



Email V2

RunSignup 101



Meet the Onboarding Team



Whitney Taylor
Onboarding Account
Representative



Katie Atherton
Onboarding Account Manager



Blaire Loman
Onboarding Account
Representative



Lauren Bergren
Senior Retention Account Manager



Madison Braswell
Onboarding Account
Representative



Val Lofton
Lead Onboarding Account
Manager

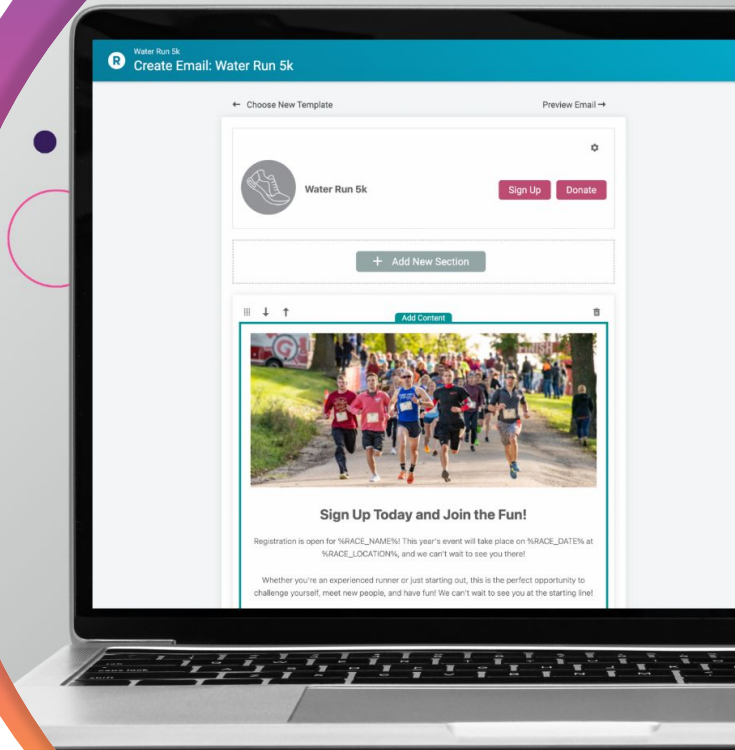


Shona Price
Onboarding Account
Representative



Today's Agenda

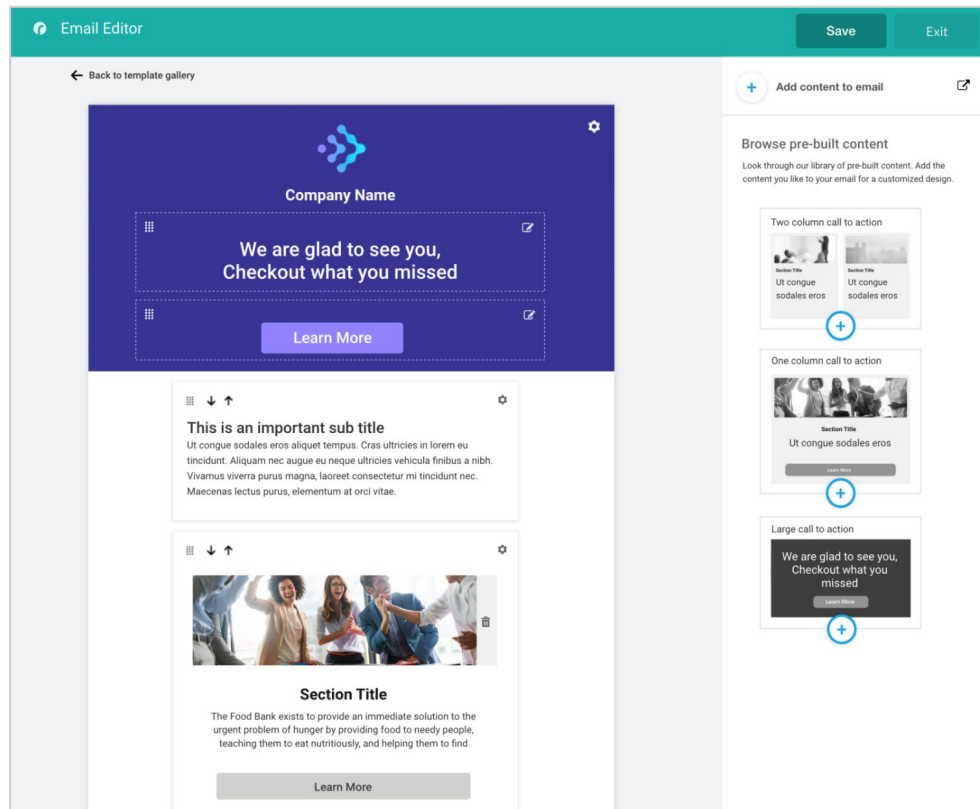
- What is Email V2
- Who should use Email V2
- How to create and send emails
- Pre-built templates and dynamic tagging
- Automation and when to use it
- Managing your contact lists
- Q&A





