

# Memberships 101

*Overview of Membership Organizations*



# Today's Agenda

- Benefits & Use Cases
- Membership Organization Wizard
- Dashboard Features & Reporting
- Demo
- Upgrading from Legacy Clubs



# Memberships Overview

*Benefits & Use Cases*

 RunSignup



# Memberships Introduction

*Manage members, renewals, and finances all in one place.*

- Not just running clubs - Anyone that has a membership organization
- Core Benefits:
  - Membership Management
  - Outstanding Website
  - Automatic Renewals

My members are people (individuals, families, etc.)  My members are organizations (businesses, associations, etc.)

This setting will allow you to collect information for either an individual (personal information) or an organization (organization name, email, URL, address etc.) This setting CANNOT be changed after saving.

**Will there be an age limit for members?**  
 Yes

Age Limits:  to

You can limit the age of members joining this membership level by setting a minimum, a maximum, or a range. If you do not want to limit the age, leave these fields blank.

**Will this membership allow multiple members?**  
 Yes

Members allowed per membership:

Some memberships, like family, can have multiple members. You can allow multiple members and enter the maximum number allowed per membership. If you do not want to limit the number of members, leave the field blank.

**Will members be able to select their own start date?**  
 Yes

This setting will allow the user to select their own start date during registration. It will not prevent start dates from being backdated or set to the future by directors or by the system (e.g. for renewals).

**Will you allow multiple memberships to be purchased at once?**  
 Yes

This setting will allow multiple memberships of this type to be purchased in a single transaction during membership organization registration. If you allow registration in other events, this setting will not apply to those events. Registrants in other events will be able to purchase multiple memberships in a single transaction.

1 year for \$  Year ends on    Prorated

**Auto-Renewal Settings**

Memberships do NOT auto-renew.

Members can enable auto-renewal. Renewals will be attempted the **morning after their last membership date**.  
This option may cause the membership to lapse in the early morning, but provides members up to their membership end date to cancel auto-renewal.

Members can enable auto-renewal. Renewals will be attempted the **morning of their last membership date**.

Note: Changes to these settings will not impact members who already have auto-renew set up.

Renew at original membership price.  
If not checked, membership will be renewed at the new price at renewal time.

Default auto-renew checkbox to on when signing up.

# Membership Flexibility Duration

- Yearly
  - Ending on a specific day (I.E. 12/31)
    - Can be prorated or flat fee
- Monthly
  - Rolling (based on date of joining)
- Date Range
  - Specific dates
  - No auto-renewals
- Daily
  - Rolling (based on date of joining)

## Membership Levels

**Annual Individual Membership**  
from \$500

1 Year Membership: \$500.00

Join Now!

**Annual Family Membership**  
from \$700

1 Year Membership: \$700.00

Join Now!

**August Individual Membership**  
from \$150

August 1 - August 30 Membership: \$150.00

Join Now!

**August Family Membership**  
from \$200

August 1 - August 30 Membership: \$200.00

Join Now!

**Day Pass**  
from \$7

1 Day Membership: \$7.00  
7 Day Membership: \$30.00

Join Now!

**Daily Durations**

Example: A 7 day membership for \$25. You can have multiple daily durations.

1 days for \$ 5.50

**Yearly Durations**

Example: A yearly membership for \$100. You can only have one yearly duration.

1 year for \$  Year ends on    Prorated

# Membership Flexibility Type

- Individual
  - One person
  - Can be age-based
- Family
  - Multiple people under a single membership
- Organization
  - Organizations as members: I.E., running clubs are RRCA members, a company can be a Business District member, etc.

RunSignUp.com  
Edit Member Information

Save Cancel

Edit Membership Purchase  
Make changes to the membership or membership purchase info.

Edit Organization  
Make changes to organizations information.

Organization Info for Membership #945484

Moorestown Events Company

Organization Name *	Email Address	Organization URL	Address 1
Moorestown Events Company	info@runsignup.com	http://runsignup.com	300 Mill Street, Suite 200
Address 2	City	Country	State
	Moorestown	US - United States	NJ - New Jersey
Zip Code	Phone	Member Number	Member Since
08057	609-555-1212	1080	08/15/2024

What type of members will you have? \*

My members are people  
(Individuals, families, etc.)

My members are organizations  
(businesses, associations, etc.)

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Yes

You can limit the age of members joining this membership level by setting a minimum, a maximum, or a range. If you do not want to limit the age, leave these fields blank.

Will this membership allow multiple members?

Yes

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Will members be able to select their own start date?

