

### 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**

Race Setup

• • •

- Payment Account Set up
- Navigating the Race Dashboard
- Race Website







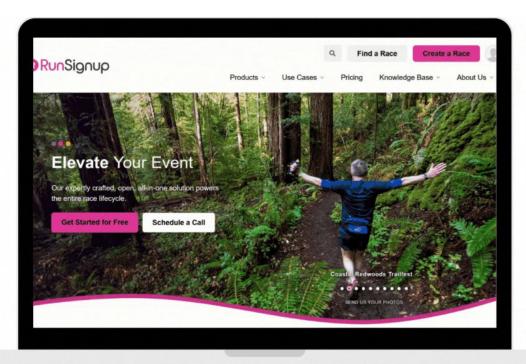
# Dashboard Tips & Tricks



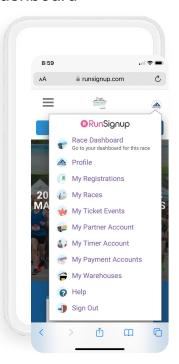
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#### Access to Your Dashboard

RunSignup.com Profile Image My Races



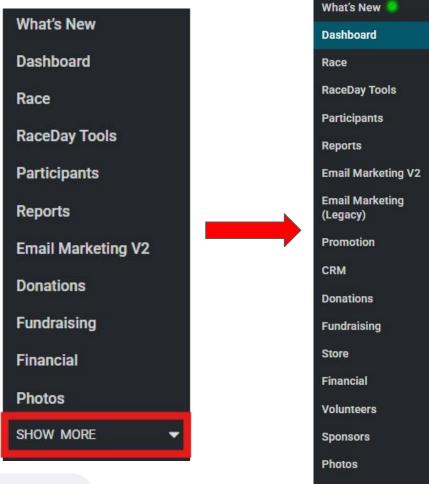
Race Website Profile Image Race Dashboard



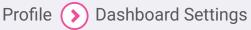
Dashboard Tips & Tricks

### **Dashboard Settings**

- Menu Size
- **Entire Dashboard**









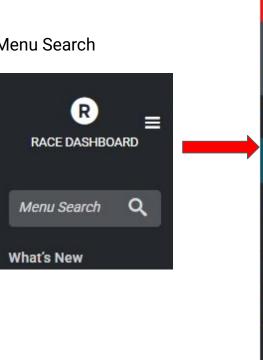
**Multi-Race Registration** 

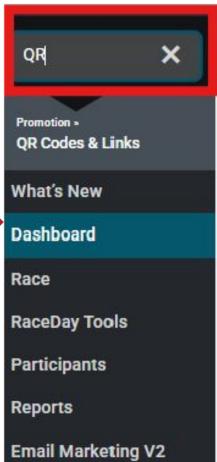


Dashboard Tips & Tricks

#### Menu Search

• Quickly Find menu items by using the Menu Search

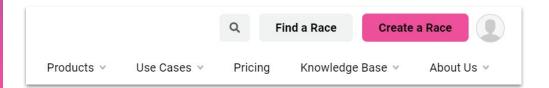




Race Wizard

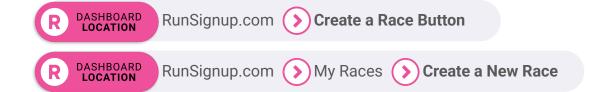


### Create **A Race**





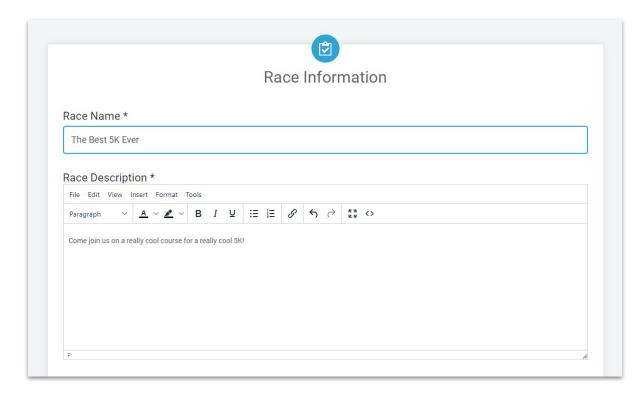
My Races Create a New Race Create a New Simple Race Just the races you are a director of. View all races you have access to.





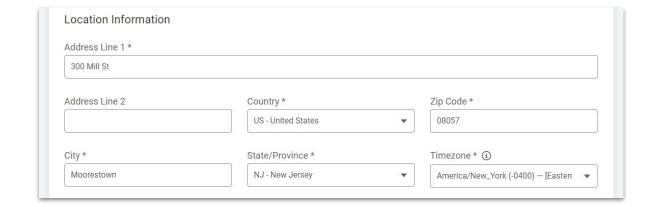


- Race basics
- Keep the race name short
  - Sponsors can be added elsewhere
- Race Description should be quick overview
  - Race Details can be added later





- You have to use a real zip code here, but for virtual races you can use "Anywhere/Everywhere" for the Address.
- Don't forget to make sure your timezone is correct



### Race Wizard Step 1

- Never use a year or other identifier like "5th Annual" or the year in the URL - this URL will be used year after year for your race.
- You'll be able to build short URL's later for simpler URLs to share.
- You can also bring over a custom domain!

