



# RunSignup 101: New Race Director Quick Hits

*Overlooked Features Every  
Race Director Should Know*

# Meet the Onboarding Team



Val Lofton  
Lead Onboarding  
Manager



Katie Atherton  
Onboarding Account  
Manager



Blaire Loman  
Onboarding Account  
Representative



Madison Braswell  
Onboarding Account  
Representative



Whitney Taylor  
Onboarding Account  
Representative



# Today's Agenda

- Dashboard Tips & Tricks
- Flexible Pricing Options
- Promotion
- Donations
- Volunteers
- Participant Management





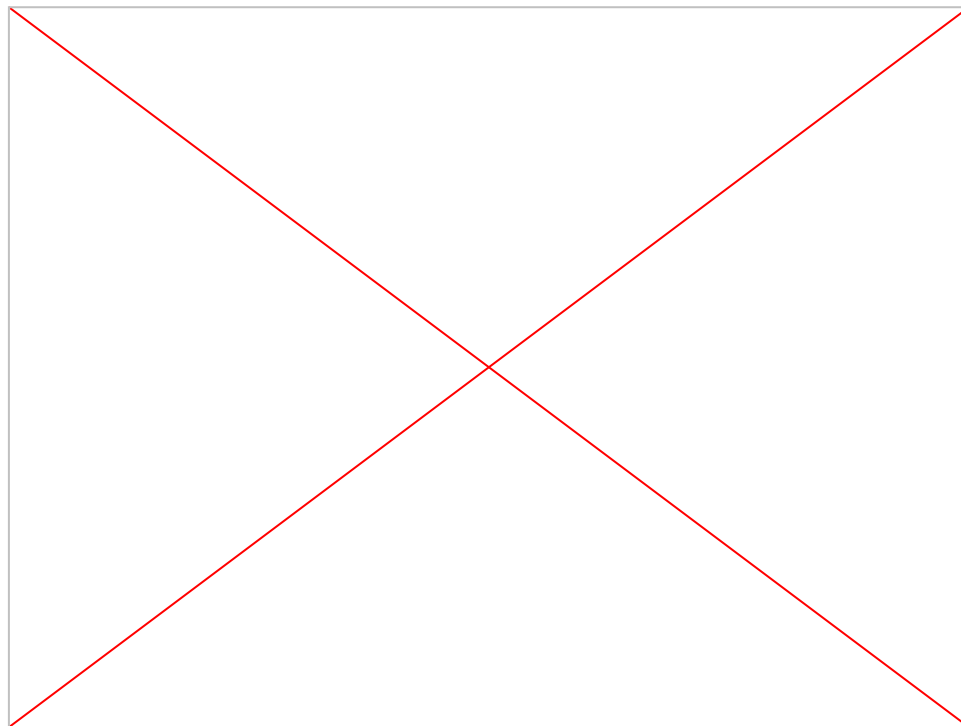
# Dashboard Tips & Tricks

# How to Access Your Race Dashboard

- [RunSignup.com](https://RunSignup.com)
- Log In
- Click on Profile Picture or Person Icon
- My Race

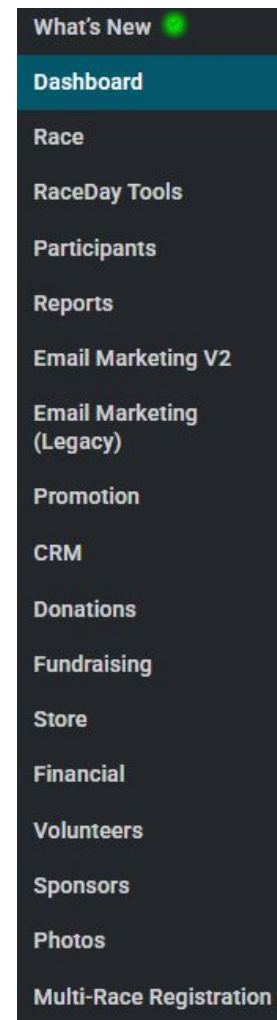
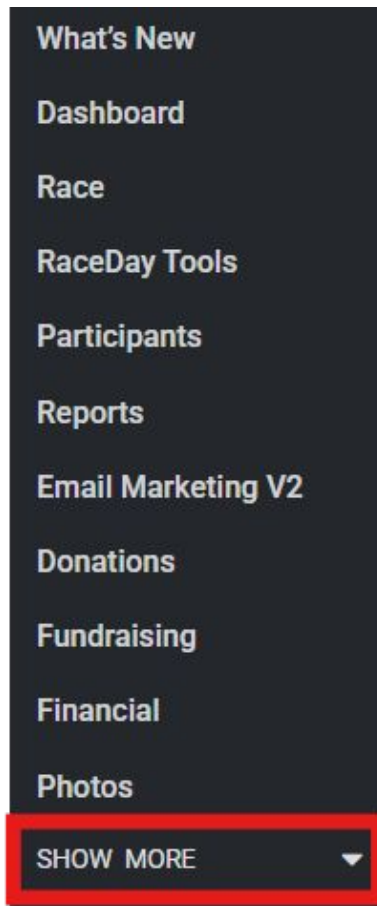
OR

