



RunSignup 101: New Race Director Quick Hits

*Overlooked Features Every
Race Director Should Know*

Meet the Onboarding Team



Whitney Taylor
Onboarding Account
Representative



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Representative



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Representative



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Onboarding Account
Representative



Today's Agenda

- Navigating the Dashboard
- Registration Pricing Options
- Marketing Tools
- Optimizing Donations
- Volunteer Management
- Features Worth Exploring



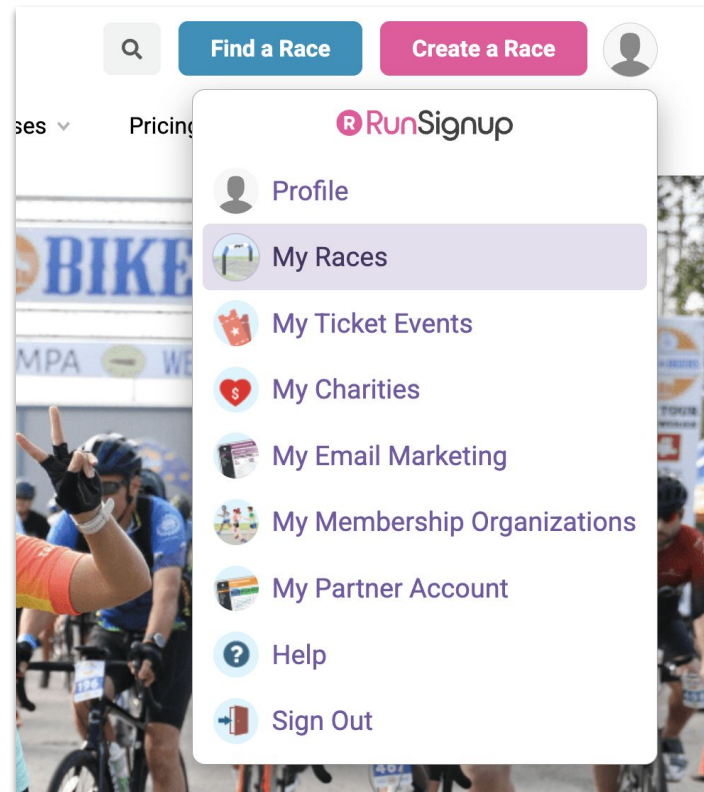


Dashboard Navigation

How to Access Your Race Dashboard

Access Point 1

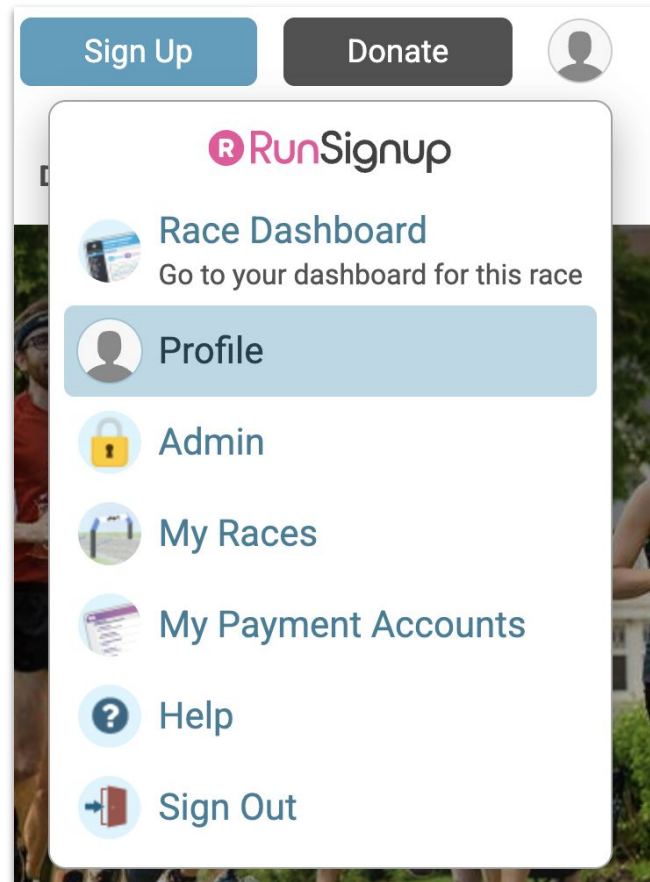
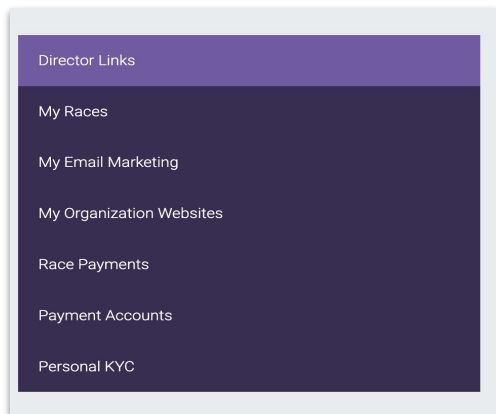
- RunSignup.com
- Log In
- Click on Profile Picture or Person Icon
- My Races



