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Turkey Trot RaceDay Real-Time Tech For Race Organizers

November 6, 2025



## Today's **Agenda**

Turkey Trot and RaceDay Suite

- RaceDay Registration
- RaceDay CheckIn (participant and volunteer)
  - Dynamic Bib Assignment
- RaceJoy
  - Timing Integration Alerts
  - Virtual Options
- Mobile Timing App
- RaceDay Photos
- Results
- RaceDay CheckIn Other Functions
  - Results Kiosk







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## Turkey Trot **Numbers - 2024 and 2025**

RunSignup
2024 Turkey
Trots Break
Records
(AGAIN)

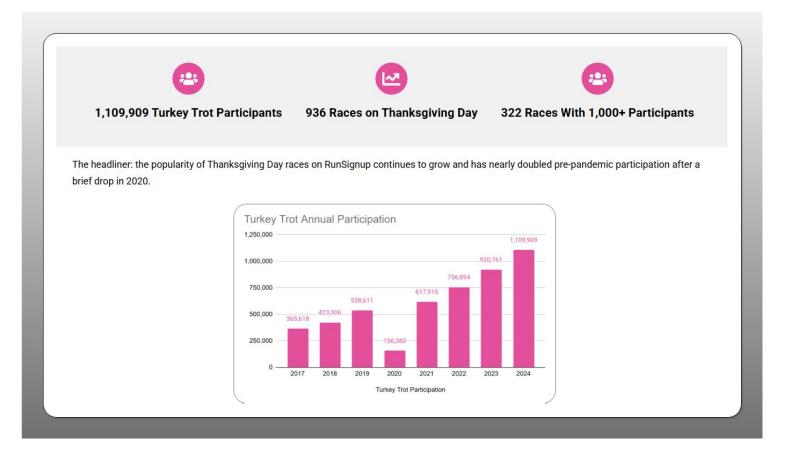
2025 Turkey
Trots: The Early
Numbers
The State of Thanksgiving Races

R RunSignup

## RaceDay **Registration**



#### • • • 2024 Turkey Trot Numbers



#### Intro to Onsite Registration

- Packet Pickup and On Site Registration Registration is likely the first time your athletes get face time with you
  - Being organized and prepared for challenges is the key to a smooth race day
  - Test out technology IN ADVANCE!!!!
- By setting expectations in advance, you can limit confusion
  - Clearly state whether or not you are accepting onsite registrations
  - Ensure you have registration OPEN at RunSignup if taking online registrations, even if using Kiosks only
  - Train your volunteers/staff



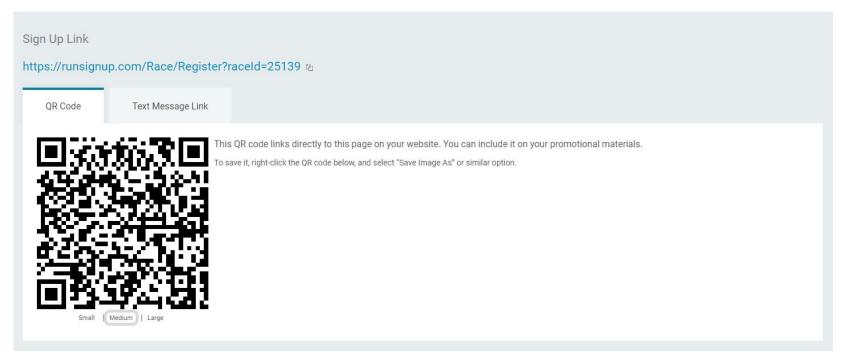
#### Intro to Onsite Registration

- Most events hold onsite registration during Packet Pick Up (PPU)
  - However the RunSignup On Site Registration page can be used as a registration station at any point after being turned on.
  - Some events have set up registration stations at running stores or sponsor locations as a standing registration spot for those captive audiences.
- Multiple types of onsite registration can help keep lines to a minimum
- Also by having regularly promoted price increase intervals, athletes are pushed to register
  early to limit late registrations and help Race Directors and Timers project how many athletes
  they should expect for event specific orders (bibs/tags, give away items, cups, finisher
  medals, etc)

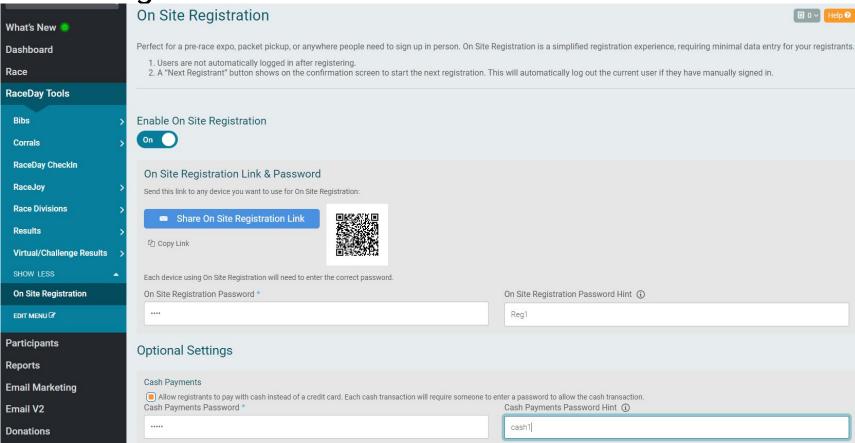
#### **Onsite Registration**

#### QR Codes are auto generated for you

Promotion >> Links (then scroll down)