Yes

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# Membership Flexibility

## Auto-Renew

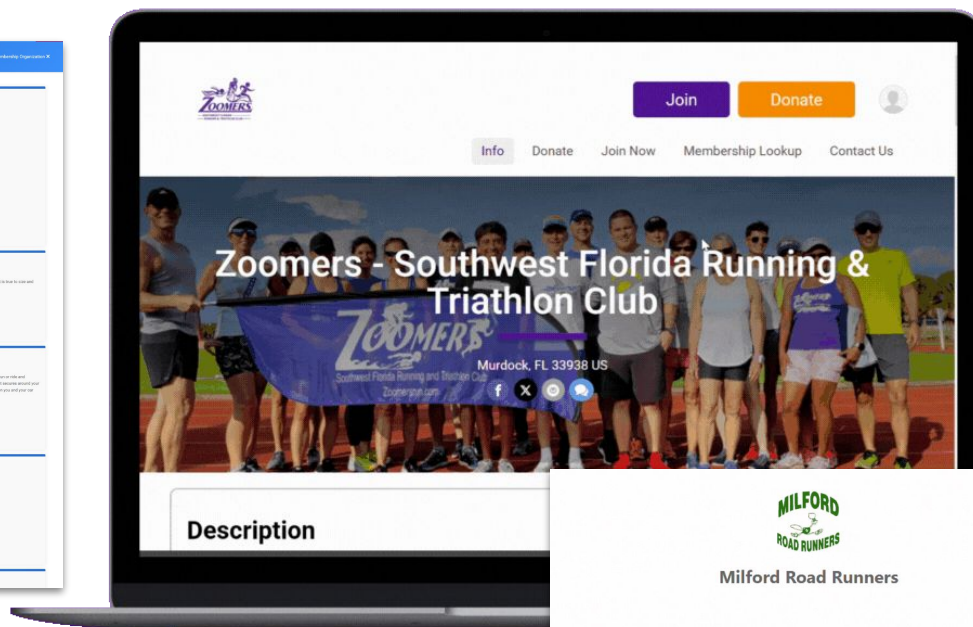
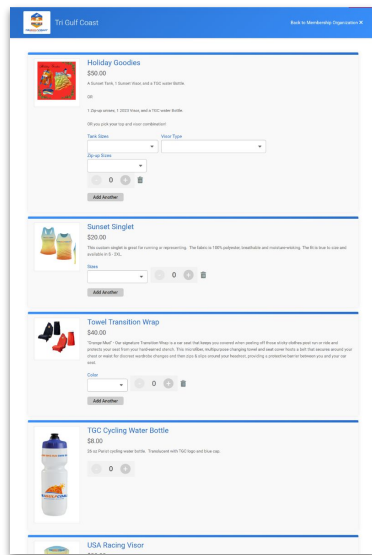
- Available for yearly, monthly and daily durations
- Can default the auto-renew checkbox, but members must agree to auto-renewal
- Can renew at original price, or at current price at time of renewal
- If legacy clubs are updated, auto-renew is available to current members after their next manual renewal

### Auto-Renewal Settings

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- Renew at original membership price.  
If not checked, membership will be renewed at the new price at renewal time.
- Default auto-renew checkbox to on when signing up.

# Generic Components

- Email
- Websites
- Store
- Donations
- Questions
- Information Collection
- Financials/Coupons
- Secure Access
- Notifications
- Waivers



## Zoomers Scholarship Fund Donation:

You can help by sending a donation to support our efforts.

Because Zoomers is a non-profit 501(c)(3) organization, your donations are tax-deductible.

Your gift makes a profound difference in the lives of kids who really need our help entering College.

Zoomers Southwest Florida Running & Triathlon Club is a group that is recognized as a non-profit through the Road Runner Club of America ("RRCA") nonprofit group exemption. ENI Tax ID 80-0192761.

You may also send a check or money order to:

Zoomers Southwest Florida Running & Triathlon Club  
P.O. Box 380276  
Murdoch, FL33938

\$  One Time

On Behalf Of

[Continue](#)



## Milford Road Runners

Greetings fellow frozen runners. I was very happy to see so many members at the Chilly Chili race on New Year's day and the weather was ideal for a race. I hope we get similar weather for the Winter Wonderland.

## Winter Wonderland Race

Plans for the Winter Wonderland race is progressing. Participants have historically registered for the Winter Wonderland race close to race day. I suspect they wait to see what the weather will be. We currently have 141 preregistered runners and 5 walkers which is 34 better than the same time last year. We are giving registrants the option of receiving a headband or a winter hat for running the race. So far, about 1/3 have selected a headband and 2/3 have selected a hat. I'm optimistic that we will have a good turnout for the race but it's still early.

Thank you to members that have volunteered to help at the race. Anyone that hasn't volunteered and still wants to can click on the button below to complete the volunteer sign up sheet. All the cool kids will be there.

[Volunteer Link](#)

# Club Membership Discounts

- Races (coming soon for Ticket Events)
- Discount
- Specific “Clubs”/Membership Levels
- Require membership
- Prompt to join club/member org

**Club Membership Discounts**

**Discount Information**

Date Effective From \* 02/09/2024  
Date Effective Until \* 06/01/2024

Discount Amount \* 50 % + \$ 0.00  
Enter in a discount percentage, fixed discount, or both.

