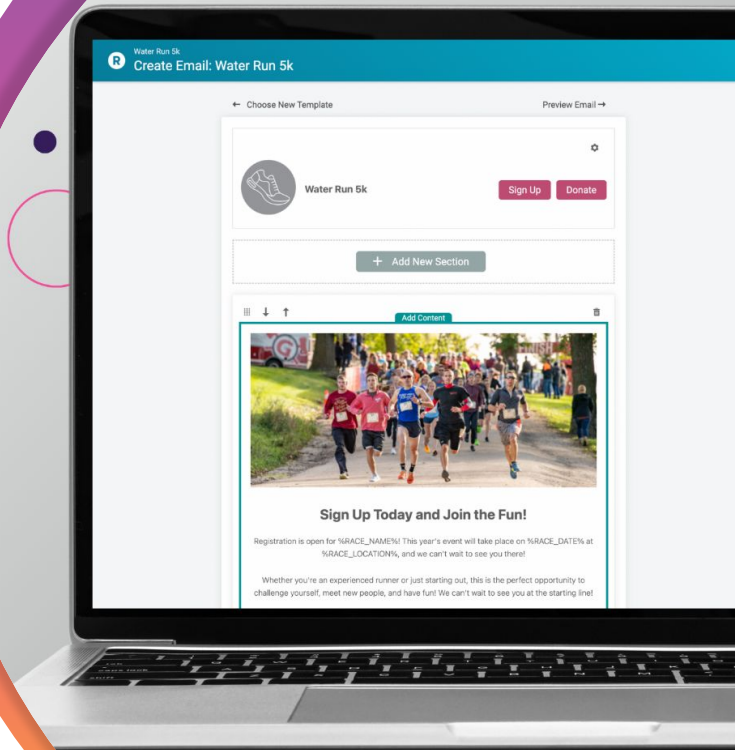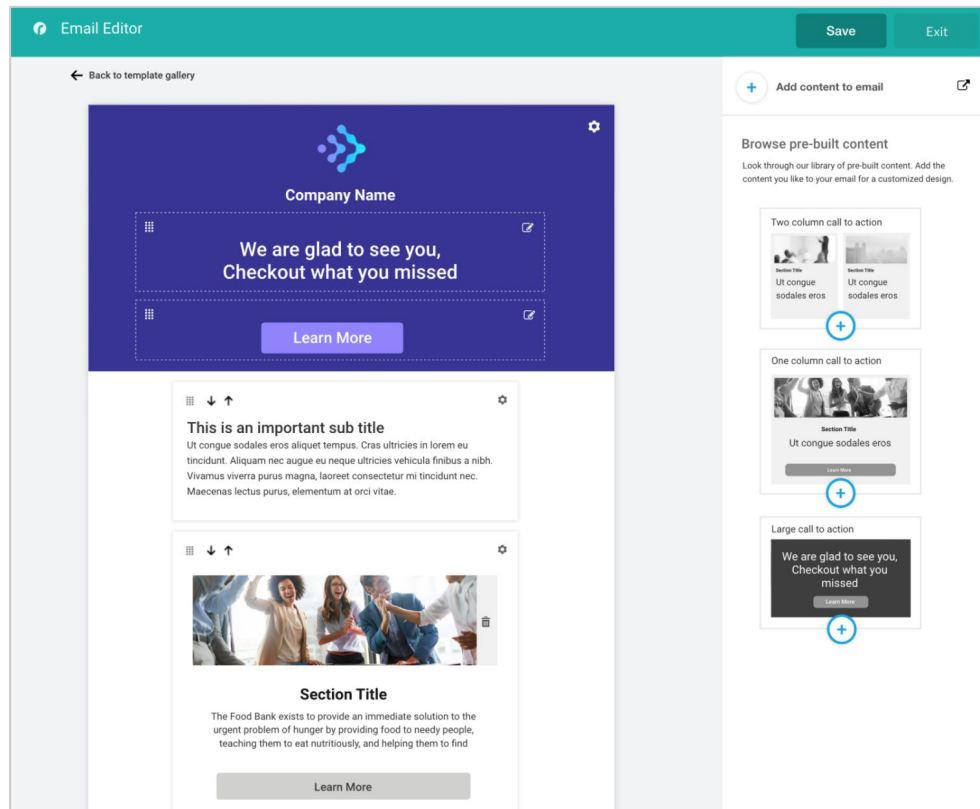# Email V2

RunSignup 101

Today's **Agenda**

- What is Email V2

- Who should use Email V2

- How to create and send emails

- Pre-built templates and dynamic tagging

- Automation and when to use it

- Managing your contact lists

- Q&A

GiveSignup RunSignup TicketSignup

What is …
Email V2

- Drag and drop template builder
- Mobile-responsive templates
- Unlimited contacts, custom contact lists for donors, fundraisers, etc.
- Image Gallery
- Dynamic replacement tags
- Automated emails

Who Should use
Email V2

Everyone!