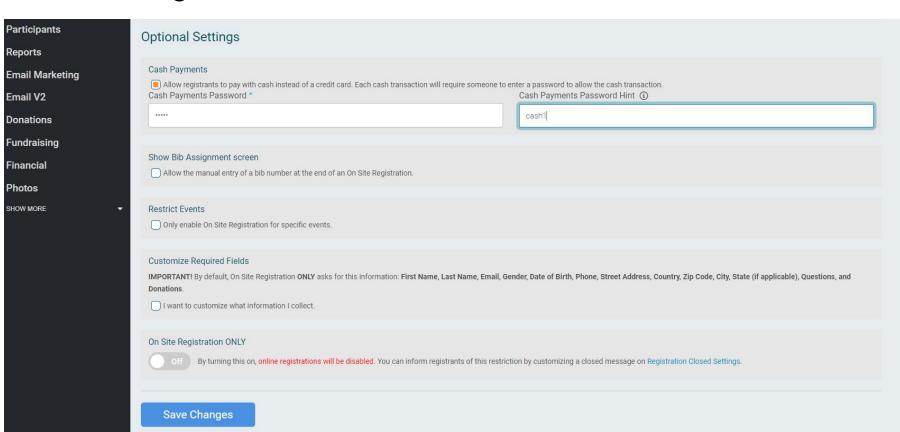


**Onsite Registration** 



#### RaceDay Registration

### **Onsite Registration**



#### **Onsite Registration**

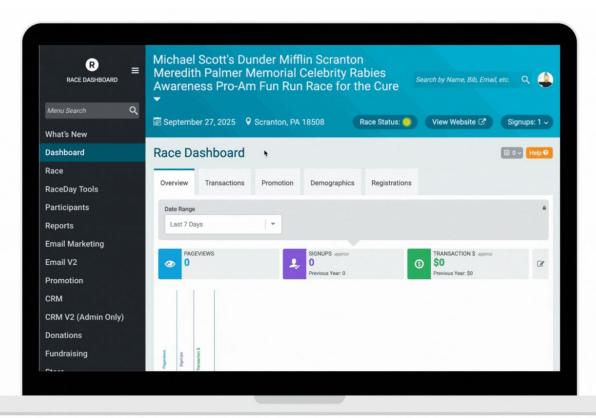
#### **BEST PRACTICES**

- Turn on On Site Registration well in advance and TEST IT OUT!!
  - Register yourself and demo this process to the volunteers who will manage the process.
- Set the homepage on any devices to the On Site Registration page
- Make sure your computers and tablets are updated and the Checkin app is up to date
- Write down your On Site Registration password and cash password
  - DON'T MAKE THIS THE SAME AS YOUR RunSignup Password!!
- Print out QR Codes for regular registration (place around the PPU area), to allow folks with smartphones to register on their personal device
- If you are going to have limited to no internet access onsite, plan to cut off online registration
   BEFORE you download the last time and ensure you have printed out copies of an onsite registration form

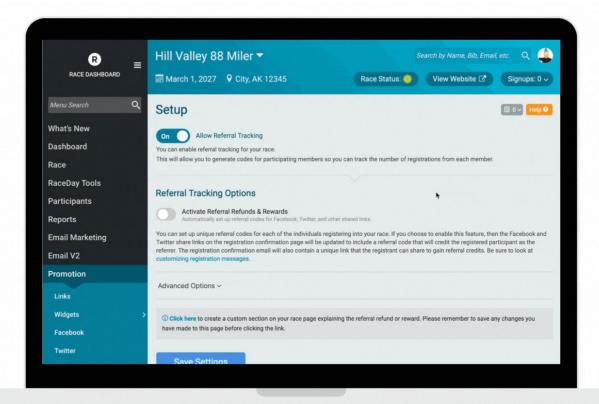
Streamlining RunSignup **Group Discounts/Referrals** 



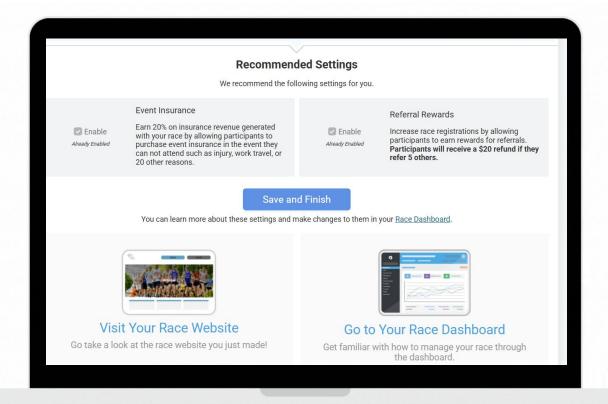
### Turn on Referral Tracking



## Turn on Referral Tracking



### Turn on Referral Tracking



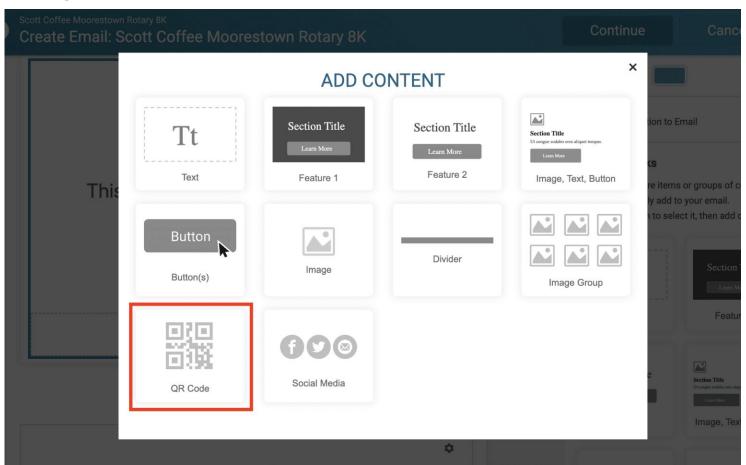
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## Streamlining RunSignup