Limit to Specific Events  
 Yes, limit by event.

**Applicable Clubs**  
Select the clubs whose members can take this discount.

Option 1: Allow Any Club  
 All members from any club on RunSignup

Option 2: Select One of Your Clubs  
 Bob Member Org 1  
 Bob's First Membership Org  
 MXC  
 Moorestown Running Company Running 101  
 Pikes Test  
 Test Club  
 US Obstacle Course Racing

Option 3: Other Clubs  
[Search for Clubs](#)

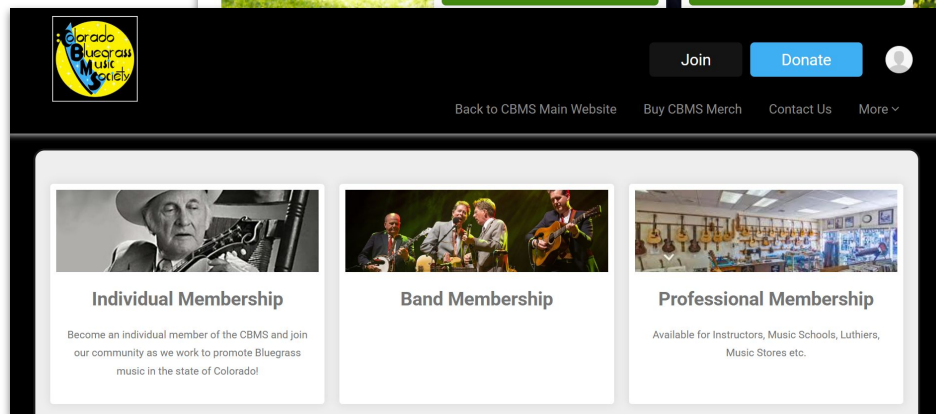
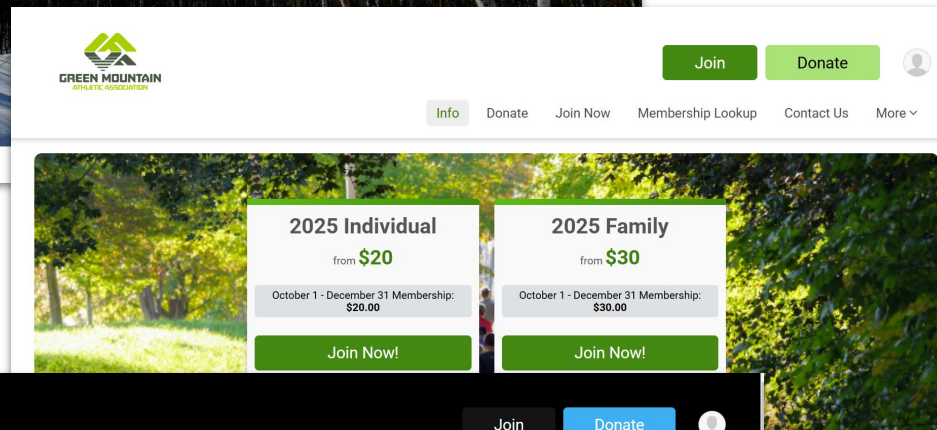
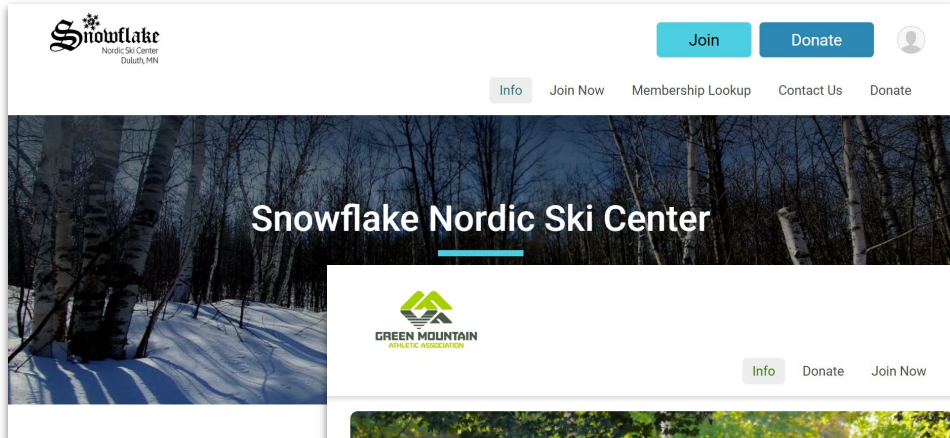
Only allow discount for specific membership levels. ⓘ

Bob Member Org 1: Silver Member  
 Bob Member Org 1: Gold  
 Bob Member Org 1: Family Silver  
 Bob Member Org 1: Family Gold  
 Bob Member Org 1: Monthly