We have created a next generation email system with *free and easy* to use features for small businesses and nonprofits to generate more revenue, grow their events, and engage their attendees.
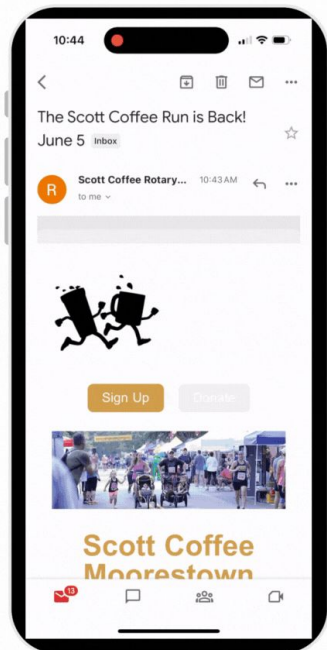
$1.4B
We've helped customers raise

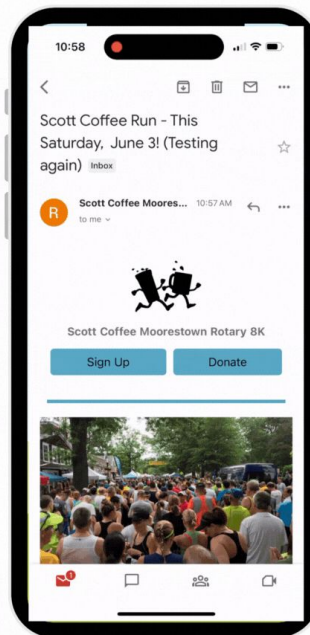**26K+**
Events using our platform

RunSignup

4

Why Email V2?

78% Website Traffic from Mobile + Tablet.

Website Views by Device Type

Website Views	Sept. 2018	Sept. 2019	Sept. 2020	Sept. 2021	Sept. 2022
Mobile	60.5%	65.6%	69.7%	69.7%	76.0%
Tablet	5.5%	4.7%	3.2%	2.1%	2.0%
Desktop	34%	29.6%	27.1%	28.3%	21.9%

Emails Matter

Communication! Communication!

- 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

By utilizing RunSignup's free email tools, customers collectively saved an estimated $7.7 million in 2024 compared to costs associated with platforms like Mailchimp and Constant Contact

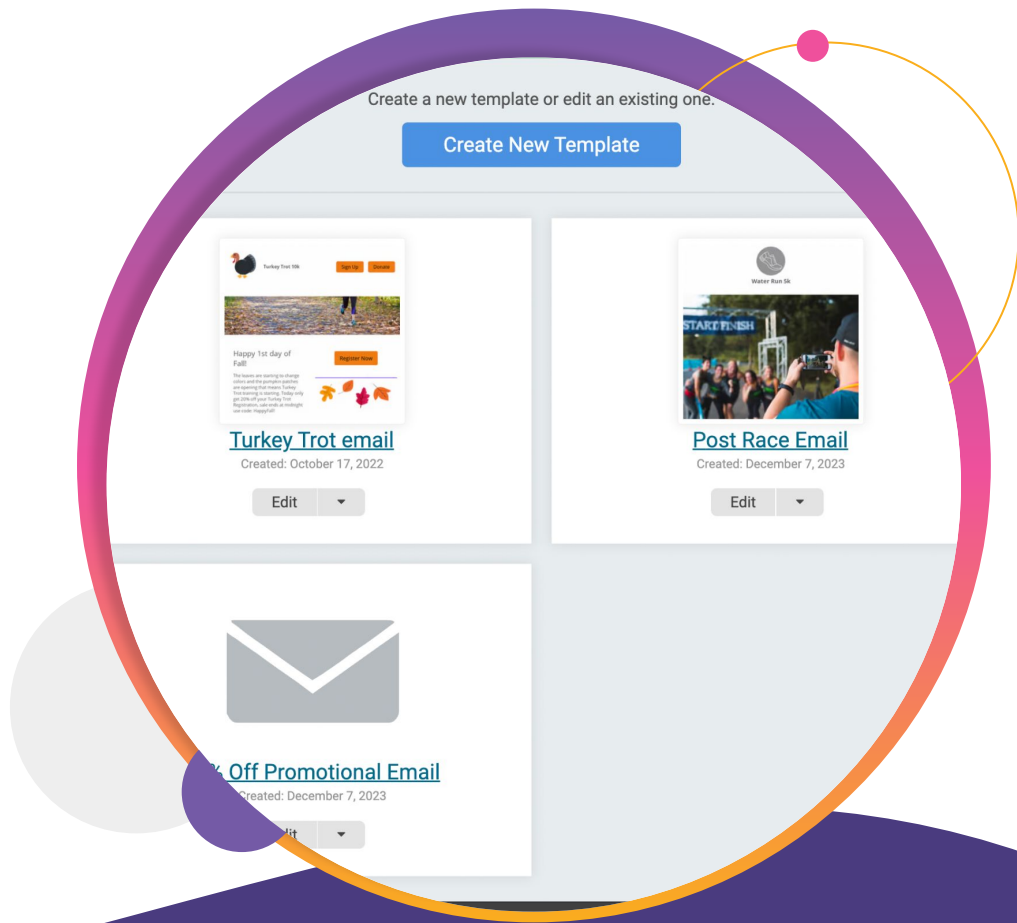**Registration is Open**

Register

Hi %FIRST_NAME%,

Join us at this years Downtown 10K on Feb.18, 2024. Spots are filling up fast, don't miss out on the fun and register today!