#### Race URL \*

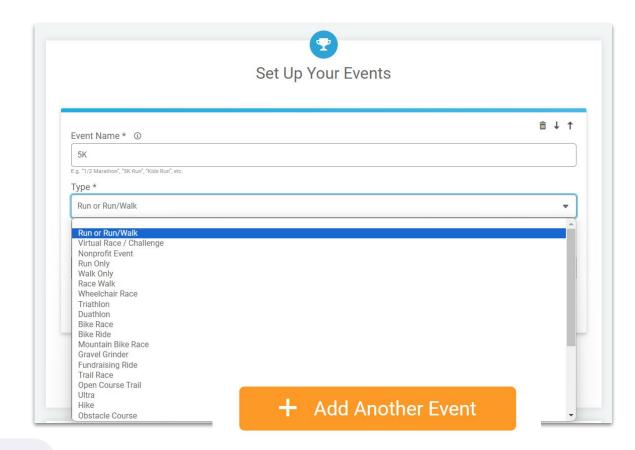
The URL may only contain letters and numbers. This URL cannot be changed after creating the race. Please don't use the race date/year or phrases such as "FirstAnnual" in the URL! This will not work well when you renew the race for future years.

https://runsignup.com/Race/NJ/Moorestown/ TheBest5KEver





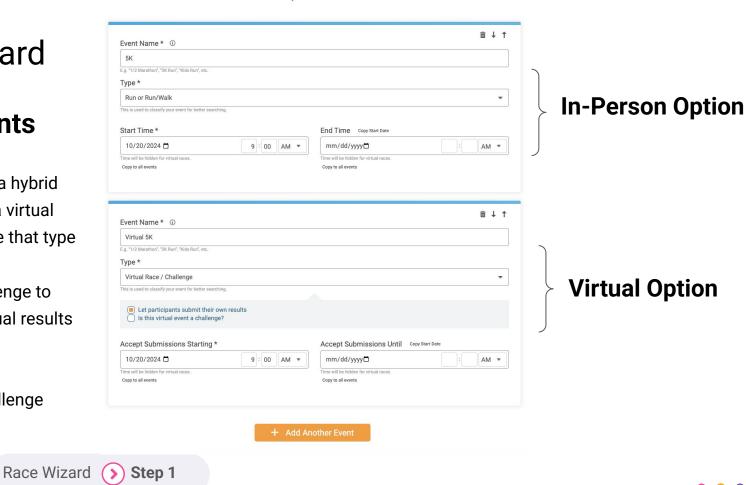
- Event Name should be the distance they will be completing.
- Choose the most applicable race type here it'll ensure your race shows up under the right search criteria.
- Have more than 1 distance? "Add Another Event"





### Race Wizard Step 1: **Hybrid Events**

- If you have a hybrid event with a virtual option, code that type as Virtual Race/Challenge to access virtual results tools
- Enable Virtual/Challenge Results





• • • Race Setup

## Race Wizard **Step 1**

- Most races choose to pass the processing fee to the registrant (they're used to it!), but you do have the option to cover it or split it.
- You can change this later
- You can have the processing fees covered differently for Donations and Store Items

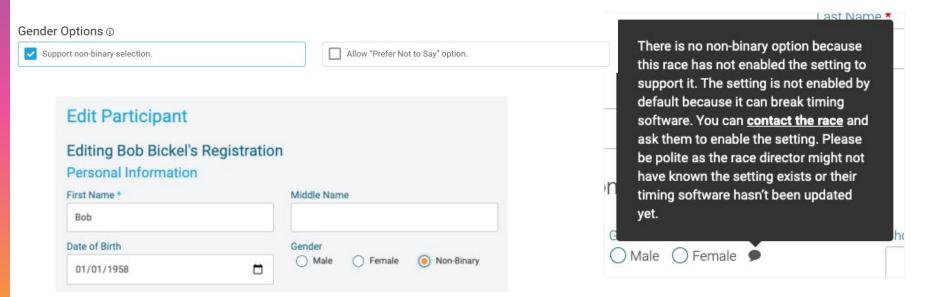
#### Processing Fees \* 3

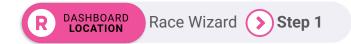
- Processing fee paid by race registrant.
- Processing fee comes out of the charge.
- Half of processing fee is paid by race registrant and half is taken out of the charge.

Step 1

### **Flexible Gender Options**

Make sure your timer knows what gender categories you offer and plan to offer awards in





### Race Wizard Step 1

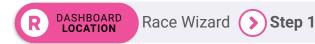
- If you already know who your timer is, add them here so they can access your participant data for scoring.
- You can also add later if you don't have a timer yet.
- Don't have a timer? Find one here: https://runsignup.com/timersearch

#### **Timers**

You have the option to give timers access to your race to manage participants and upload results.