- [RunSignup.com](https://RunSignup.com)
- Log In
- Click on Profile Picture or Person Icon
- My Profile
- My Races (at the bottom)



# Dashboard Settings

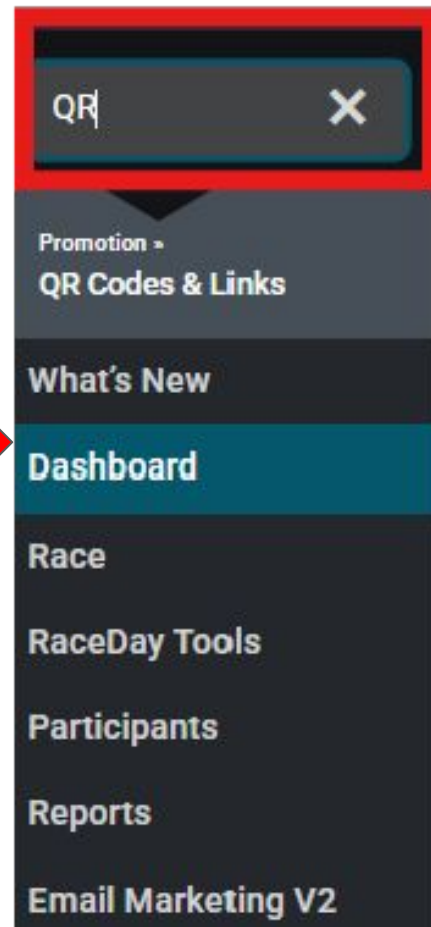
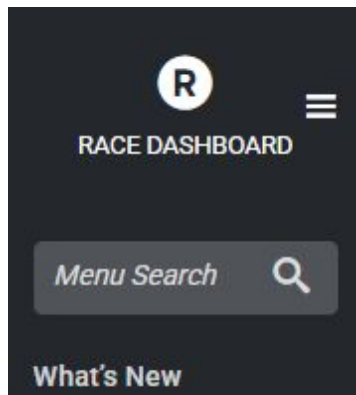
- Menu Size
- Entire Dashboard





# Menu Search

- Quickly Find menu items by using the Menu Search





# Flexible Pricing Options



# Age-Based Discounts

- Automatically adjust on DOB entered during registration
- Youth & Senior discounts
- Hands-off & fair at checkout

## 5K Run/Walk

**\$25**

(\$15: Ages 0 - 12)

(\$20: Ages 60+)

**7:30AM EDT**

Price increases after August 31,  
2025 at 11:59pm EDT

[Sign Up](#)

# Multi-Person Pricing

- Discounted races for groups or families
- Boost Registration Volume
- Easy to configure rules

Multi-Person SignUp Pricing

Set up when this pricing will apply:

Pricing Starts \*   :  AM

Pricing Ends \*   :  PM

Set up the groups:

Description \*

This is what users will see.

Number of Members \*  to

Leave the second field empty to allow unlimited members.