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

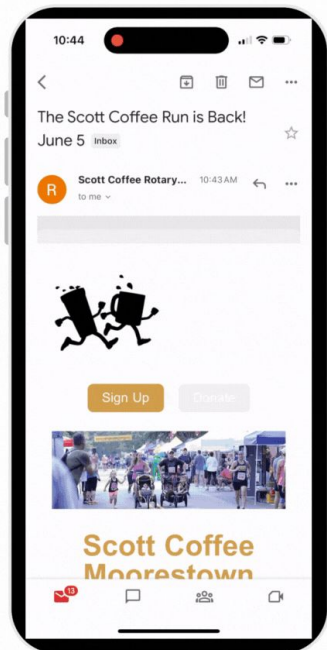
26K+

Events using
our platform



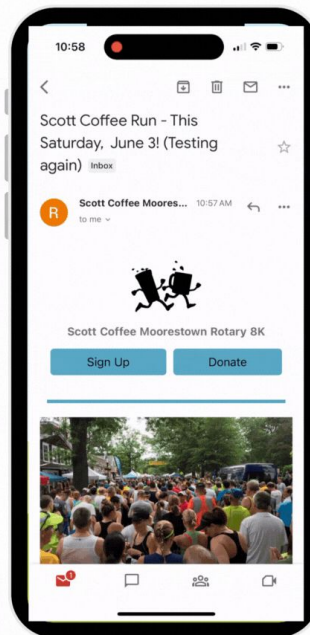
Why Email V2?