Search by company name, email, contact name, etc.

Q



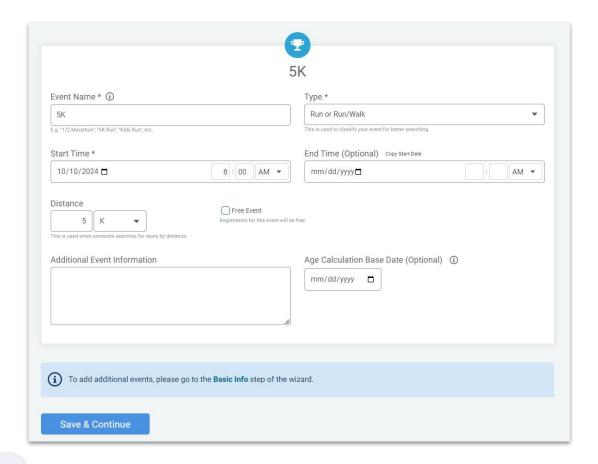


### Why should I use a **Timer?**

- Accurate and Reliable Results
  - Use of RFID chips, mats, and timing systems provide precise results for each participant
- Data Management and Reporting
  - Helping with results reporting and posting
- Integration with RunSignup
  - o Being able to keep participant data clean
  - Eliminates need for manual entry on race-day
- Finish Line set up
  - Most timing companies can provide additional equipment such as inflatables, clocks, and computers

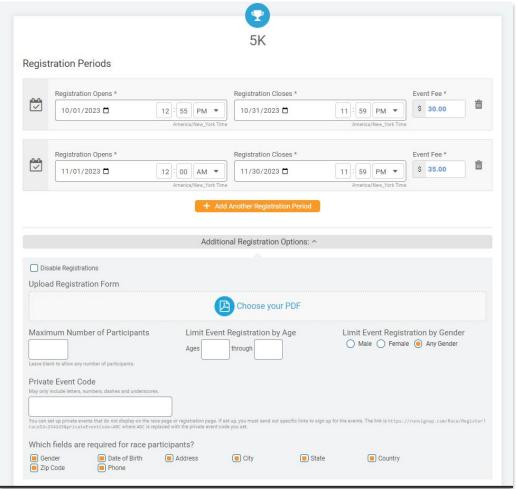


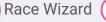
- Basic information about your race event(s).
- **Distance** is how it will be listed on the RunSignup Calendar.
- If you have more than one event distance, add them in Step 1 and come back here.





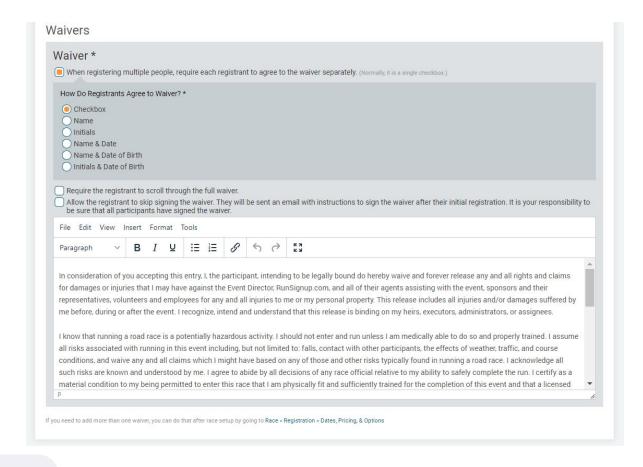
- Add Another Registration Period to add price increases based on time
- Click "Additional Registration
   Options" for single gender events,
   age-limited events, to set a
   participant cap, or to make fields
   optional when not necessary.





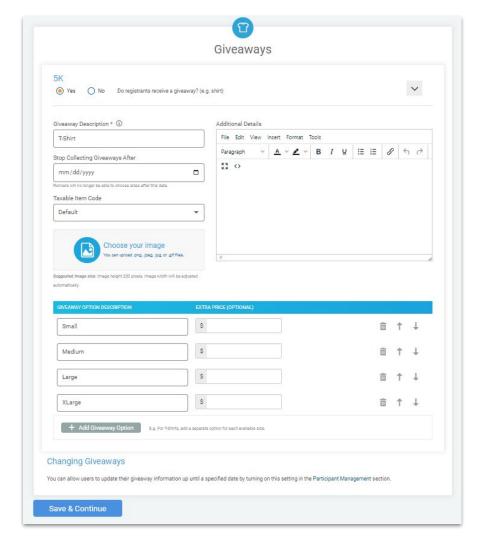


- Click the checkbox to open additional waiver options (like requiring initials or dates).
- It's possible to add up to 3 waivers - if you have more than one, add your first one here and you can add the others later from Race >> Registration >> Dates, Pricing & Options.