# Use Cases

*More than Running Clubs!*

- Running/Cycling Clubs
- Zoos
- Museums
- Botanical Gardens
- Timers/Event Management Companies with membership discounts to build loyalty
- Professional Associations
- Non-profits



# Membership Organization Wizard

*Basic Setup*

 RunSignup



# Step 1: Basic Info

- Organization name and description
- Contact information
- Location information
- Website URL
- Website visibility
- Website logo
- Donations
- Gender options

The screenshot shows the 'Basic Information' step of the RunSignup membership organization creation wizard. The interface features a purple header with the RunSignup logo and a 'Help' button. Below the header is a progress bar with four steps: 1. Basic info (highlighted), 2. Levels, 3. Payment, and 4. Finish. The main content area is titled 'Basic Information' and contains several form fields: 'Name of Your Organization \*' with a text input field and examples below it; 'Description \*' with a rich text editor (TinyMCE) and a 'tinymce' logo; 'Contact Information & Links' with a 'Contact Email \*' field and two checkboxes for external website and Facebook links; and 'Location Information'.

## Step 2: Levels

- Level name and description
- Type of members
- Level purchase settings
- Pricing durations and renewal settings

Let's Create Your Membership Organization  
Virginia Ski Passes

1 Basic Info 2 Levels 3 Payment 4 Finish

Membership Levels

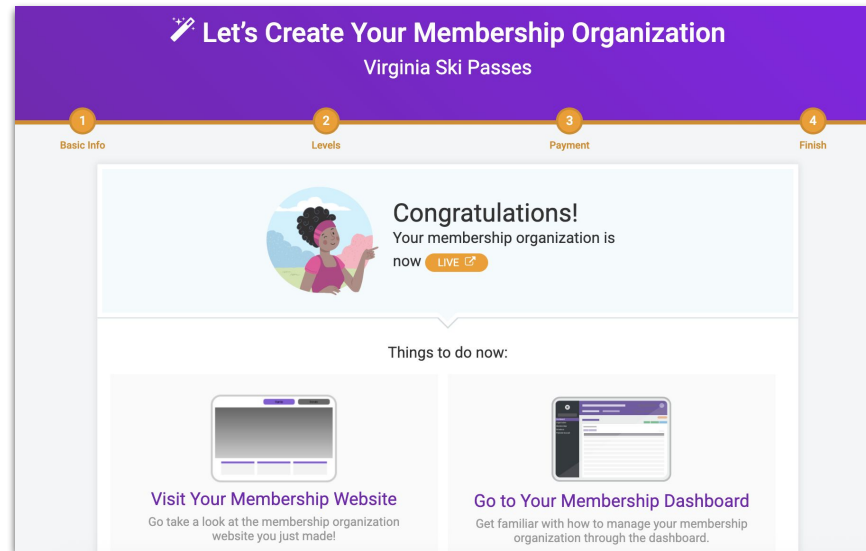
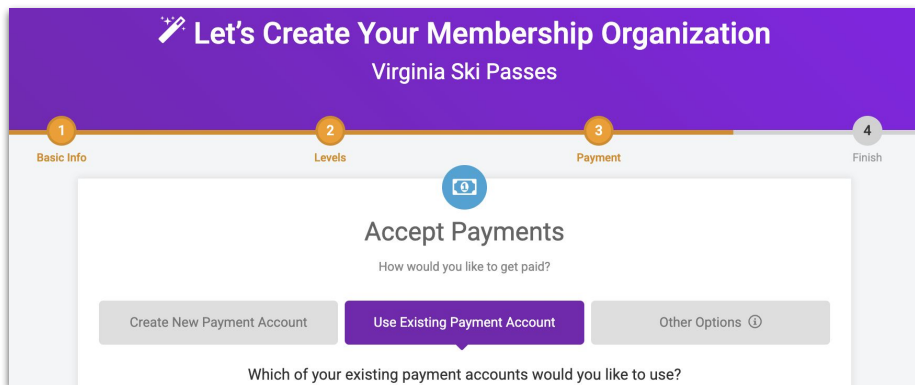
You don't have any membership levels yet.