How to Access Your Race Dashboard

Access Point 2

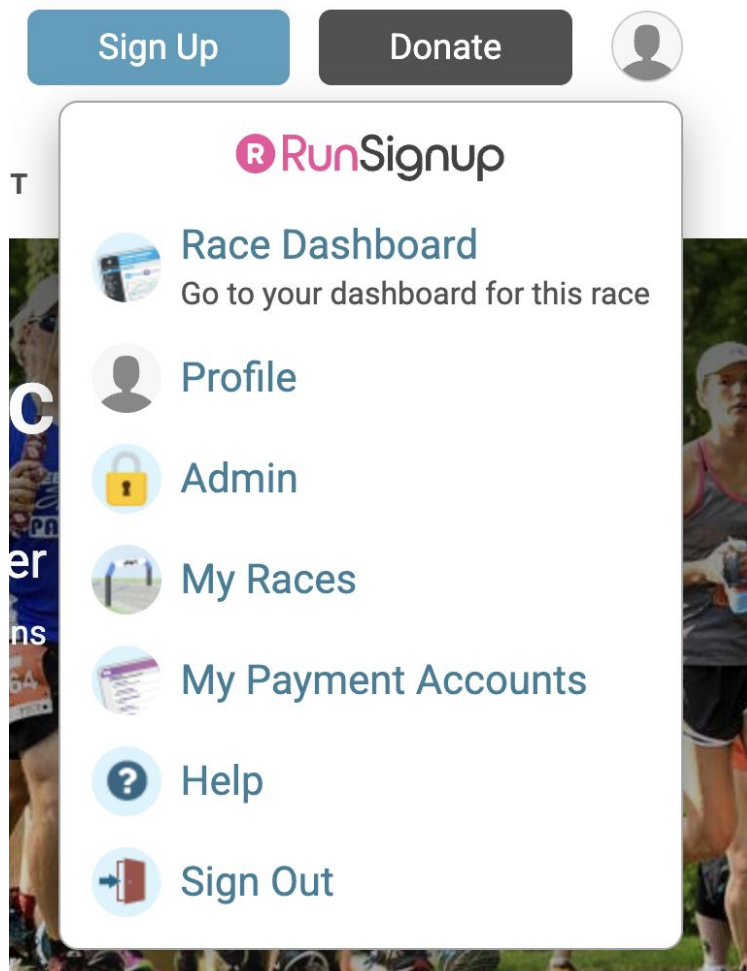
- Log in
- RunSignup Profile
(<https://runsignup.com/Profile>)
- Director Links (at the bottom)
- My Races