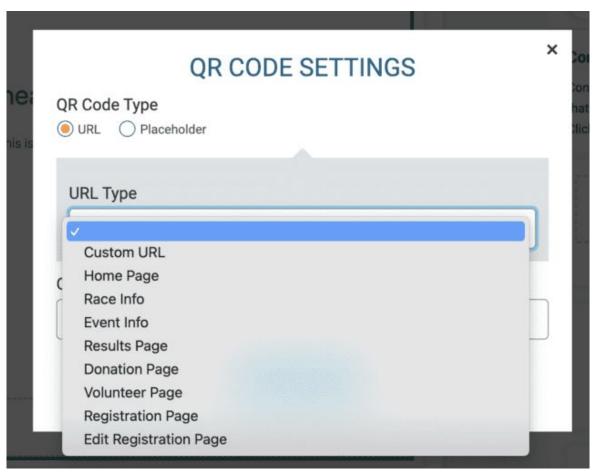
## **Email Marketing Features**



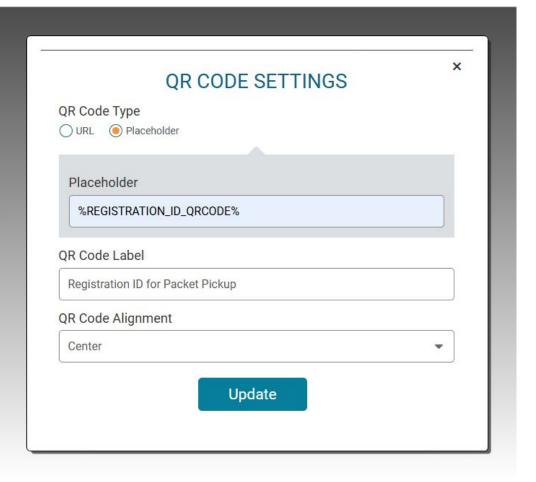
• • • Email Marketing Features



Email Marketing Features



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• • • Email Marketing Features



Scott Coffee Moorestown Rotary 8K

Sign Up

Donate

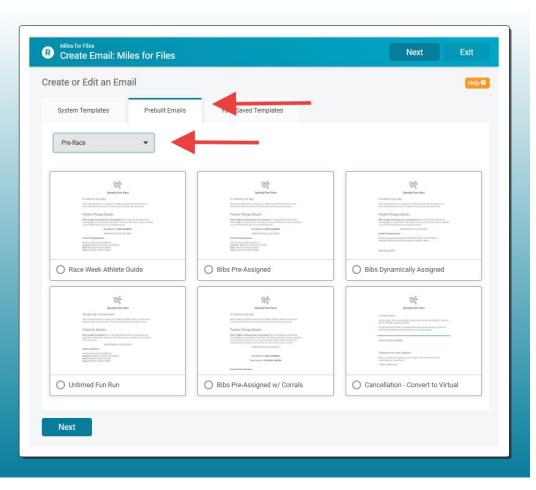
Packet Pickup Tomorrow!

Bring this email with you tomorrow for super fast packet pickup!

Registration ID for Packet Pickup



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### **Email Marketing**

#### **BEST PRACTICES**

- Make sure that you are on the list to receive emails this is another reason to have yourself registered for the race, and TEST OUT YOUR EMAILS!!
- Set your emails up well in advance dynamic content populates regardless of when someone registers
- Use the RunSignup pre-built templates as a starting point
- Have QR codes for Registration IDs at the TOP of Packet Pickup/Race Day emails
- Consider an email to participants who are **NOT** checked in yet after early PPU reminding them to allow for extra time to get their bibs

Streamlining RunSignup **Giveaway Inventories** 



### **Giveaway Inventories**

Utilizing the giveaway inventory tool in RunSignup, helps streamline Packet Pick Up and manage the athlete's expectations in advance of arriving on site.