Create a Membership Level

Save & Continue

## Step 3 & 4: Payment & Finish

- Payment account setup
- Access your website and dashboard



# Membership Organization Dashboard

Key Features

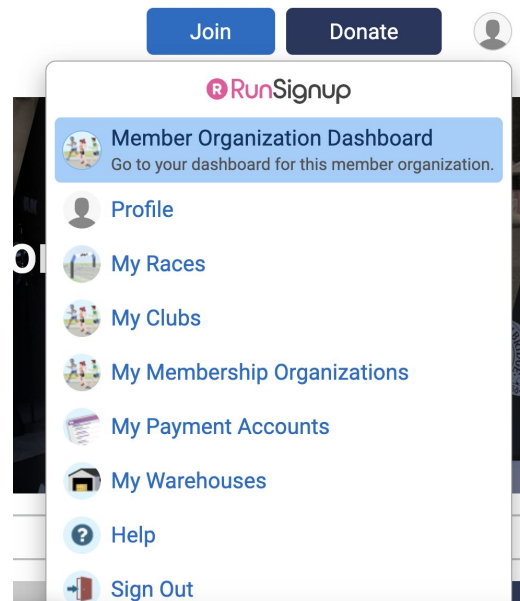
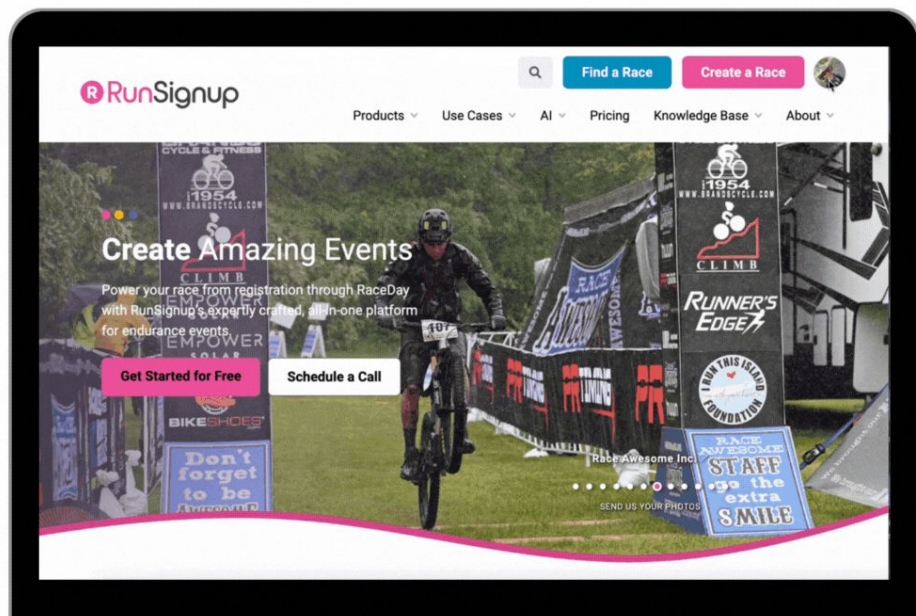
 RunSignup



# Access to Your Dashboard

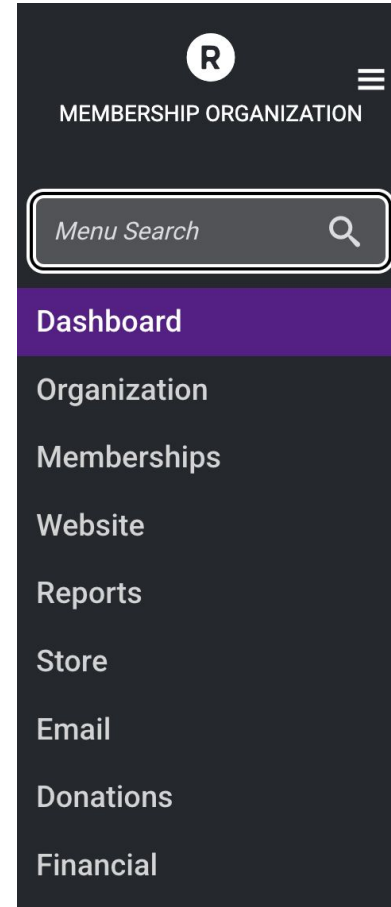
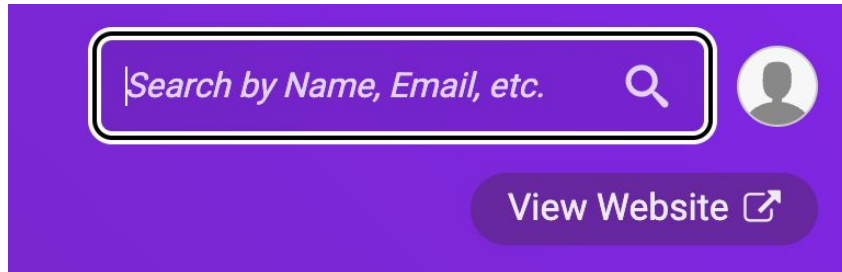
RunSignup.com  Profile Image  My Membership Organizations