What to expect at this years Event:

- New Swag!
- Post Race Party
- Beautiful Course Views
- Prizes

Learn More

17%

2023 Transactions came from RunSignup Emails

Building Emails in Email V2

Create a new template or edit an existing one.

Create New Template

Turkey Trot email
Created: October 17, 2022
Edit

Post Race Email
Created: December 7, 2023
Edit

% Off Promotional Email
Created: December 7, 2023
Edit

DEMO

What's the difference between Marketing and Transactional Emails in Email V2?

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.

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)

Hi %FIRST_NAME%!

Thank you again for registering for the Great American 5000! The adventure across the country kicks off June 14!

#GA5000 Team Toolkit: Recruitment tips, social graphics, and more!

Our goal is to make this a great experience for you and your teammates. We have created various graphics to help recruit team members, highlight locations throughout the race, and promote the event, which you will find here in our "Team Toolkit." We would love for you to use these images on Facebook and/or Instagram. Make sure you continue to use this as a resource because we will add graphics and videos throughout the event.

Stay connected & make the most of your journey.

Be sure to follow the Great American 5000 Facebook and Instagram page for event information, participant stories, route highlights, to share your story, or to simply engage with other participants. Don't forget to tag @greatamerican5000 and use #GA5000 or #GA5k.

Referral Rewards

The only thing better than the Great American 5000 experience is sharing it with friends and family! Invite others to join you on your journey and earn the following rewards:

- Refer 5, receive an exclusive Great America 5000 Trucker hat
- Refer 11, receive the hat + your $50 registration fee back
- Refer 17, receive the hat + your $50 registration fee back + Goodr sunglasses

PROMOTE
Teams

PROMOTE
Social Media

PROMOTE
Referral Rewards

What does the email report capture?

Custom Reporting for your unique needs!
These metrics can be filtered by date range and grouped by day, week, or month for detailed analysis.

What's Do I Need to Do Manually When Enabling Email V2?

Potentially Nothing.

Do you have any of the following in Email Marketing?	To Do	Timeline
Custom Contact Lists	Import to Email V2 Custom Contact Lists	Anytime
Templates in Email Marketing	Recreate in Email V2 Templates	Anytime
Email Capture	Enable Email Capture in Email V2, import contacts to automated Email Capture list	Anytime
Sent Emails that you want to reuse content from	Copy & Paste into templates or new Emails in Email V2	Anytime
Automated Emails	Enable in Email V2	**Depends**

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
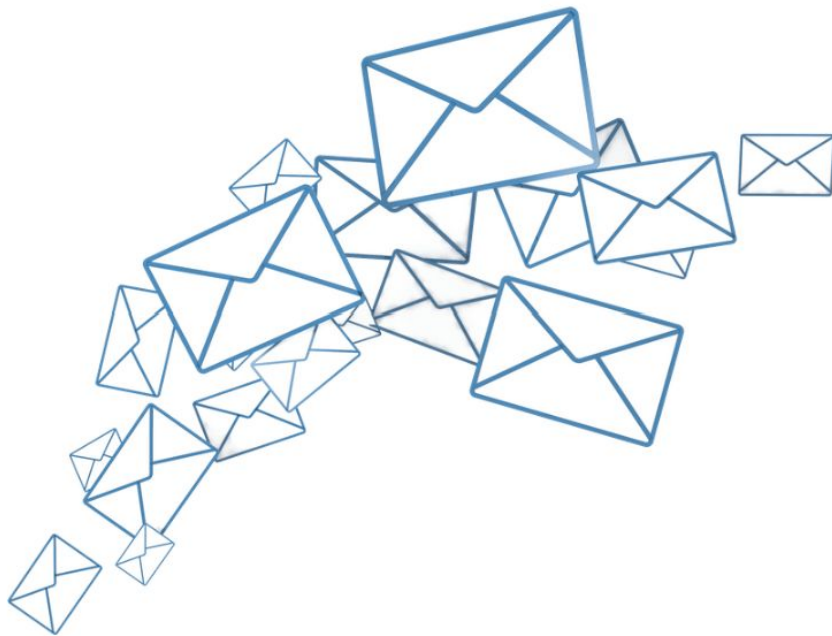
Q&A

Thank You For
Joining Us Today

GiveSignup   RunSignup   TicketSignup