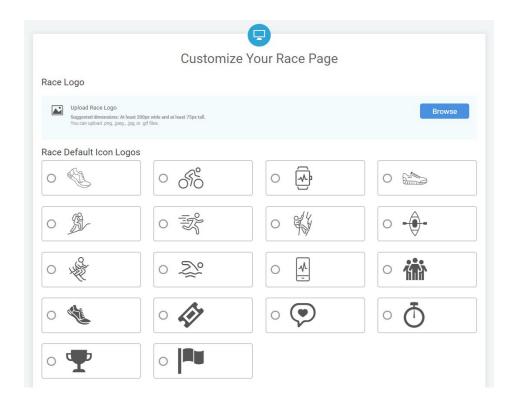


- Add Giveaway details and images if you have them
- Update sizes to match your available options.
- If you don't have your giveaway information yet, you can skip this and add one later via Race >> Giveaway/Add-On >> Giveaway



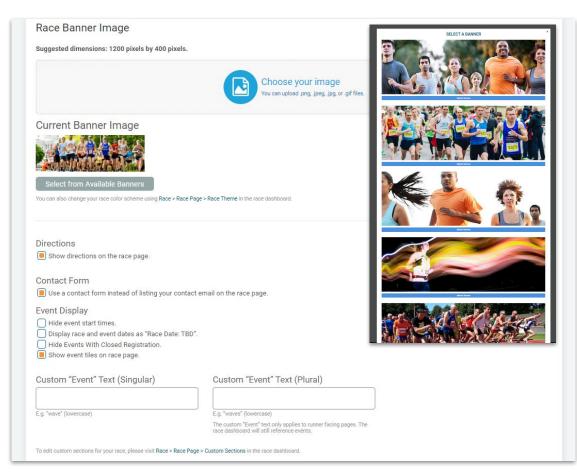


More branding opportunities are available from your dashboard later. For now, add your logo or pick a default icon that represents your race.



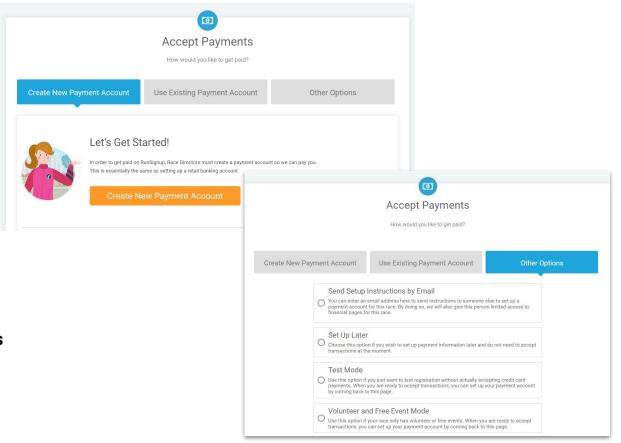


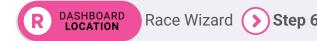
- Add a custom banner (2400x800), or click "Select from Available Banners" to choose one from our default options.
- Contact form email display
- Customize the word "event" if needed (I.E., "wave").





- Create new Payment Account
- Use an existing Payment Account
- Other Setup later options
- Payment Account approval can take time if manual checks are needed. Make sure you start this process several days before you plan to open registration!





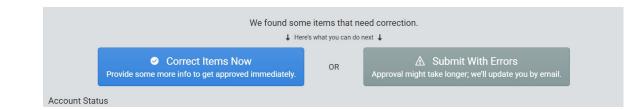


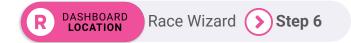




- Initial Onboarding not complete
- Go through each step in the set up to ensure information is complete
- **Submit With Errors**

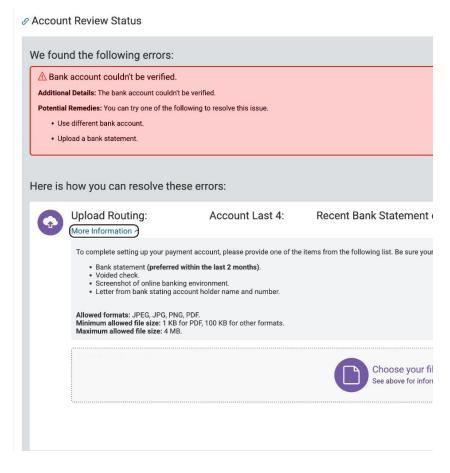
⚠ The Payment Account For This Race Has Not Been Saved! Please make sure you save your payment account information once verification is completed. You will need to click below to save the account information and then save it to your Race. Go to Account Setup







- Verification Process
  - Adyen verifies accounts during business hours
  - **KYC Checks**
- Document uploaded needed
- **Accepted Documents** 
  - Voided Check
  - **Bank Statement**
  - Letter from the bank
  - Screenshot of online banking







- Error Organization details couldn't be verified.
  - It failed the organization verification.
  - IRS document showing the IRS logo, legal entity name and EIN for approval

#### We found the following errors:

Organization details couldn't be verified.

Additional Details: The submitted organization type didn't match the one on the registry.

Potential Remedies: You can try one of the following to resolve this issue.

- Update organization details.
- · Upload a registration document.