Member Org Website  Profile Image   
Member Organization Dashboard



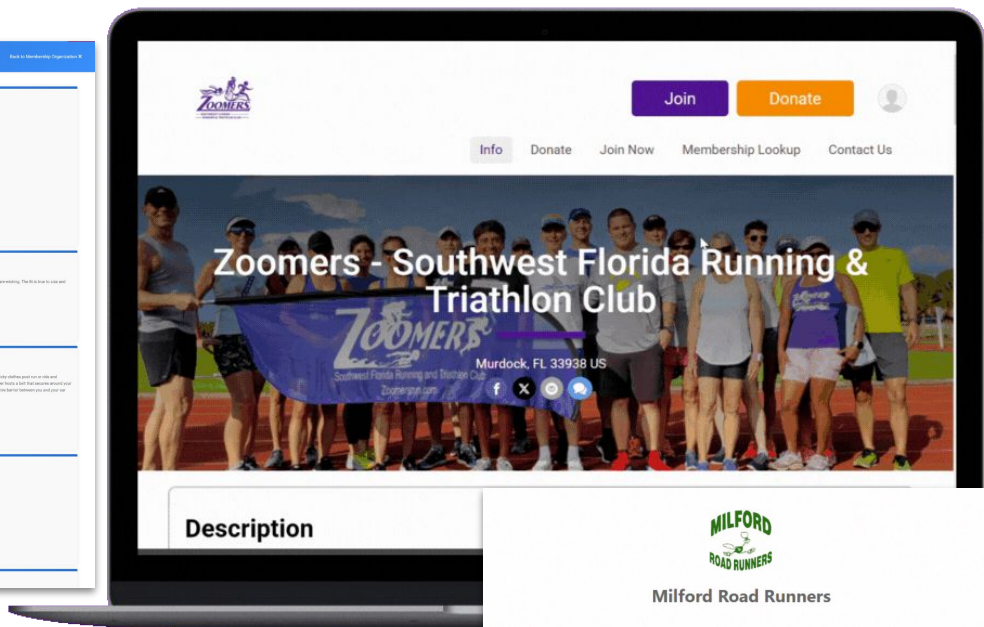
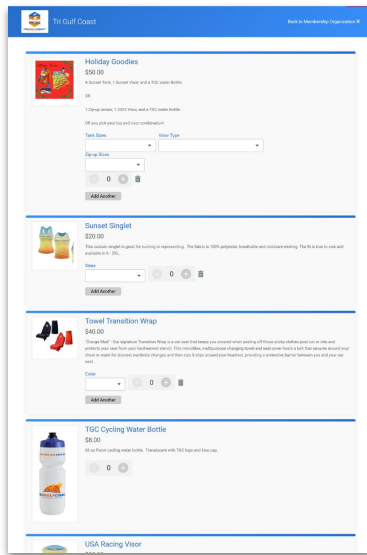
# Search Options

- Menu Search (top left): Dashboard tools and features
- Members Search (top right): Member information



# Generic Components

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- Questions
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[Volunteer Link](#)

# Dashboard Analytics

- Snapshot
  - Current snapshot
  - Click into the report for each item
- Cards
  - Key metrics
  - Customize/Add additional cards

Oct 21, 2025 9:33 AM Snapshot:

Memberships	Members	Expiring Today	Renewed Today	New Memberships	Transactions Today
969	1,964	0 Members: 0	0 Members: 0	0 Members: 0	\$59.30

Dashboard ⓘ

**# Memberships**  
Today

3  
Memberships

**# Memberships Comparison**  
Past Year

922 This Year    814 Last Year

[Customize](#)

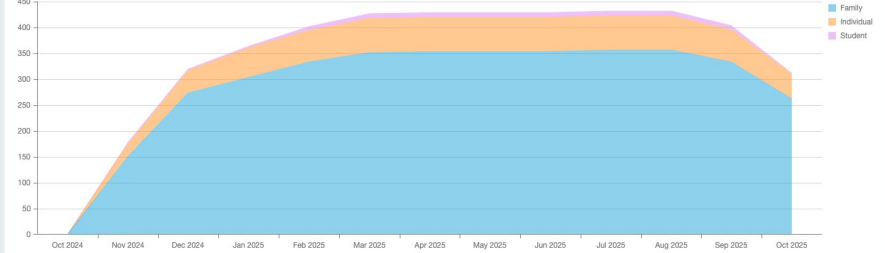
# Dashboard Analytics

- Members by Level
  - Active members at each membership level on the **first day of the month**
- Membership Overview
  - **Active** at any point during month
  - **Renewed** transaction during current month
  - **Expired** during current month and did not renew

Members by Level | Membership Overview

## Members by Level

Number of members at each membership level on the first day of each month. [How are these numbers calculated?](#)