- Easy to use
- No need to cut off giveaway selections
- Integrates with the RaceDay CheckIn App
- Don't forget a NO SHIRT option

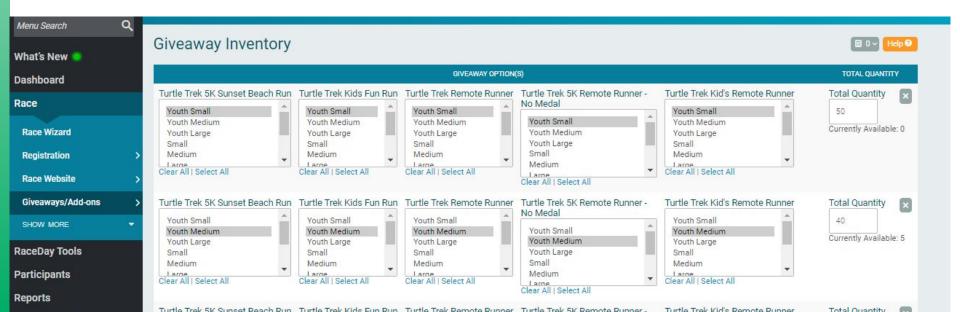




#### **Giveaway Inventories**

#### Race >> Giveaways/Add-ons >> Giveaway Inventory

- Add a No Shirt option to all open events
- Provides a live breakdown of how many and of what sizes are still available
- NOTE: Changes in made in the CheckIn App will override the inventory amounts



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# RaceDay CheckIn Participants & Volunteers











### 54% Of Turkey Trots Used the RaceDay CheckIn App

66% of Turkey Trot Participants Were Checked In With The App

Turkey trot participants have a busy day ahead of them, and waiting around in line is usually not on the list. RunSignup perennial favorite, the RaceDay CheckIn App continues to be the default way to streamine race day. In 2024, 54% of races used the app to check in 66% of Thanksgiving Day participants. That's more than 700,000 participants checked in by the RaceDay CheckIn App in a single morning.

RaceDay (	Checkin A	pp Usage			
	2019	2021	2022	2023	2024
% of Races Using the RaceDay CheckIn App	21%	33%	42%	57%	54%
% Participants Checked In by App	25%	48%	54%	60%	66%

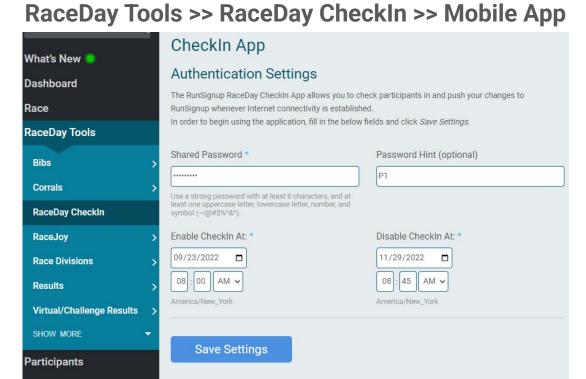
#### RaceDay CheckIn App

- Expedites the check-in process for participants and volunteers
- Dynamically Synchronizes with other data points (registration, bibs, scoring)
- Easily Process check-ins and changes
- Provides Insights to race organizers
  - 2024 Thanksgiving Weekend -> ~700,000 CheckIns
  - Used across all event types and sizes throughout the U.S.
  - FREE tool for RunSignup registration customers
  - Available for Apple and Android phones and tablets



### Key Settings

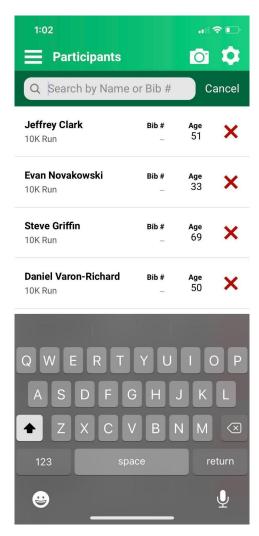
You MUST enable the CheckIn App in RunSignup before it appears in the app.



### **Key Settings**

- Enable:
  - Require Bib
  - Auto-Show Camera on Bib Assignment
  - Giveaway
  - Allow Un-Check Ins
  - Prevent Duplicate Bibs
  - Validate Bibs

Additional settings (like waivers and event transfers depend on the specifics of your event)



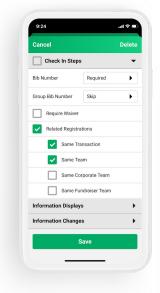
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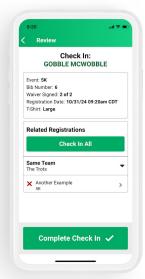
## Checking In Multiple People

Using a new features to CheckIn multiple people at the same time

#### In your Preset:

- Select "Related Registrations"
- Select "Same Transaction" and "Same Team" (if applicable)
- Remember to write names on the back of the bib if handing out multiple bibs at once!









### RaceDay CheckIn

#### **BEST PRACTICES**

- Have QR codes for Registration IDs at the TOP of Packet Pickup/Race Day emails and send them out the night before/morning of Packet Pickup
- Have QR codes printed on your bibs to speed up assignment (if using Dynamic Bib Assignment
- Create at least one Preset/Configuration that works with your specific workflow
- Test everything out yourself and make sure the workflow is clear and easy to follow for both volunteers and participants
- Make sure all devices have the latest version of CheckIn, and that volunteers have the app downloaded if they are using their own devices
- Use the "Share" option in the CheckIn app to get volunteers to the correct Race
- SET YOUR PASSWORD AND CHECK IN WINDOW!!

RaceJoy: A Natural for

**Turkey Trots** 



## 2024 RaceJoy **Turkey Trot Numbers**

7,119	GPS Phones Tracked
51,754	Progress Timing Alerts
19,785	Cheers Delivered

Thanksgiving 2024 Stats
(32 RaceJoy Partners Providing Joy
Across 57 Events!)