How to Access Your Race Dashboard

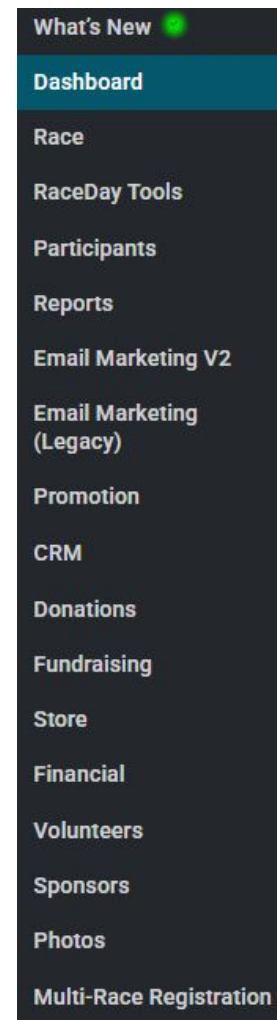
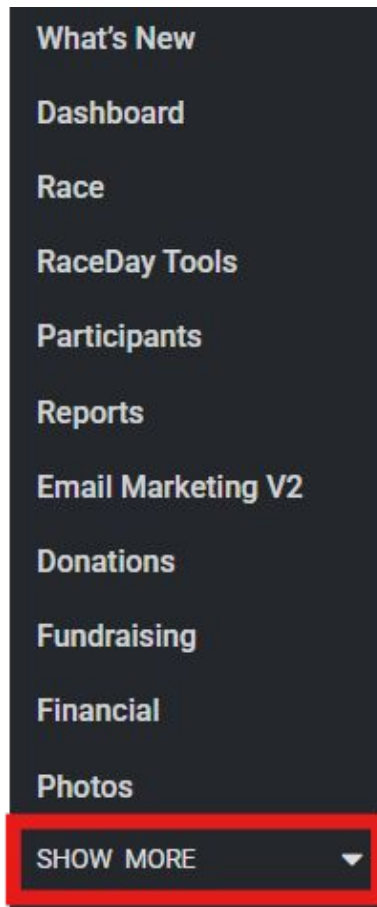
Access Point 3

- RunSignup race website
- Click on Profile Picture/Person Icon
- Race Dashboard



Dashboard Settings

- Menu Size
- Entire Dashboard



Menu Search

The image shows a screenshot of a web application interface for a race dashboard. On the left is a dark sidebar with a logo 'R' and the text 'RACE DASHBOARD'. Below the logo is a search bar labeled 'Menu Search' with a magnifying glass icon. A red arrow points to this search bar. The sidebar also lists menu items: 'What's New', 'Dashboard' (highlighted in blue), 'Race', 'RaceDay Tools', and 'Participants'. The main content area has a blue header for 'Mountain to Sea Race' with a dropdown arrow, the date 'May 15, 2026', and the location 'Pisgah Forest, NC 28768'. Below the header is a 'Race Dashboard' section with tabs for 'Overview', 'Transactions', 'Promotion', 'Demographics', and 'Registrations'. The 'Overview' tab is active. Below the tabs is a 'Date Range' section with a dropdown menu showing 'Last 7 Days'. At the top right of the main content area, there is a light blue banner with a search bar containing the text 'Search by Name, Bib, E-mail, etc.', a user profile icon, and three buttons: 'Race Status: ✓', 'View Website' with an external link icon, and 'Signups: 1,809' with a dropdown arrow.

RACE DASHBOARD

Menu Search

What's New

Dashboard

Race

RaceDay Tools

Participants

Mountain to Sea Race ▼

May 15, 2026 Pisgah Forest, NC 28768

Race Dashboard

Overview Transactions Promotion Demographics Registrations

Date Range

Last 7 Days

Search by Name, Bib, E-mail, etc.

Race Status: ✓

View Website

Signups: 1,809 ▼



Registration Pricing Options

Age-Based Discounts

- Automatically applied based on DOB entered during registration
- Youth & Senior discounts

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

Multi-Person SignUp Pricing

Set up when this pricing will apply:

Pricing Starts * 12 : 00 AM

Pricing Ends * 11 : 59 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 * \$ 25.00