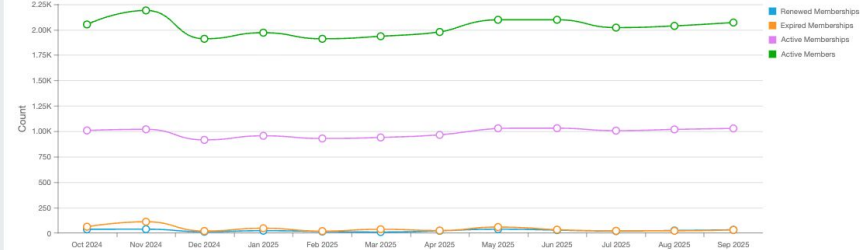


MEMBERSHIP LEVEL	OCT 1, 2024	NOV 1, 2024	DEC 1, 2024	JAN 1, 2025	FEB 1, 2025	MAR 1, 2025	APR 1, 2025	MAY 1, 2025	JUN 1, 2025	JUL 1, 2025	AUG 1, 2025	SEP 1, 2025	OCT 1, 2025
Family	0	152	274	304	334	352	354	354	354	357	357	334	263
Individual	0	24	43	57	61	66	66	66	66	66	66	62	48
Student	0	3	3	3	7	9	9	9	9	9	9	8	1
<b>Total Members</b>	<b>0</b>	<b>179</b>	<b>320</b>	<b>364</b>	<b>402</b>	<b>427</b>	<b>429</b>	<b>429</b>	<b>429</b>	<b>432</b>	<b>432</b>	<b>404</b>	<b>312</b>

Members by Level | Membership Overview

## Membership Overview

A summary of your membership data per month. [How are these numbers calculated?](#)



METRIC	OCT '24	NOV '24	DEC '24	JAN '25	FEB '25	MAR '25	APR '25	MAY '25	JUN '25	JUL '25	AUG '25	SEP '25
Active Members	2,051	2,189	1,910	1,970	1,910	1,935	1,977	2,097	2,097	2,020	2,037	2,070
Active Memberships	1,009	1,020	916	956	930	940	965	1,030	1,031	1,007	1,019	1,029
Renewed Memberships	37 Members: 102	38 Members: 102	13 Members: 23	23 Members: 42	15 Members: 33	10 Members: 20	22 Members: 42	38 Members: 73	29 Members: 79	19 Members: 38	25 Members: 51	32 Members: 62
Expired Memberships	62 Members: 134	111 Members: 250	20 Members: 27	47 Members: 85	19 Members: 24	37 Members: 75	25 Members: 51	59 Members: 134	33 Members: 81	22 Members: 49	22 Members: 53	31 Members: 58

# Self-Serve Portal

- Allow your members to manage their membership
- Select settings under **Memberships >> Self Serve Portal Settings**
- Add “Membership Self Serve” system page under **Website >> Website Builder**

## Self Serve Portal Settings

Help

Select the pages to display on the membership self serve portal. You can enable/disable the self service portal [here](#).

Update Question Responses

Add Member

Edit Member

Edit Organization

Manage Organization Access

Store

Cancel Membership

Page Settings

Page Title \*

New System Page

Max. characters: 32

System Page \*

- Become a Member
- Donate
- Store
- Membership Lookup
- Membership Self Serve

Assigning this page to a dropdown will make it a sub item.

Apply Settings Cancel

# Member Reports

- Individual Members
- Membership Purchases
- Expiring Members

## Expiring Members

Help

Search or Create a Report | Saved Reports

Expiration Start Date:  | Expiration End Date:  | Preset Filters:  | [More Search Fields](#)

[Search](#)

5 Members | [★ Create Saved Report](#) | [Edit Columns](#) | [Export Options](#)

MEMBERSHIP ID	NAME	EMAIL	MEMBERSHIP LEVEL	MEMBERSHIP START DATE	MEMBERSHIP END DATE
#1208711	Sam Smith	test@runsignup.com	Individual Membership	January 7, 2026	January 7, 2026

[Manage](#)

## Membership Purchases

Help

Search or Create a Report | Saved Reports

First Name:  | Last Name:  | Email Address:  | [More Search Fields](#)

You are currently viewing memberships that are active today. Click "More Search Fields" to adjust this date. Remove the date entirely to include memberships with a start date in the future.

[Search](#)

4 Membership Purchases | [★ Create Saved Report](#) | [Edit Columns](#) | [Export Options](#)

MEMBERSHIP ID	LEVEL	MEMBERS	MEMBERSHIP START	MEMBERSHIP END	MEMBERSHIP COST
#1210820	Organization Membership	★ <a href="#">RunSignup</a>	January 11, 2026	January 1, 2027	\$0.00
#1208703	Family Membership	★ <a href="#">Sam Smith</a> <a href="#">Jane Smith</a>	January 7, 2026	January 6, 2027	\$0.00

[Manage](#)

# Financial Summary

- Financial Summary
  - Transactions
  - Fees
  - Refunds
  - Holdbacks
  - Adjustments
  - Amount owed