RaceJoy

#### A Perfect Turkey Trot Addition

- Offer a socially connected event experience
  - Participant tracking and cheer sending
- Participants tracked by remote spectators through their phone
  - Family and friends can track and send cheers while preparing the Thanksgiving feast.
- Create custom Thanksgiving-themed audio experience (optional)
  - Schedule to play at mile points along the course



#### RaceJoy

## RaceJoy Requires a **Certified Timer**

#### RaceJoy is only offered through Certified Timers

- Use <a href="https://runsignup.com/timersearch">https://runsignup.com/timersearch</a> to see if your timer is certified
- Help facilitate a faster setup by knowing your course - bonus points for having a GPX/KML file handy!
- Make sure RaceJoy is set up at least 10 days in advance, and promote it!



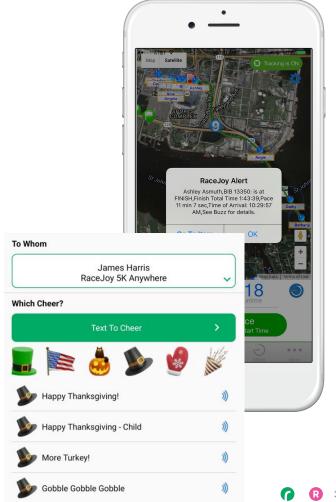
Exclusively Available through RaceDay Certified Timers

Have your timer reach out to <a href="mailto:info@racejoy.com">info@racejoy.com</a> to get free certification course. (video & quiz).

RaceJoy

#### **Additional Features**

- Spectators Send Thanksgiving Cheers
- Progress Updates: Every Mile
- Off Course Alerts (for on-site events)
- Results Integration
  - Virtual events results pushed from app
  - In-Person results displayed in app
- Central Monitoring & Communications
   System for Timers and Race Directors



#### Race Day Monitoring System stromize and adjust news alerts and progress alert messages

News

Display live tracking of participants to a large screen at the race site.

Individual race participant progress information like pace and estimated finish time

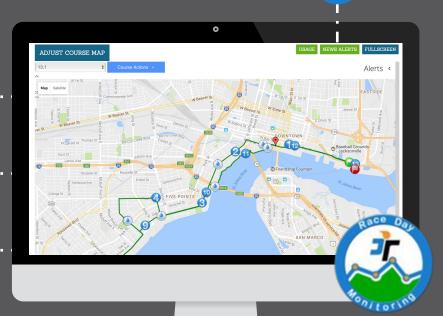


Global view of participants and operations



Access the number of participants who have crossed milestones





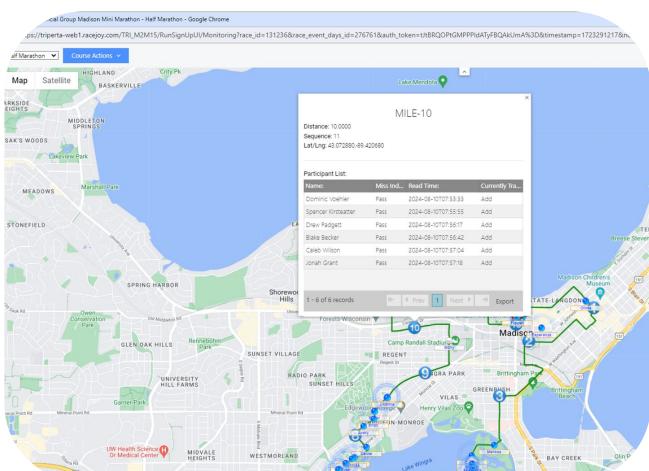
Send supportive audio messages from the race director to active participants (virtual or on-site)

#### RaceJoy Monitoring

Race Day TECHNOLOGY SUITE

- Operations Monitoring provides both Chip and GPS Data.
- Easily determine leaders ETA.





### RunSignup **Results**







#### 23% Of Turkey Trots Sent Notifications

#### 550,350 Notifications Were Sent On Thanksgiving

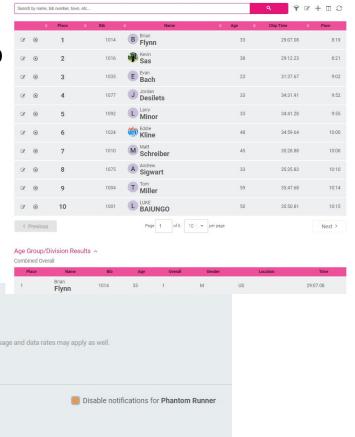
Results notifications sent (by email or SMS) also increased in 2024, with a record 219 races sending more than half a million notifications to participants and spectators. Notifications make race day more fun and engaging for runners and their "fans" alike.