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%

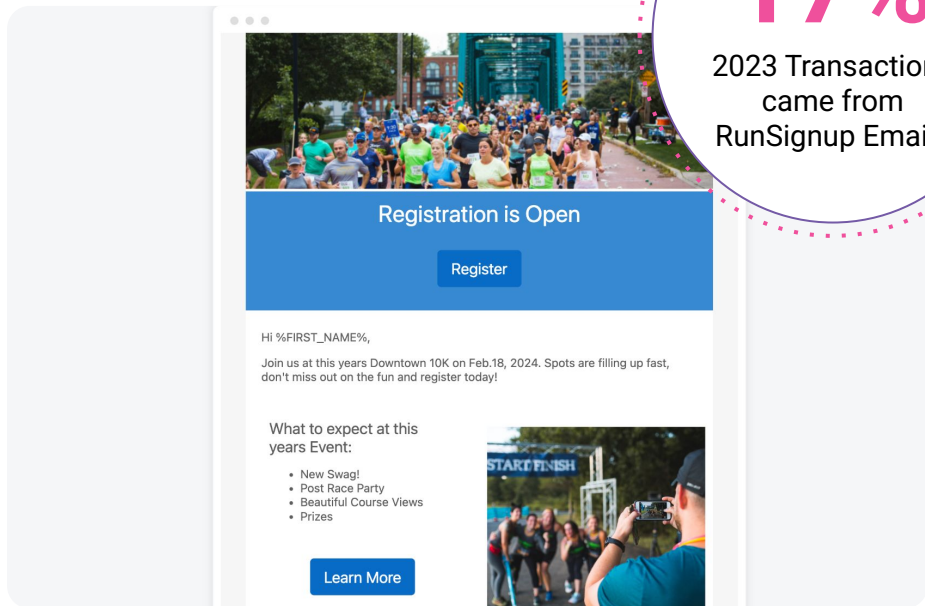


Emails Matter

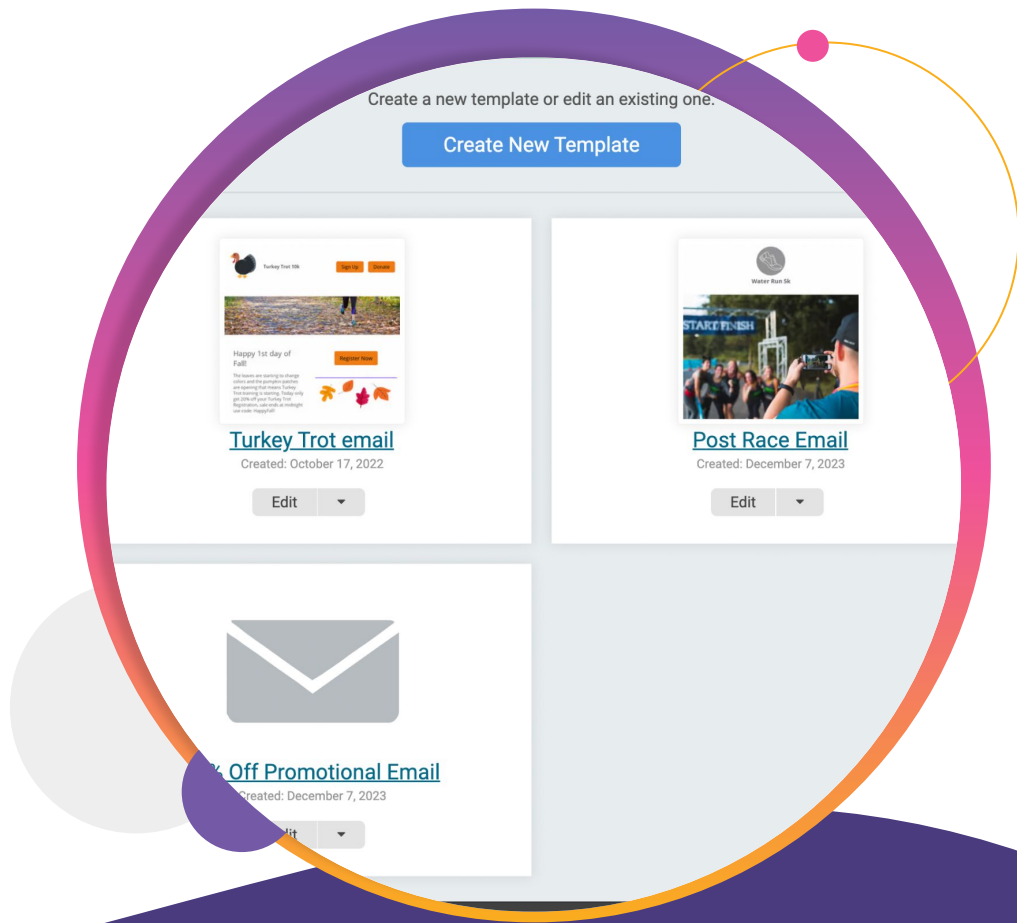
Communication! Communication!

- 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



Building Emails in Email V2





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.

Unsubscribed Recipients

Email Classification *

✓ Marketing

Transactional

Confirm Email

0 Help

Sending Time

☒ Send Immediately

☐ Schedule a Send Date & Time

Send times are approximate. It can take several minutes for the email to actually send to recipients.

What kind of email is this?

✓ Marketing

Transactional

What is this?

Recipient Lists

Support Utah National Parks Challenge Current Participants (7 recipients *)

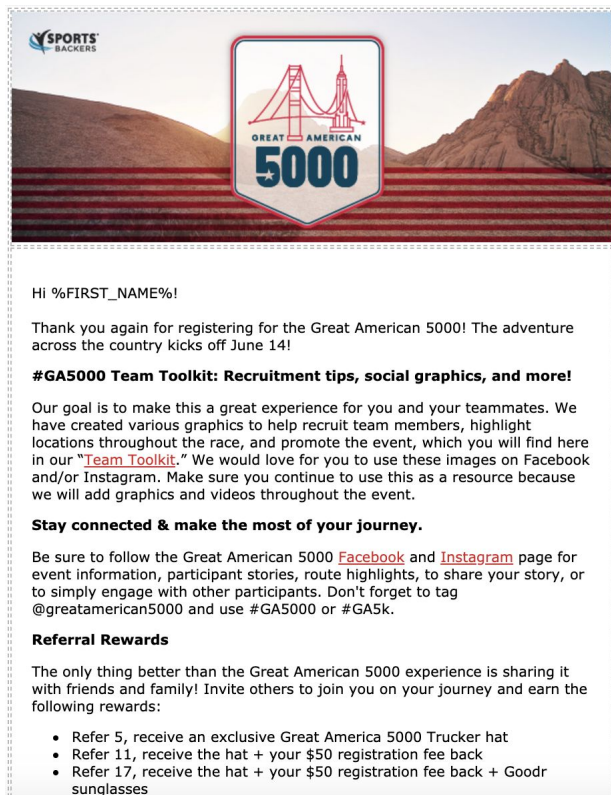
7 total estimated recipients

* Counts are estimates.