Totals		
TYPE	EXPLANATION	TOTALS
<a href="#">Transactions</a>	Total Credit Card Payments for your memberships.	+\$211.16
Transaction Processing Fees	Processing fees paid to RunSignup for your memberships.	-\$10.66
Other Transaction Fees	Other fees deducted from total transaction amount.	-\$6.24
<a href="#">Refunds</a>	This includes any refunds made for your memberships.	-\$0.00
Refund Processing Fees	RunSignup fee for processing refunds.	-\$0.00
<a href="#">Holdbacks</a>	Funds being held for your membership organization, primarily for refunds and chargebacks.	+\$0.00
<a href="#">Adjustments</a>	See the description on each adjustment for more details.	+\$0.00
<b>Owed to Membership Organization</b>	<b>Net Owed to Membership Organization</b>	<b>+\$194.26</b>
Payments	Checks and Direct Deposits Made to the Membership Organization.	-\$194.26
<b>Balance Owed</b>	<b>Net Owed to Membership Organization after Payments Made.</b>	<b>\$0.00</b>

# Additional Reporting Options

- Summary Reports
- Saved Reports: Specific search fields and columns

Summary Reports

Search for the report you are looking for

Analytics & Marketing  Memberships  Store

**Members by Level**  
An overview of the number of members at each membership level on the first day of each month. >

**Membership Overview**  
A summary of your membership data per month. >

**Membership Sales Summary Report**  
Overview of the number of membership sales by membership level. >

**Date of Purchase Report**  
Report showing memberships purchased within a specified date range. >

**Store Purchases**  
Store item purchase summary. >

**Question Responses**  
Summary of all responses made to questions. >

**Financial Summary Report**  
Key financial indicators and trends. >

1 Search Fields 2 Report Columns 3 Customize Columns 4 Confirmation

Selected Report Columns

<input checked="" type="checkbox"/> Membership ID	<input type="checkbox"/> Member Numbers	<input checked="" type="checkbox"/> Level	<input checked="" type="checkbox"/> Status
<input checked="" type="checkbox"/> Members	<input checked="" type="checkbox"/> Membership Start	<input type="checkbox"/> Membership End	<input type="checkbox"/> Purchase Date
<input type="checkbox"/> Purchase Type	<input checked="" type="checkbox"/> Membership Cost	<input checked="" type="checkbox"/> Auto-Renewal Info	<input type="checkbox"/> Amount Paid
<input type="checkbox"/> Last Modified	<input type="checkbox"/> Store Payment Info	<input type="checkbox"/> Store Items	<input type="checkbox"/> Custom Questions
<input type="checkbox"/> Offline Payment	<input type="checkbox"/> Imported		

Search or Create a Report  1

Renewals

- 
- 
-

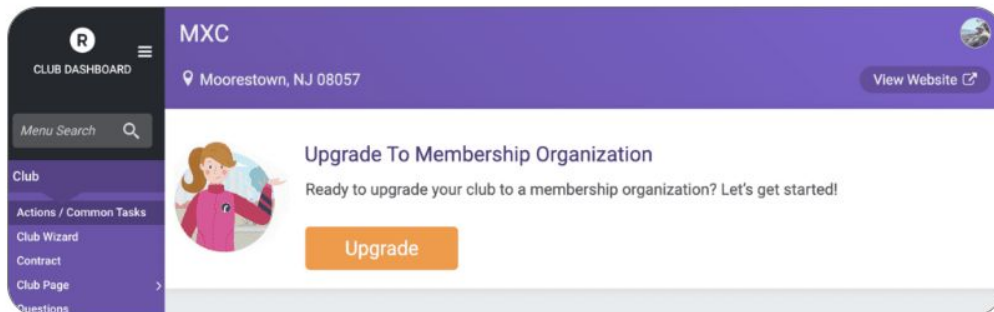
DEMO

 RunSignup



# Legacy Club Upgrades

- Click “Upgrade” in existing Club Dashboard
- New Tools/Updates:
  - Updated UI
  - Auto-renewal
  - Websites V2
  - Email V2
  - Store V2
  - Membership Self-Serve
  - No Password Required
- View old content under “Legacy Content” tab



**Welcome to Memberships!**

Let's upgrade your legacy club to our state of the art membership system! Because we are upgrading to new feature systems, some legacy content and settings will not be shown in the new membership system (see details below). **This content will not be lost.** Once the upgrade is completed, you will be able to access this legacy content from your Membership Dashboard and manually copy it over to the new membership system.

Information and settings that will carry over to the new system:	Information and settings that will NOT carry over to the new system:
<ul style="list-style-type: none"><li>✓ Basic club information (including name, description, address)</li><li>✓ Club logo</li><li>✓ Club URLs</li><li>✓ All memberships (current and expired)</li><li>✓ All membership levels and pricing</li><li>✓ Membership number settings</li><li>✓ Club directors</li><li>✓ Custom waiver</li><li>✓ Payment account details</li><li>✓ Sales tax settings</li></ul>	<ul style="list-style-type: none"><li>✗ Custom website content</li><li>✗ Donation settings</li><li>✗ Email marketing V1 settings, templates, lists, draft and sent emails</li><li>✗ Coupon settings</li><li>✗ Club store settings, items and orders</li><li>✗ Non-director club access</li></ul>



# Thank you!