## Race Wizard **Step 6**

- Bank Statement
  - First page only
  - Dated within the last 2 months
  - Full Account name
    - Must match the legal entity
    - Use DBA section
  - Account number
  - Bank Name & Logo



#### Statement of Account

John Smith 2450 Courage St, STE 108 Brownsville, TX 78521

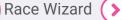
23785-54-9674458	Customer Number:	Т
<branch name=""></branch>	Branch Name:	
mm/dd/yyyy	Statement Date:	
mm/dd/yyyy	Payment Due Date:	
390,000.00	Credit Limit:	
3,898.57	Total Amount Due:	

#### SUMMARY

Card Type	Previous Balance	Payment / Credits and Rebates	Purchases and Advances	Installment Due	Finance Charges and Other Fees	Late Payment Charges	Amount Due
Visa Gold	7,126.14	7,126.14	3,898.57	0.00	0.00	0.00	3,898.57
					Pa	st Due Amount	0.00
					Unbilled Insta	llment Amount	0.00
					Unbille	d Loan Amount	0.00
					Total Outst	anding Balance	3,898.57

#### TRANSACTION

mm/dd/yyyy	Petron - C5 Station	223.2
mm/dd/yyyy	South Star Drug	313.3
mm/dd/yyyy	Rosewood Condominum	582.
mm/dd/yyyy	Grab	125.0
mm/dd/yyyy	Amazon	215.0
mm/dd/yyyy	Alba International	656.
mm/dd/yyyy	Adobe Sales	246.
mm/dd/yyyy	St. Luke Medical Center	571.
mm/dd/yyyy	Hotel Sheraton (Las Vegas)	965.
REMINDER		





- Check
  - Blank with exception of VOID notation
  - Full Account name
    - Must match the legal entity
    - Use DBA section
  - Account number
  - Routing number
  - May not be a starter check







## Race Wizard **Step 6**

- Verification Letter
  - New Accounts
    - Does not have a statement or check
  - Full Account name
    - Must match the legal entity
    - Use DBA section
  - Account number/Routing number
  - On bank letterhead
  - The Date (within 1 month)
  - o Employee Name & Signature



Case Number: 1234567VX0
Account ending in: 1111
Date: January 20, 2024
Account Information:
bankweb.bank

Michael Scott 1234 Main Street Albuquerque, NM 87123

We're confirming the status of the account(s) below.

Account Number	<b>Account Status</b>	Date	Account Title	
123451111	OPEN	August 2, 2019	MICHAEL E SCOTT	

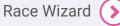
We at HoldMyTicket Bank and Trust confirm that our client, MICHAEL SCOTT, has a checking account 123451111 with us, routing number 012345678. If you need additional information regarding this account, please refer to the customer named above.

Thank you for banking with us.

Sincerely,

HoldMuTicket Bank and Trust

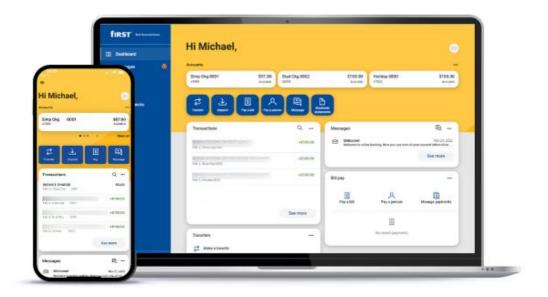








- Screenshot of Online Banking
  - **Bank Name**
  - Bank Logo
  - Full Account name
    - Must match the legal entity
    - Use DBA section
  - Account number
  - Routing number
  - The date





- Common Mistakes that lead to rejected payment accounts
  - Ripped or stained images
  - Selfies
  - Blurry images
  - Old documents
  - Documents with writing/redactions
  - Used checks
  - Incorrect documents
    - Deposit Slips
    - Banking agreements
  - Mismatching data









National Park Foundation.

- Pending Completion by RunSignup
  - Quick Manual Review by Risk Team
- Risk Team requires more information
- Payment Account Approval
  - **Automated Email**
  - Phone Call

#### **Payment Account Approved**

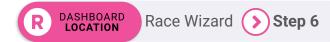
Congratulations, your payment account with RunSignup (Bloomfield Church 5k) has been approved for you to begin receiving payments. You can begin processing registrations for your race at any time.

For information on how to Manage your Payment Account, see here.

For any Payment Account questions, feel reach to reach out to finance@runsignup.com.

Thank you very much for signing up with RunSignup.

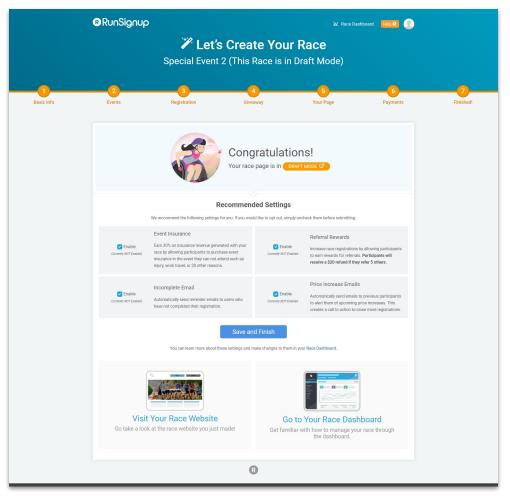






### Race Wizard **Finished**

- These settings are RECOMMENDED!
  - Offer Event Insurance
  - Referral Rewards
  - Incomplete Email
  - Price Increase Email
- Uncheck if you don't want them activated.