Price \*  \$

Select the events that can use this group: \*

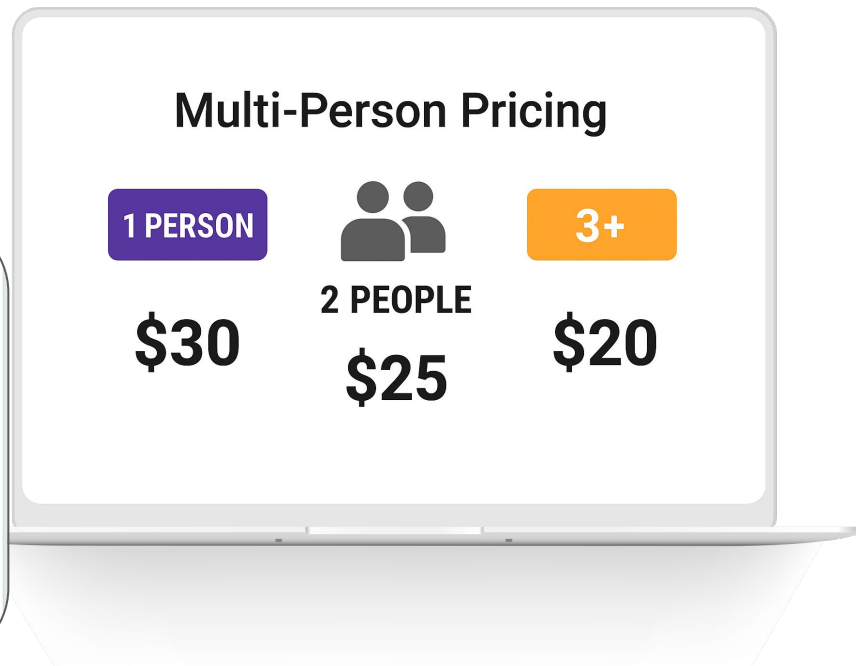
☐ 5K Run ☒ 2 Mile Walk

Options

☒ No Give-Away ☐ No Membership Based Price Adjustments

[Add Another Group](#)

[Add Multi-Person Pricing](#)



# Coupons

- Limit Use
- Use Expiration Dates
- Track Redemption
- Promote Strategically
  - Include in email campaigns
  - Display on social media
  - Physical coupons at expos or partner stores

Unit Coupon: TEST

Coupon Code \*

TEST

Discount \* ⓘ

100 % + \$ 0.00

On \$100, the discount will be \$100.00

Discount Type \*

Overall Discount

Coupon Starts \*

06/15/2025

12 : 00 AM

America/New\_York Time

Coupon Expires

mm/dd/yyyy

America/New\_York Time

Leave blank if there is no expiration date.

Tags

Add tags

Coupon Applies To

☒ Race Registration Fees

Advanced Options

☒ Store Purchases

☐ This coupon can only be used on specific events.  
You must enable "Race Registration Fees"