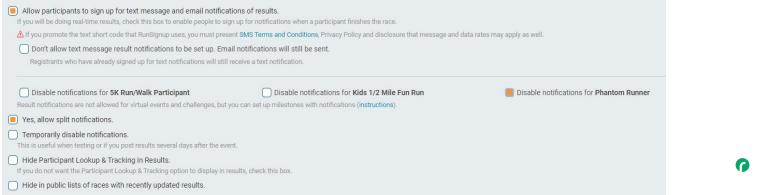
		Races S	ending No	tifications				
	2017	2018	2019	2020	2021	2022	2023	2024
# Races Sending Notifications	73	85	103	68	139	161	202	219
Notifications Sent	112,937	115,118	189,350	38,978	238,727	323,800	447,888	550,350

RunSignup Results

Setup

- Results can be pushed up live to RunSignup
- If activated, RunSignup will send text and email notifications to the athletes of their results
  - RaceDay Tools >> Results >> Set Up
     Results Notifications and Links



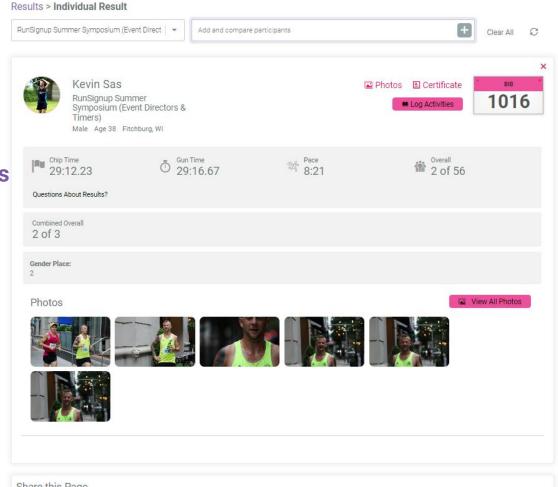


• • RunSignup Results

### Perks of Results at RunSignup

### Clicking into the individual's results provides additional information

- Detailed results for viewing/sharing
- Photos link to Athletes now even more effective with Mobile Timing Photos
- Custom finisher certificates can be created





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#### RunSignup Results

#### **BEST PRACTICES**

- Make sure your timer is aware of your reporting needs and is prepared to publish results live if you are using Text/Email notifications
- If you turn on Text/Email notifications late, send instructions to registrants for signing up after the fact
  - More information here:
     https://help.runsignup.com/support/solutions/articles/17000131484-setup-results-noti
     fications-email-and-text-sms
- Make it easy for participants to find the results link on your website
- Set up certificates in advance and make sure they look good!
- If you are using the Photos platform, set up your watermarks ahead of time (more on photos in a moment!)

### RaceDay **Photos**



RaceDay Photos •••





16% of Races Uploaded Photos On Thanksgiving Day

102,643 Photos Were Uploaded On Thanksgiving Day

#### Improve the

#### RaceDay Experience

- Happier participants creates repeat participants
- Positive word-of-mouth is powerful and effective marketing tool
- Social endorsement of your race increases registrations
- Helps to turn current spectators into future participants
- Turkey Trots are often the only race some people run each year - you can change that and reach a new audience



#### Make RaceDay Last Forever

#### Photos are shareable assets that:

- Bring participants back to your race website after the event concludes
- Provide an instant reminder of the fun of the day
- Can be printed as a permanent keepsake from your event
- Make ideal images to use in future advertising for your event



#### Photos Connect People

- Photos are downloadable and easy to share on Facebook
- Friends and family who see shared photos are more likely to express an interest in joining in the future.
- Photos (and participant uploads) connect virtual and in-person participants
- Watermarks on photos provide you an additional branding opportunity or sponsor reward.



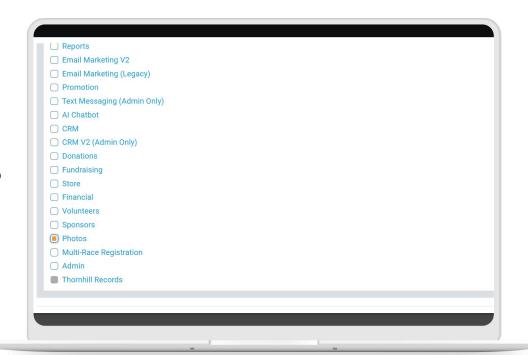
Set up

#### **Photo Access**

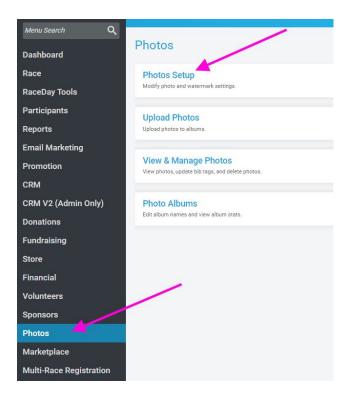
Users must have access to photos to find the Race in the import step - this can be Timers, Race Directors, or Dashboard Page Access to Photos

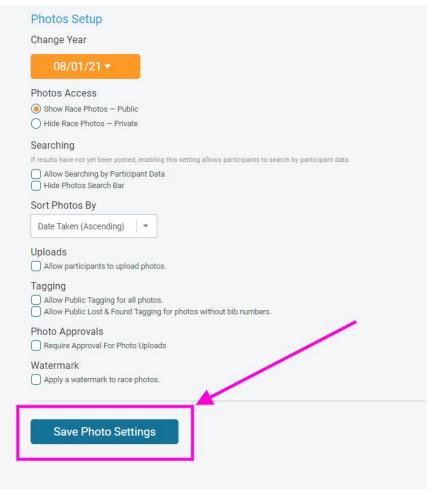
- Go to "Secure Access/Info Sharing"
- Set Up Dashboard Page Access
- Add Access
- Photos must be checked for this user

Note: the user must be logged in to the RunSignup account with this access level for the OAuth step of importing the race to work



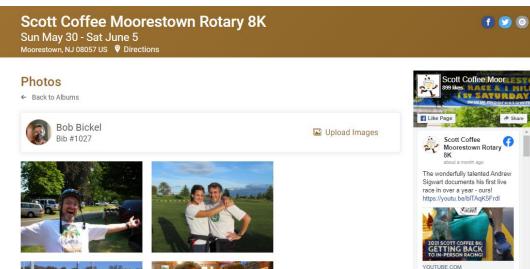
#### **Photos Setup**





#### Photos Examples







Getting Back to In-Perso...
Today I ran my first in-person r...