Deduplication Options ▾

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)



PROMOTE
Teams

PROMOTE
Social Media

PROMOTE
Referral Rewards



What does the email report capture?

Email Statistics

0 ▾ Help ⓘ

Email Classification *

Marketing ▾

Statistics Grouping Period *

Day ▾

Start Date *

04/01/2025 📅

End Date *

04/30/2025 📅

Search

DATE(S)	REQUESTS	DELIVERED	OPENS	UNIQUE OPENS	CLICKS	UNIQUE CLICKS	BOUNCES	SPAM REPORTS
04/01/2025	0	0	0	0	0	0	0	0
04/02/2025	0	0	0	0	0	0	0	0
04/03/2025	0	0	0	0	0	0	0	0

Custom Reporting for your unique needs!

These metrics can be filtered by date range and grouped by day, week, or month for detailed analysis.



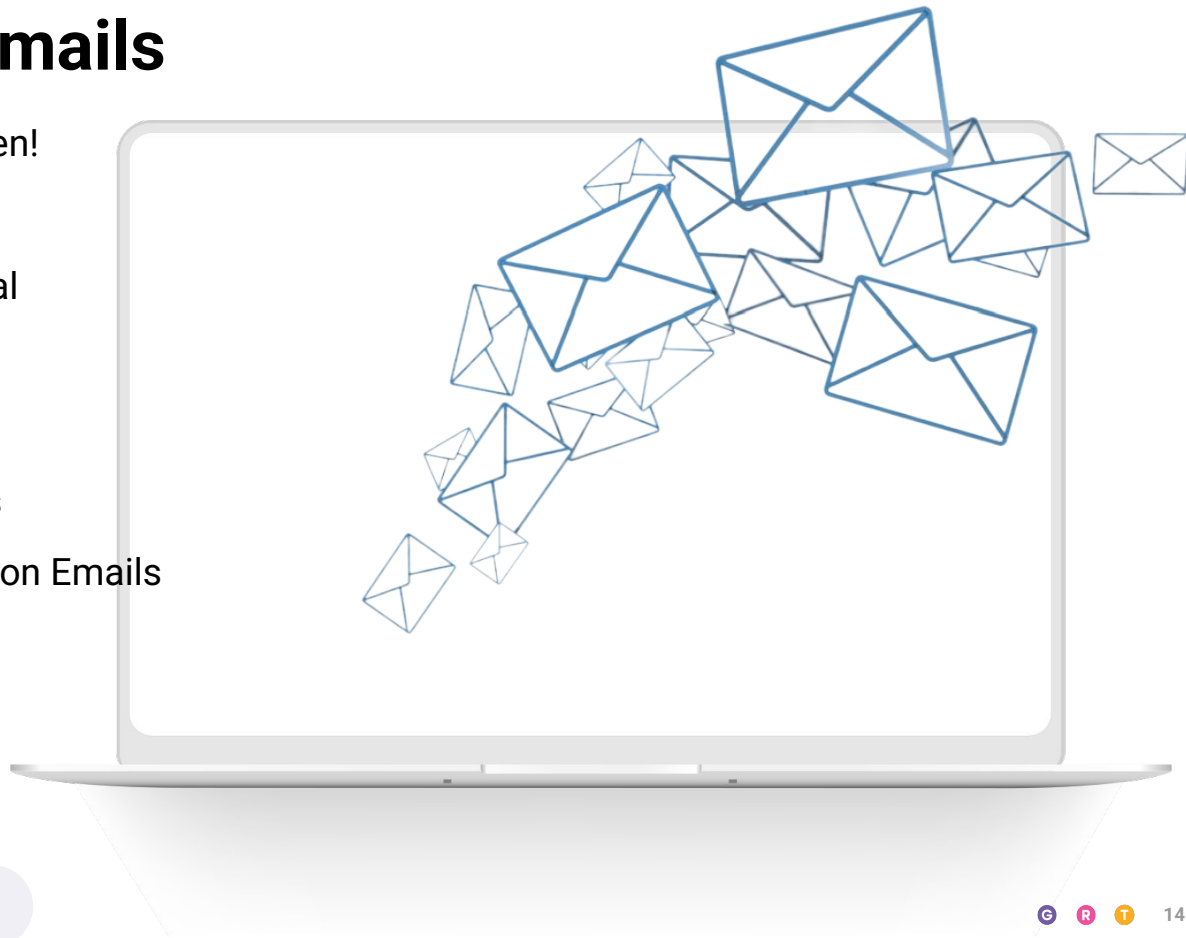
What's Do I Need to Do Manually When Enabling Email V2?

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



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