Select the events that can use this group: *

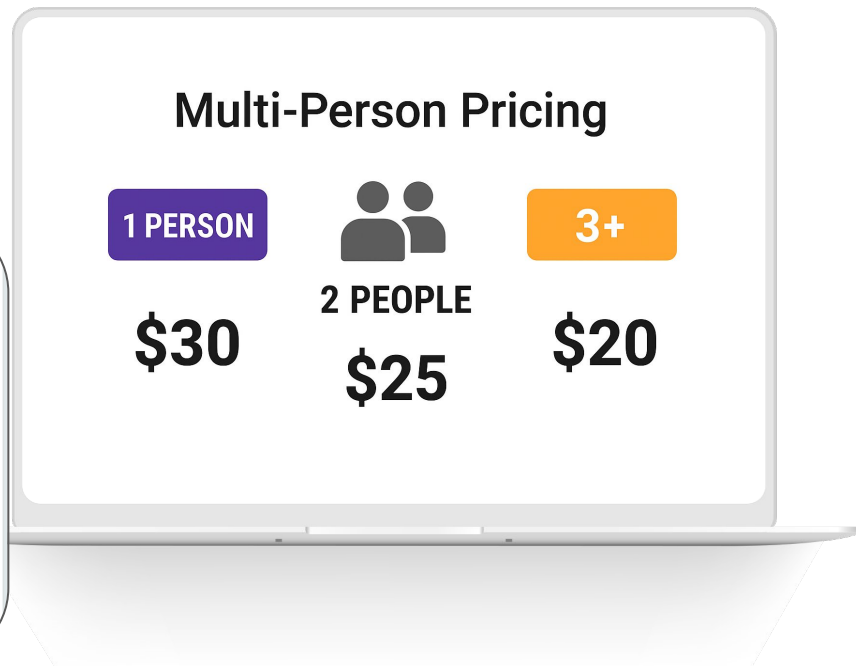
☐ 5K Run ☒ 2 Mile Walk

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

Edit 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"