RaceDay Photos

#### Photos Examples







# Introduction to Mobile Timing Photos

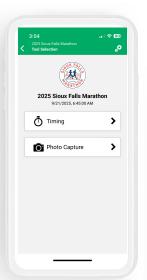






#### **RaceDay Photos**

 A fully integrated solution to allow volunteers/staff to take photos on Race Day and have them automatically uploaded to the RunSignup Photos platform which will detect and tag bib numbers and match them to results automatically.



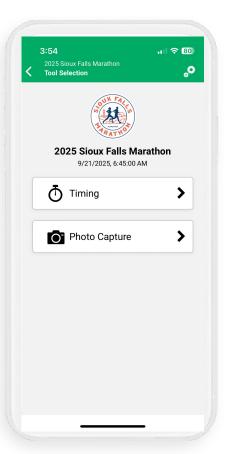






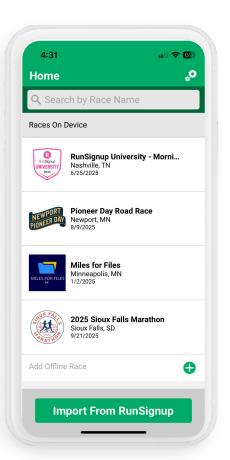
### Standalone Photo Capture

- Import Race from RunSignup.
- Select Photo Capture
- Create an Album to place photos in, or select an existing one.
- Take photos!
- Photos are automatically uploaded to RunSignup's
   Photo Platform and tagged with bib numbers.
- Photos are automatically linked to Results when they are published.



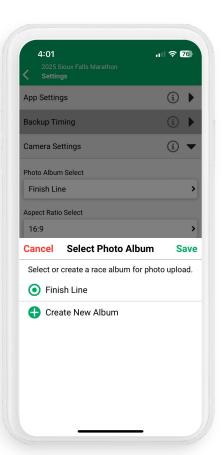
### Import a Race from RunSignup

- Import from RunSignup
- Allow Access from the OAuth if not logged in/authorized
- Select the race photos will be taken for



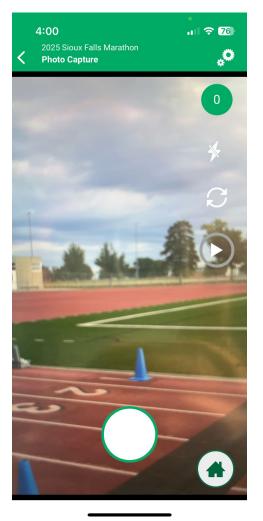
### Import a Race from RunSignup

- Select Photo Capture
- Select or create a race album for photo upload
- Keep in mind this name should be descriptive and for public consumption!



#### **Main Screen**

- Settings are found in the "Gear" menu in the upper-right corner
- Count indicates how many photos have been taken, and if any are not uploaded
  - Green means all are uploaded
  - Yellow means some are not uploaded
  - Red means there are photos waiting to be uploaded and the number pending has not changed for more than 15 min (or you have no connection)
  - Tapping on this number will tell the number of photos taken and the number remaining to upload
- Flash on/off
- Flip camera (not recommended)
- Auto-Capture status
- Manual capture button (or use a bluetooth clicker!)
- Race home (within Mobile Timing)

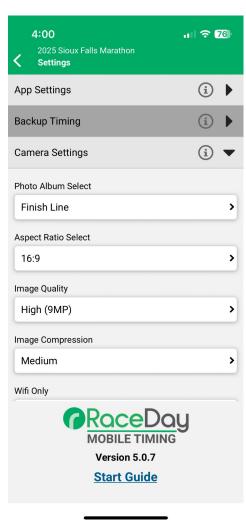






#### Settings pt. 1

- App Settings login info (RunSignup) and Device Name
- Photo Album Select Select where photos will upload or create a new album
- Aspect Ratio Select 4:3 or 16:9
- Image Quality High, (9MP) Medium (5MP), Low (2MP)
- Image Compression High, Medium, or Low

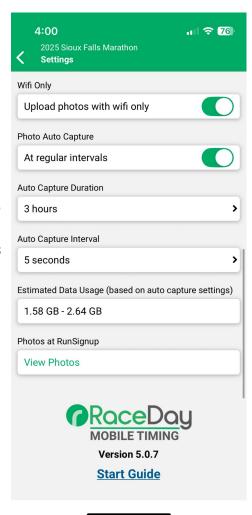






#### Settings pt. 2

- Wifi Only Only uploads when on Wifi photos will not upload until the user opens the app on a Wifi network.
- Photo Auto Capture turning on requires you to "start" auto-capture
- Auto Capture Duration How long should the app auto-capture for (from start of "play") in hours
- Auto Capture Interval How often should it capture in seconds
- Estimated Data Usage
  - If auto capture is on, this is the estimate for the entire duration
  - If off, it is the estimated data usage for 100 photos
  - This is based on quality and compression and is an estimate
- Photos at RunSignup View the photos!