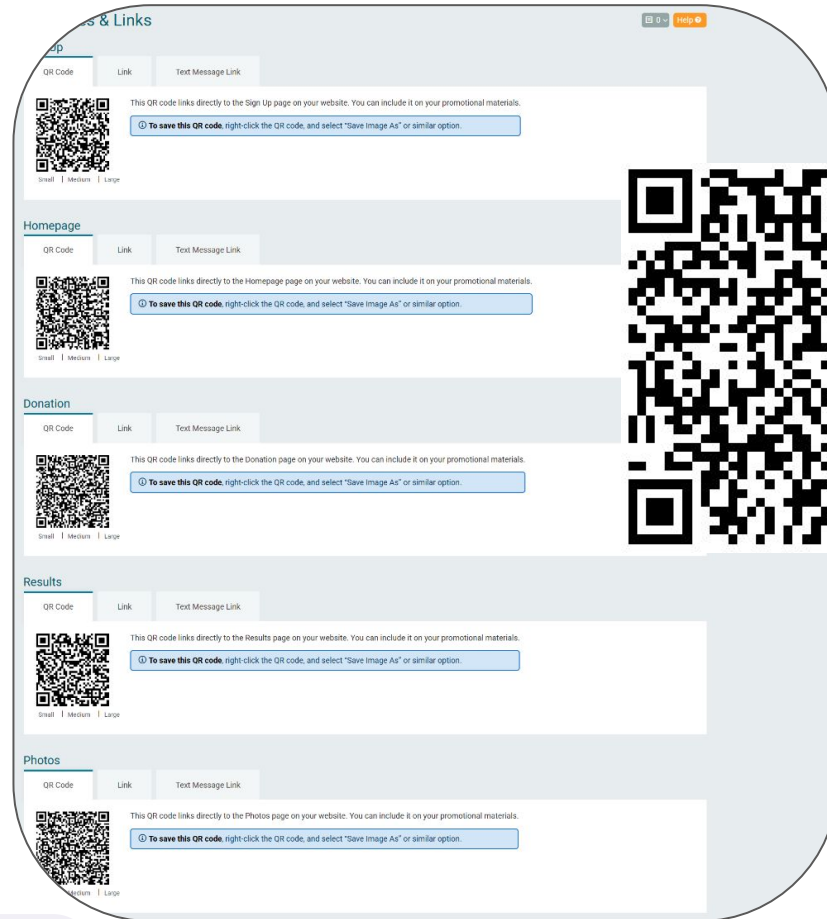
# Demo of Pricing Options



# Promotion & Marketing Tools

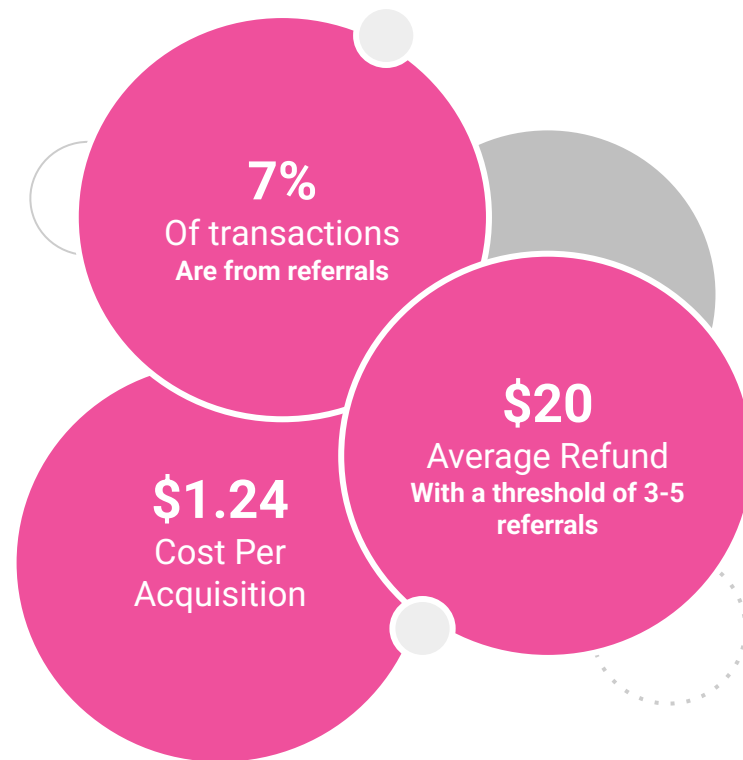
# QR Codes & Links

- Powerful Race Promotion
  - Instant Access
  - Different QR Codes for each page
- Flyers & Posters



# Why small races need Referral Rewards

- **No upfront cost** – pay *only* when referrals convert
- **High ROI** – average of \$5–\$10 earned for every \$1 paid out
- **Automated** – set it and forget it; the system handles tracking
- **Turns participants into promoters** – reach new networks effortlessly
- **Customizable** – set reward limits that fit your budget
- **Boosts registration early** – creates urgency and excitement





# Referral Tracking

## Best Practices for Success

- Set Realistic & Motivating Goals
- Max Refund
- Promote the Program!
- Track & Celebrate Top Referrers



# Email Marketing

- Integrated with your race data
- Powerful filtering
- Custom Design
- Automated sending options





# Donations

# Donations

- **Reduced Friction:** Fewer clicks = more completed donations
- **Seamless Experience:** No redirects, no re-entry of info
- **Emotional Timing:** Captures donors at peak engagement during registration
- **Increased Visibility:** Prominent prompts + donation upsells built into the process
- **Higher Trust:** Users stay on the secure, familiar RunSignup platform
- **Proven Conversion:** On-site tools consistently drive more donations

23%  
\$51-\$100

\$3195  
Simple  
Donations &  
Checkout option

# Donations

- Non-Profit Logo
- Description
- Donation Levels



Donation

## Because Every Chapter Deserves to be Golden.

*The Golden Years Community Fund* is dedicated to enhancing the lives of seniors in our community by promoting wellness, connection, and purpose. We support local programs that provide companionship, mobility assistance, lifelong learning, and joyful experiences for older adults.