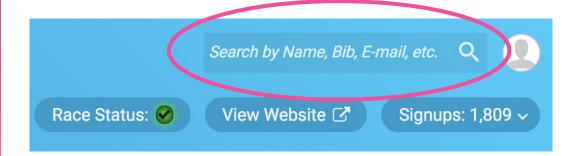
### **Race Dashboard**

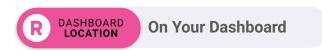
Navigating the Dashboard

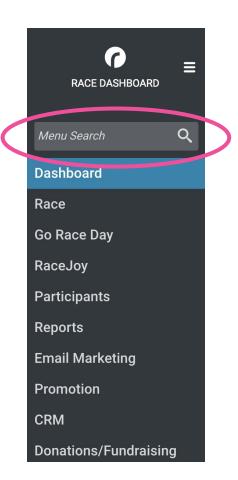


• • Race Dashboard

## Use **Search**

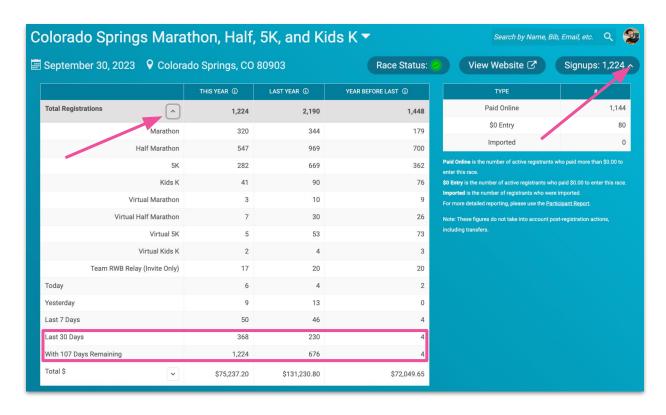






# Dashboard **Data Expansions**

- Total Signups
- Total Registrations
- Registration by Event
- YOY comparisons
- Last 30 Days\*
- Days remaining\*



## Standard **Questions**

You can add pretty much any questions from Race >> Registration >> Questions, but these Standard Questions are easy for a participant (they're saved in the profile) and generally recommended to add as a best practice.

#### Standard Questions

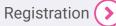
- Emergency Contact Name
- Emergency Contact Phone
- Sign up for text message updates from the race.

Go to the text messaging dashboard to send messages to participants. Please note that we need to approve your race before you can send messages. If you plan to use this feature, please contact us <u>before participants register</u>.



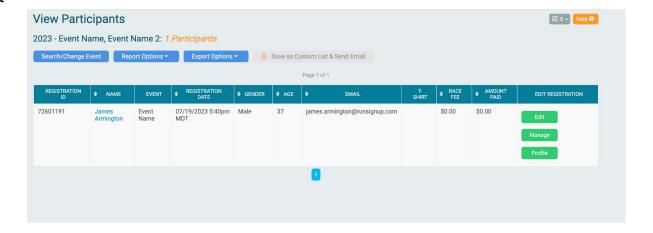




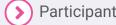


## **Participant** Report

- Primary way to view your participants in your race
- Participant management can occur here as well
  - Refunds
  - Deferrals
  - **Transfers**
  - Info edits





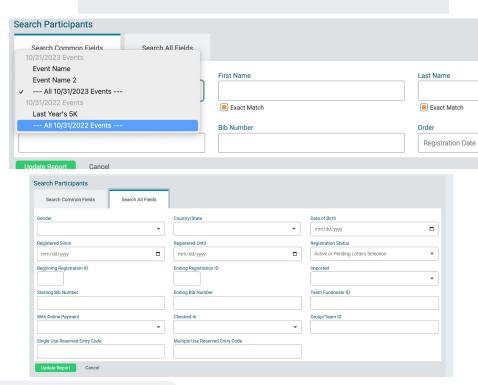




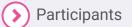
## **Participant** Report

- Configure your report by using the Search/Change Event Button
  - Event drop down box can be used to pull archived data or specific events
- Search All Fields can be used for more specific searches