#### Best

#### **Practices**

- ALWAYS set at least one watermark
- Test your framing you can set up a Test album and delete it (and the photos in it) once you have your framing and logo sizing correct
- If your logo is too big or you have an alternate logo you want to use, set up a Hidden Sponsor
  - Sponsors -> Manage ->
     Hide this sponsor on your
     race website



#### **Best**

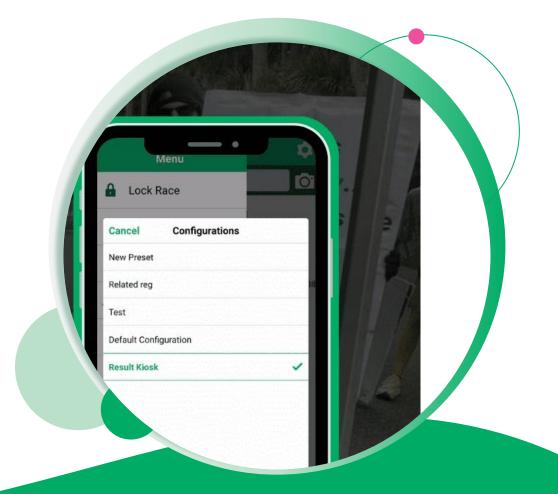
#### **Practices**

- Make sure your numbers are easily visible!
- 4 digit bib ranges are best
- Good "Kerning" helps just don't ask us to define it (kidding, it's the spacing between characters)
- If you're pulling photos, the url format is:

https://runsignup.com/Race/Photos/[raceID]/[set]/[bib]

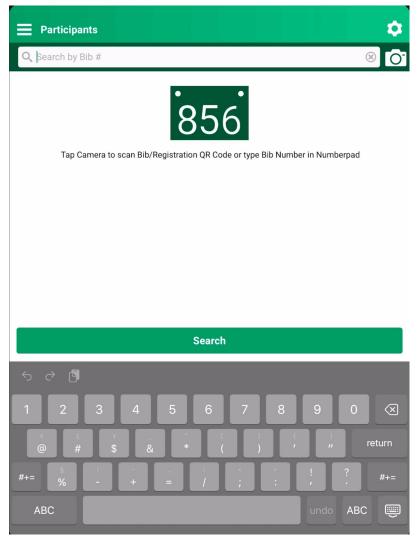


#### RaceDay CheckIn **Other Functions**

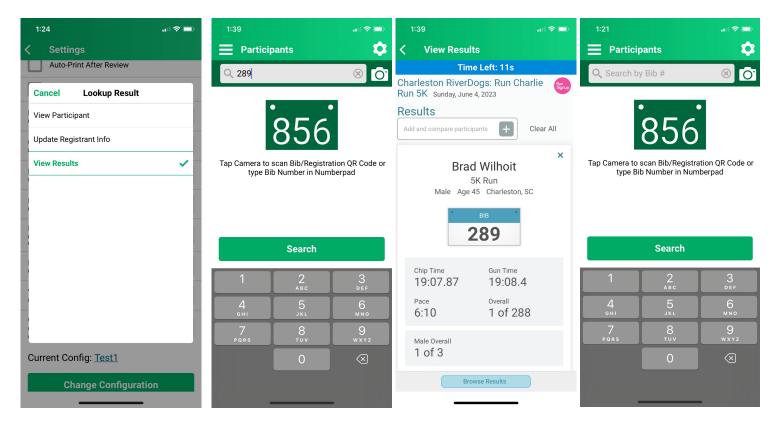


RaceDay CheckIn - Other Functions

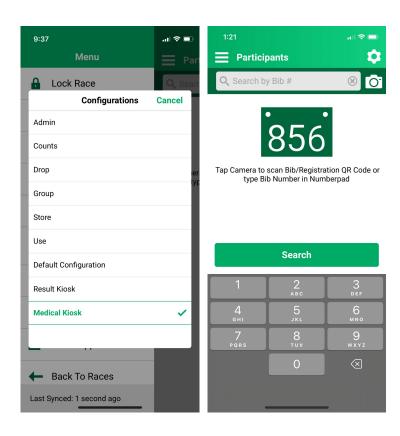
#### Results Kiosk

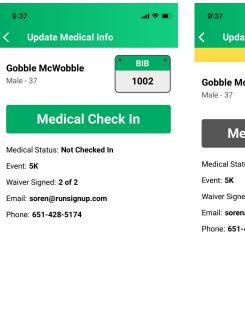


#### Results Kiosk



#### **Medical Tent**







Save

### Extend Your **Results**

- Timer Utilities use the RunSignup Results API to extend results to displays, receipt printers, and more!
- Read more about it here:
  - https://info.runsignup.com/2025/11/03/tim er-utilities/



Turkey Trot and RaceDay Suite

#### In Review

- RaceDay Registration
- RaceDay CheckIn (participant and volunteer)
  - Dynamic Bib Assignment
  - o Faster Group CheckIn
- RaceJoy
- Results
- RaceDay Photos
- Mobile Timing for Photos
- RaceDay CheckIn Other Functions
  - Results kiosk
  - Medical tent



### Questions?



## Thank You For Joining Us Today

Any questions?