Your donation helps bring joy, dignity, and engagement to seniors in our community. From sponsoring chair yoga classes and community lunches to organizing tech-help workshops and senior art shows, the Golden Years Community Fund works to ensure that aging is celebrated and supported.

Legacy Builder \$500	Golden Gathering \$250	Tech-Savvy Senior \$100	Wellness Warrior \$50
	Memory Maker \$25	A Cup of Company \$10	

### Custom Amount

Enter a custom donation amount or select a donation level above.



# Donation Add-On At Checkout

- Now even easier to add - no requirement to have charity partner setup.
- Up to 3 donation levels (recommend small donations for this option)
- Will **not** show if registrant donates during the registration path.
- Significantly boosts total donations

Port to Park Summer Series Race #1

Donations: Checkout Add-on Setup

Save
Cancel

During registration, you can add an option on the checkout screen to add an additional donation. You can enter up to 3 options for the amount to suggest. Note that donations collected via the Checkout Add-on will be paid out to the race's payment account. You should use the [Charity Partner Donation Checkout Add-on](#) if you need funds to go to the charity partner's payment account.

Amount #1

Amount #2

Amount #3

Add a Donation

☐ None
☐ \$3
☐ \$5
☐ \$10

Confirm Payment: \$29.36
Back

↓ Your registration information

Location: Port Richey, FL 34668 US
Race Date: June 6, 2026

Registrants

Val Lofton

Date of Birth:
Email:
Event:

Purchase Summary

Item	Total
5K Run/Walk Val Lofton	\$25.00 \$25.00
T-Shirt Small	\$0.00 \$0.00
Sales Tax ⓘ	\$1.75 \$1.75
<div> Coupon Code ⓘ <input type="text"/> Apply </div>	
Base Cost:	\$26.75
Processing Fee: ⓘ	\$2.61
<b>Total:</b>	<b>\$29.36</b>



# Volunteers



# Volunteers

- All-in-One Platform
- No Extra Costs
- Custom Tasks & Shifts
- Communication
- Centralized Data & Reporting
- Customizable Volunteer Waiver

## Wave Warriors (Course Marshals)

[↑ Back to Top](#)

At least 4 more volunteers needed.

### Details

Keep runners safe and on track! Wave your foam fingers, point the way, and cheer like a tiki on a sugar rush.

Volunteer

## Sunrise Greeters (Check-In & Packet Pickup)

[↑ Back to Top](#)

At least 1 more volunteer needed.

### Details

Be the first smile runners see as they grab bibs, shirts, and swag bags. Bonus points for wearing a lei and practicing your best aloha!

Volunteer

## Pineapple Pacers (Start/Finish Line Crew)

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At least 1 more volunteer needed.

### Details

Help set up and manage the start and finish line energy. Control the flow, hand out medals, and be there to say you crushed the course!

Volunteer



# Participant Management

# Participant Self-Serve Tools

- Refunds & Refund Policy
- Giveaway Management
- Add-on Management
- Deferrals
- Event Transfer



Val Lofton

**Account Type:**

Main Account

**Email:**

[val@runsignup.com](mailto:val@runsignup.com)

[Show More](#) ▾

## Port to Park Summer Series Race #1

📍 Port Richey, FL 34668 US

**Event:** 5K Run/Walk

**Registrant:** Val Lofton (Age 45)

 [Manage Registration](#)

 [Resend Confirmation](#)

 [Contact Race](#)

 [View Race Page](#)

# Refunds & Refund Policy

- Race Refund Processing Fee
- Cutoff Date
- Full Refund (including processing fee)
- Percentage Refunds
- Do NOT refund add-ons
- Event Specific Refunds
- Refund Policy



# Giveaway & Add-on Management

- Self-Serve Tool
- Allows participants to update their selections



Val Lofton

Account Type:

Main Account

Email:

[val@runsignup.com](mailto:val@runsignup.com)