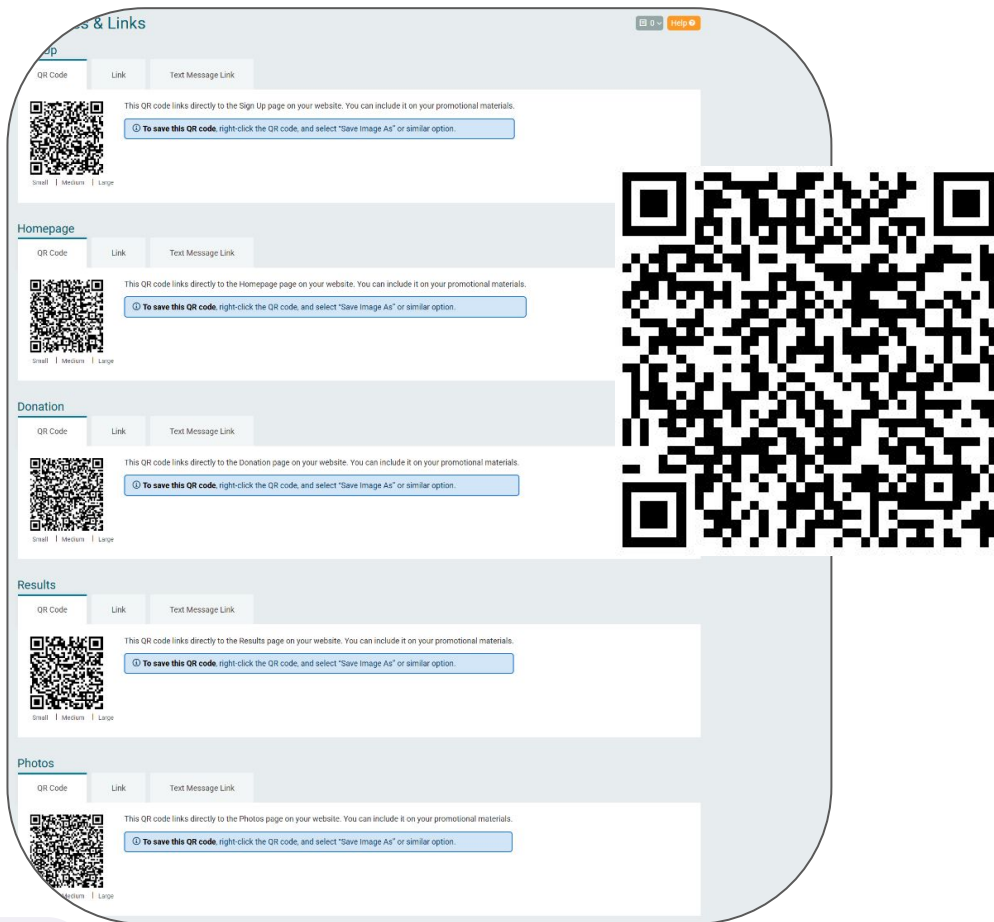




Marketing Tools

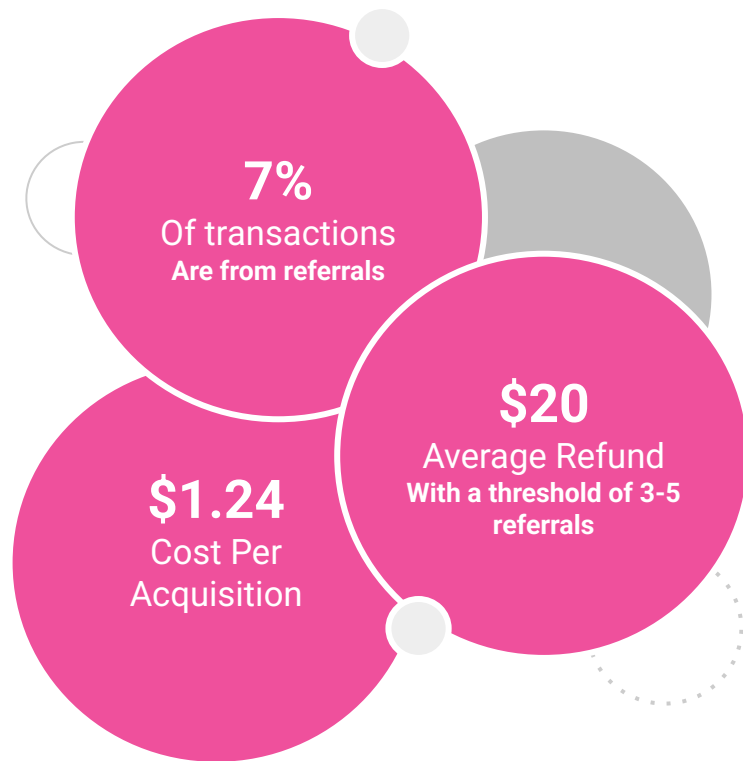
QR Codes & Links

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



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





Optimizing Donations

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.

\$ 0.00



In Line 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

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

\$ 3.00

Amount #2

\$ 5.00

Amount #3

\$ 10.00

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
Coupon Code ⓘ Apply	
Base Cost:	\$26.75
Processing Fee: ⓘ	\$2.61
Total:	\$29.36



Volunteers

Volunteers

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

Wave Warriors (Course Marshals)

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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)

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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



Features Worth Exploring

Participant Management Tools

- Participant registration self management
- Transfers
- Deferrals
- Group/Team Management
- Giveaway and add-on self management



DASHBOARD
LOCATION

Race Wizard



Participant



Participant Management

Giveaway + Add-on

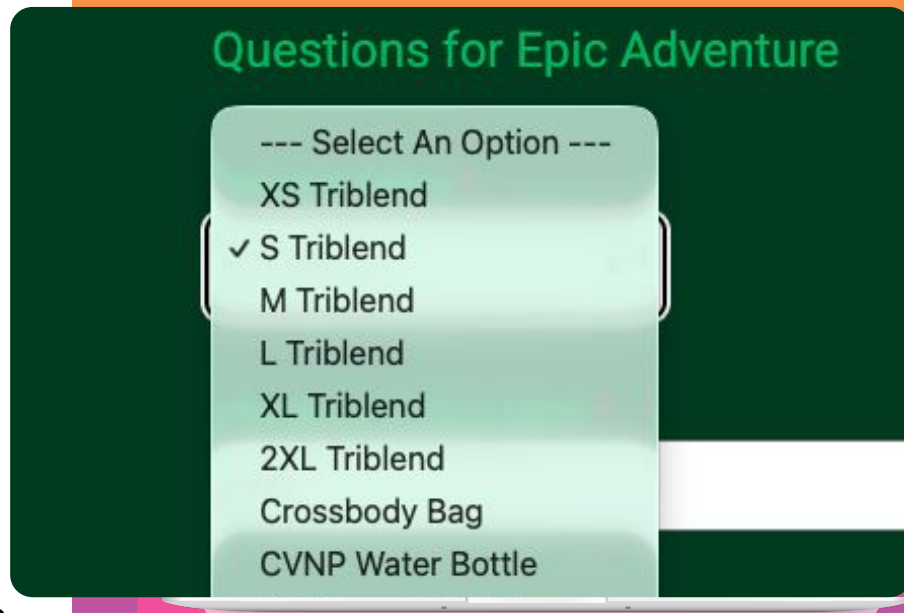
Giveaway

A product, i.e. shirt, hat, glass you are including in the registration fee making it “free” for participants

VS.

Add On

Additional products you sell for your race. I.E. Branded sweatshirts, long sleeves, sweatpants, race backpack, etc, beer tickets.



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





Thank You For Joining Us Today

Questions about today's webinar?

Email info@runsignup.com