Email V2

RunSignup 101

Meet the Onboarding Team

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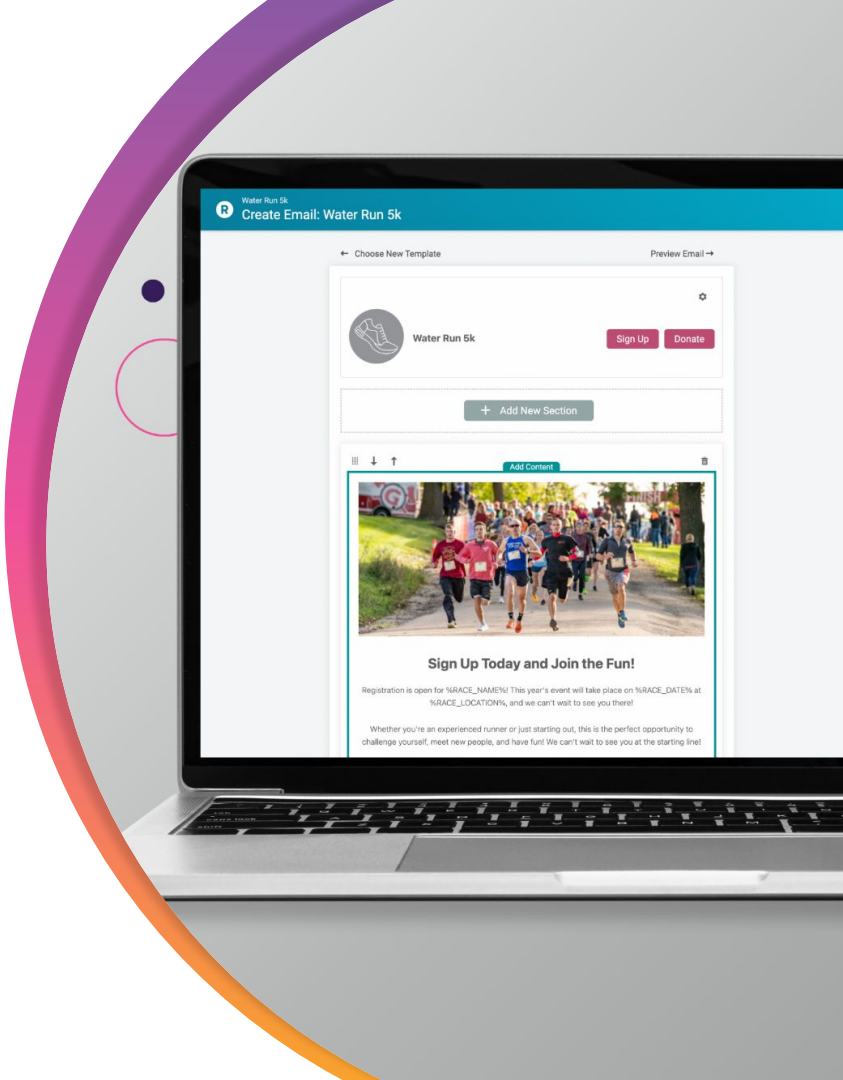
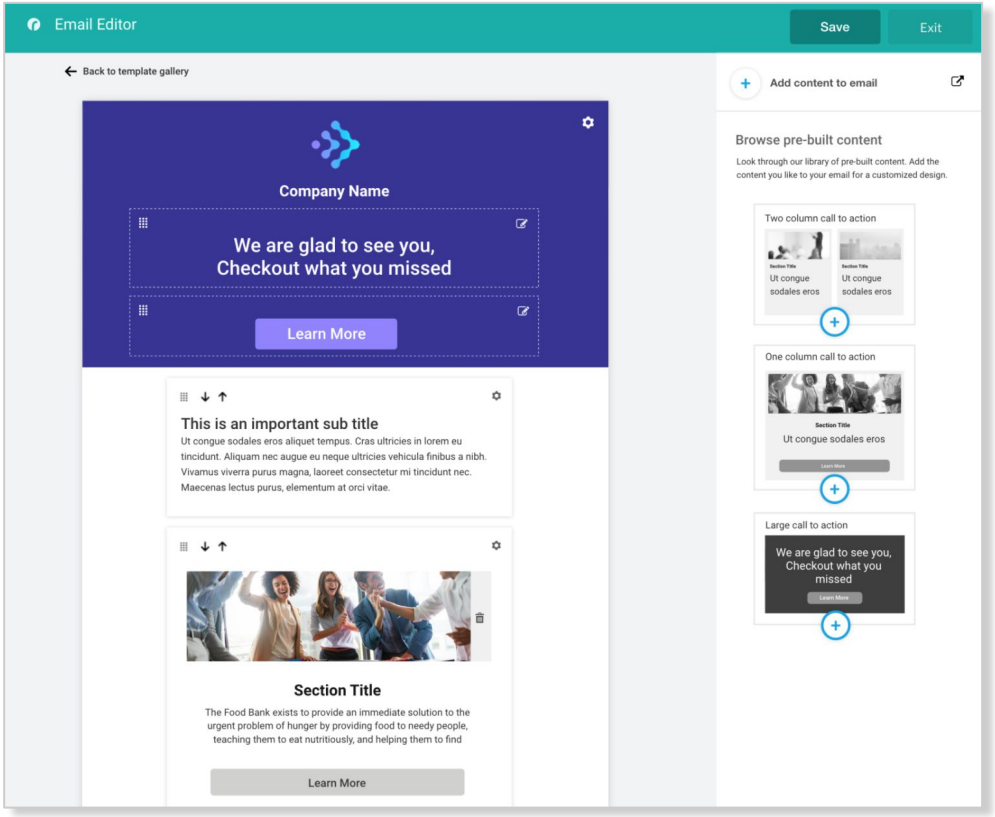
Today's **Agenda**