[Show More](#) ▾

## Manage Giveaway for Registration #97977931

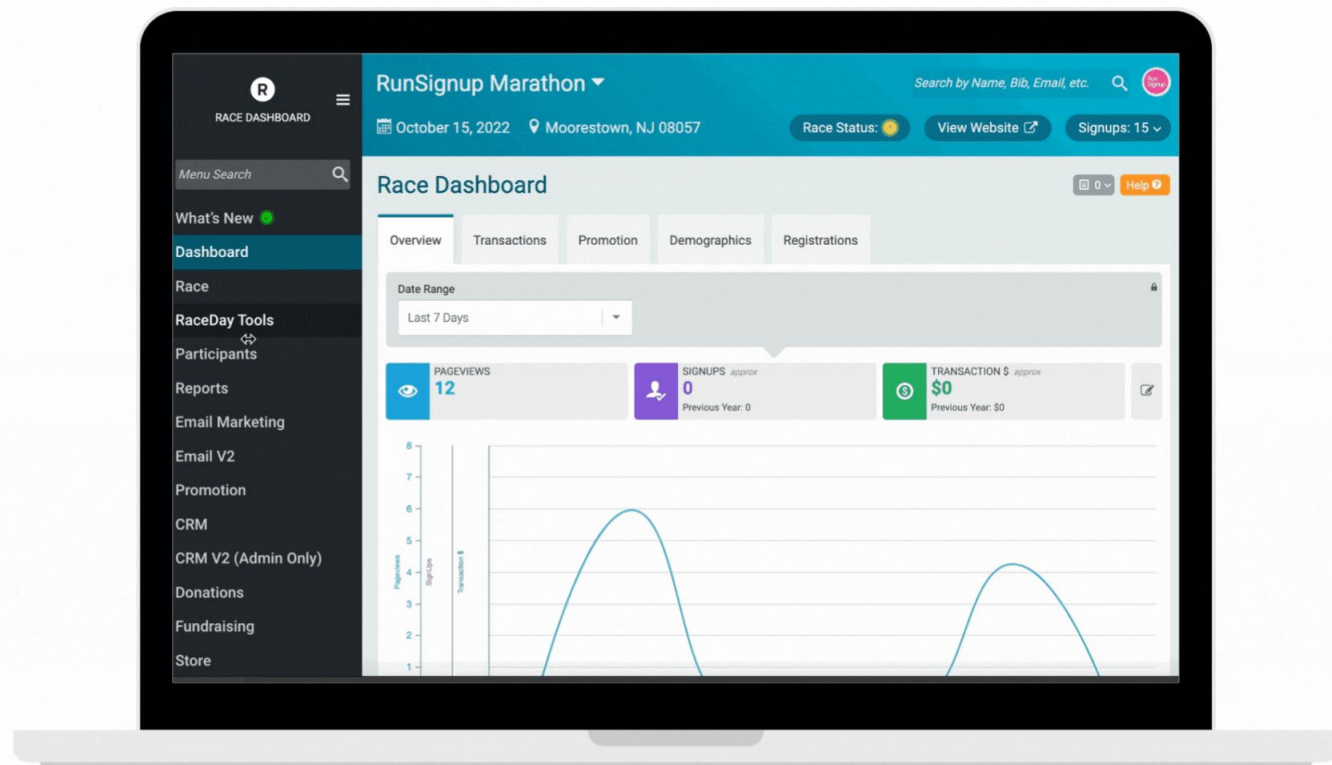
REGISTRANT	Val Lofton
EVENT	5K Run/Walk

T-Shirt

Small ▾

# Deferrals

- Deferral Fees
- Cutoff Dates
- Event Settings



# Event Transfers

- Event Transfer Processing Fee
- Cutoff Date
- Cutoff Date by Event
- Transfer Settings

## Transfer Registration #97977931

REGISTRANT	Val Lofton
CURRENT EVENT	5K Run/Walk

To transfer this registration, you must go through the registration process for the new event.

Start Transfer

- ☐ Allow event transfers into full events.
- ☒ Allow event transfers into full events if they are part of the same multi-event participant cap.
- ☒ Allow event transfers even when registration dates have passed.
- ☐ When transferring, keep the same bib and chip numbers.

Please note that this option could result in duplicate bib numbers if the bib is already in the new event.

- ☐ When transferring, transfer add-on credits.





# Thank You For Joining Us Today

*Questions about today's webinar?*

*Email [Val@runsignup.com](mailto:Val@runsignup.com)*