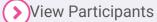
### Search/Change Event







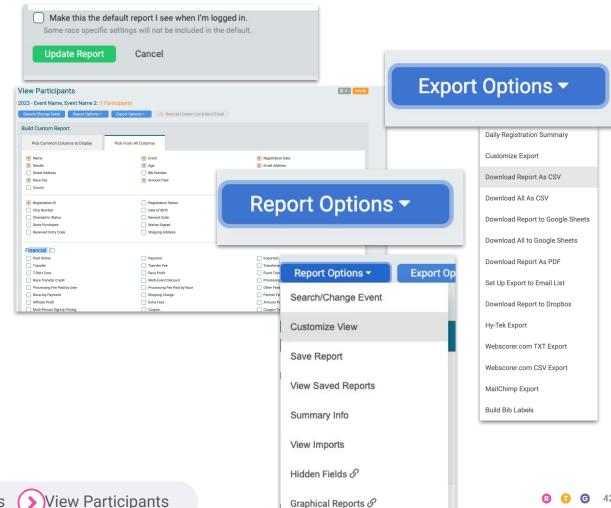






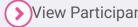
## **Participant** Report

- Customize your participant report by using Customize View
  - Pick From All Columns will allow you to add fields to your report
  - Save selected columns to always show by default (per user)
- All boxes that are orange will be added to the report when you update
- Export reports in a variety of formats



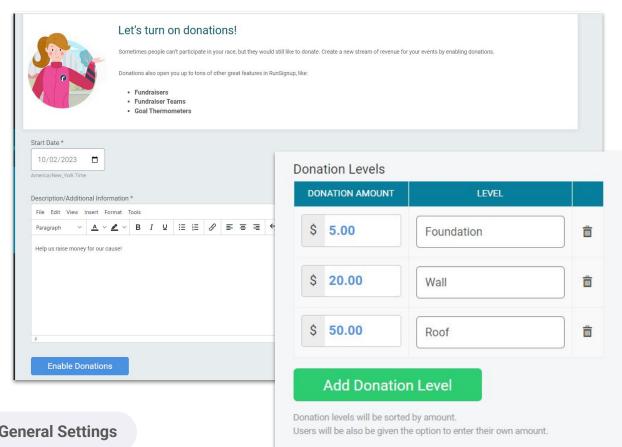






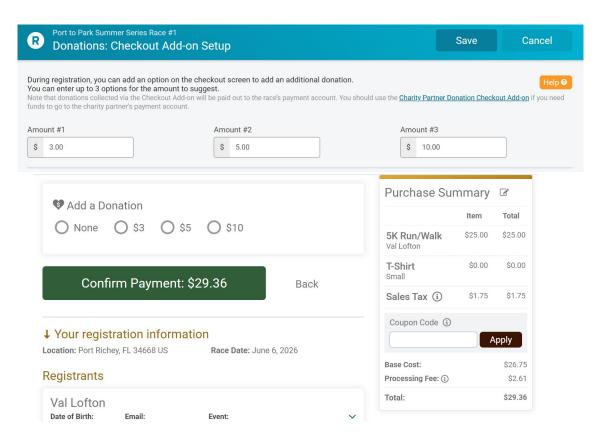
## Enable **Donations**

- Start collecting donations
- Customize logo and language for donations
- Add donation levels.



### **Donation Add-On** At Checkout

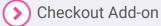
- Now even easier to add no requirement to have charity partner setup.
- Up to 3 donation levels (recommend small donations for this option)
- Will **not** show if registrant donates during the registration path.
- Significantly boosts total donations









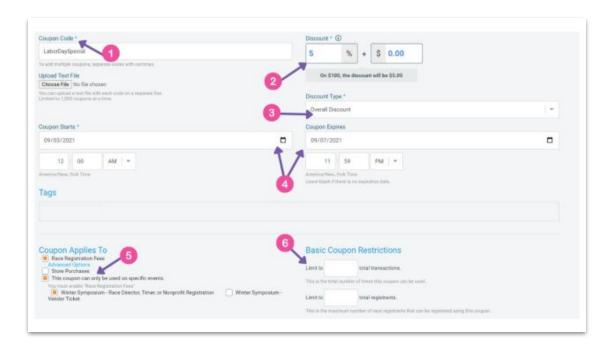






### Coupons

- Name your code
- Determine discount (% or \$)
- Choose discount type
- Eligibility dates
- Define what can be discounted
- Set up restrictions





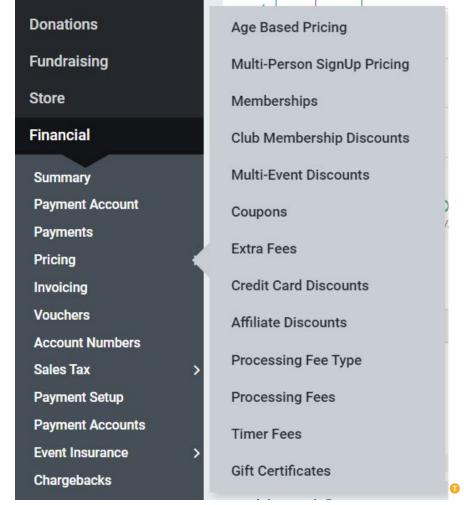






## Additional **Discount Features**

- Access a range of discounting options from your race dashboard.
- Pick 1 or 2 pricing promotions don't use all of them at once!







## **Race Website**

Show Off Your Event



• • Race Website

### What is a

#### **Race Website**

Your race website is automatically created when you complete the Race Wizard!

By default, it includes key race details and presents as relatively simple with a Race Info Page.

#### To enhance it you can:

- Showcase your brand
- Add unlimited content
- Organize
- Make it look professional
- Include key information (automatically)

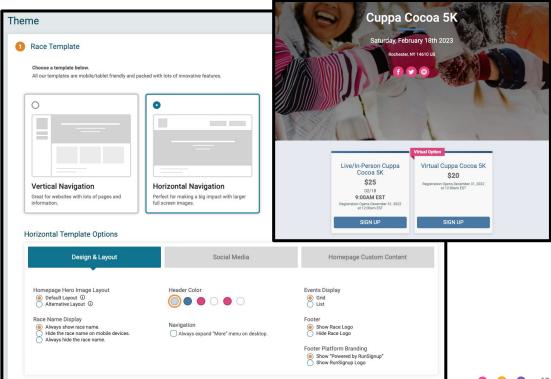


### Race **Theme**



#### Choose your **Race Template**:

- Vertical or horizontal navigation
- Design & layout elements
- Add social media feeds
- Tagline & Countdown Clock



## Race **Theme**

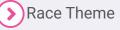
Upload your Race or Event **Logo** or use one of the icons

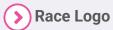
provided.

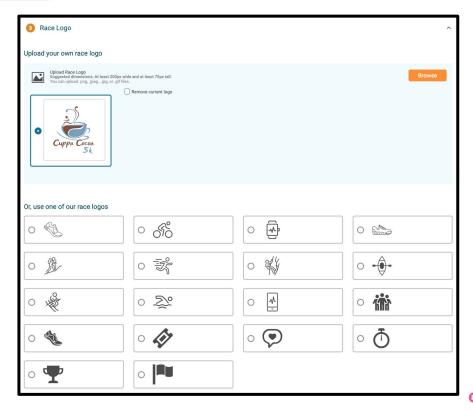




Race > Race Website > Race Theme > Race Logo









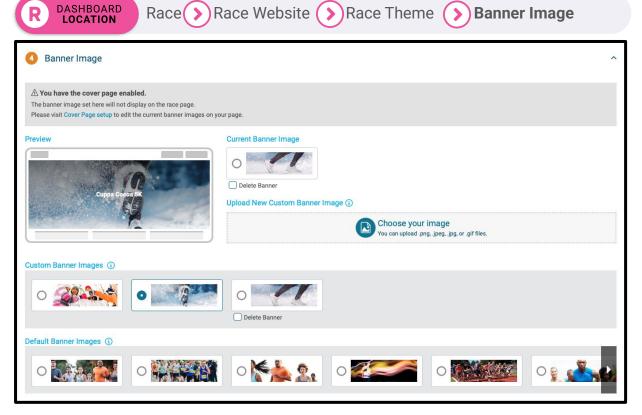
• • • Race Website

## Race **Theme**

Upload a custom

Banner Image or choose
from one of the many
default images.

**Custom Banner Size:** 2000 x 800



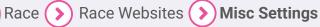
## **Custom Wording** For "Race"

#### Custom Wording for "Race"

race

If you don't want the text on user-facing pages to say "race", you can customize that here. Use lowercase letters. Please be sure that the text you enter makes sense when adding an "s" (e.g. races).

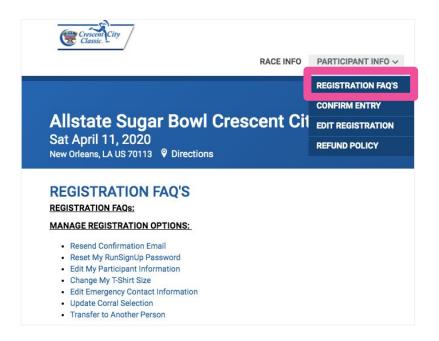


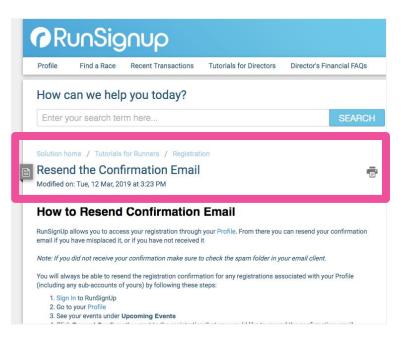






## Add an **FAQ Tab**

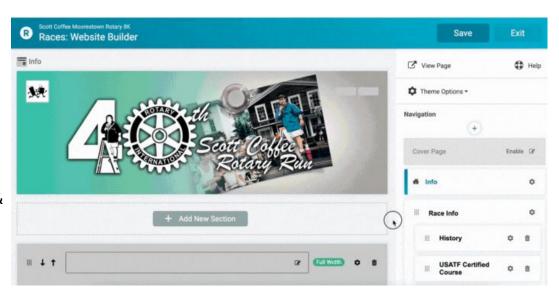




#### Website V2

#### Website V2 Highlights:

- Style Options
  - Headers, layouts, new design options
- Structure your Website
  - Pages, menus, dropdowns, links & more!
- Image Gallery
  - Image uploads, sharing & management with Email V2



Register for the **Website V2 Webinar** on 10/16

• • Race Website

#### **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

Register for the **Email V2 Webinar** on 9/17