- 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!

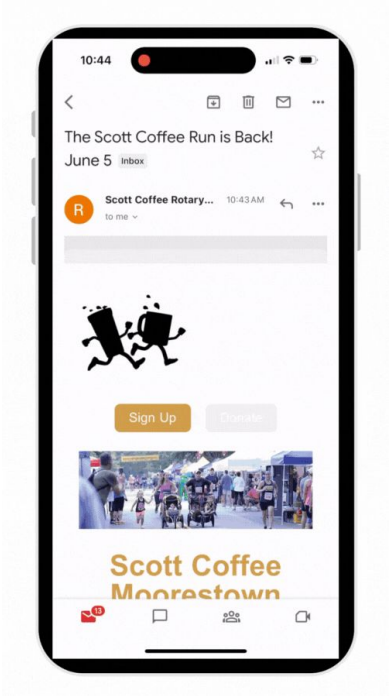
We have created a next generation email system with ***free and easy*** to use features for small businesses and nonprofits to generate more revenue, grow their events, and engage their attendees.

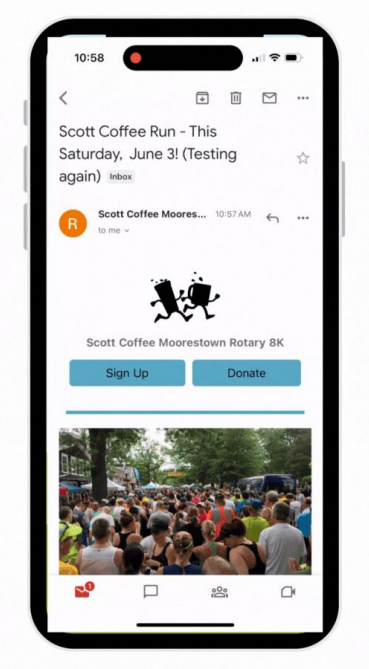
Why Email V2?

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%



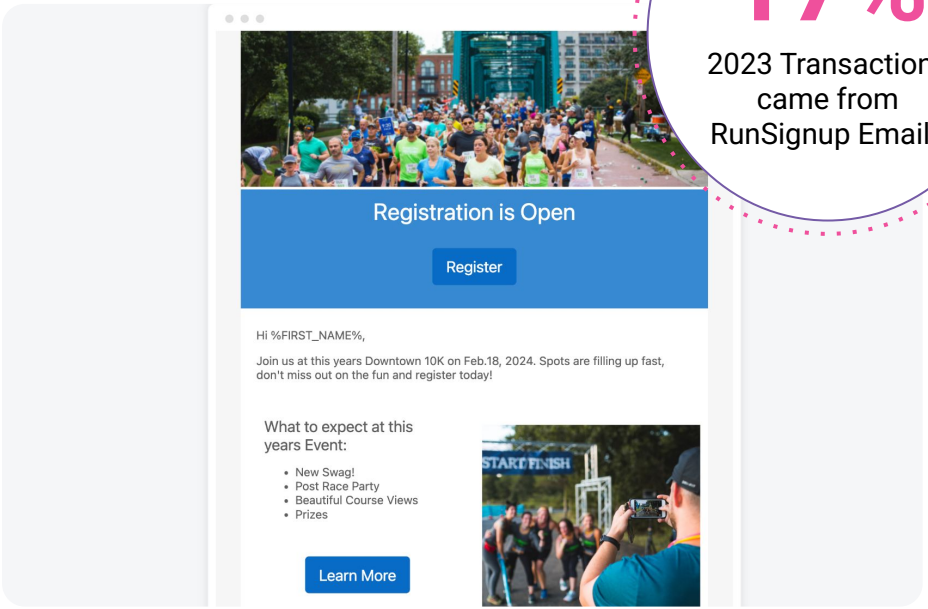


Emails Matter

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

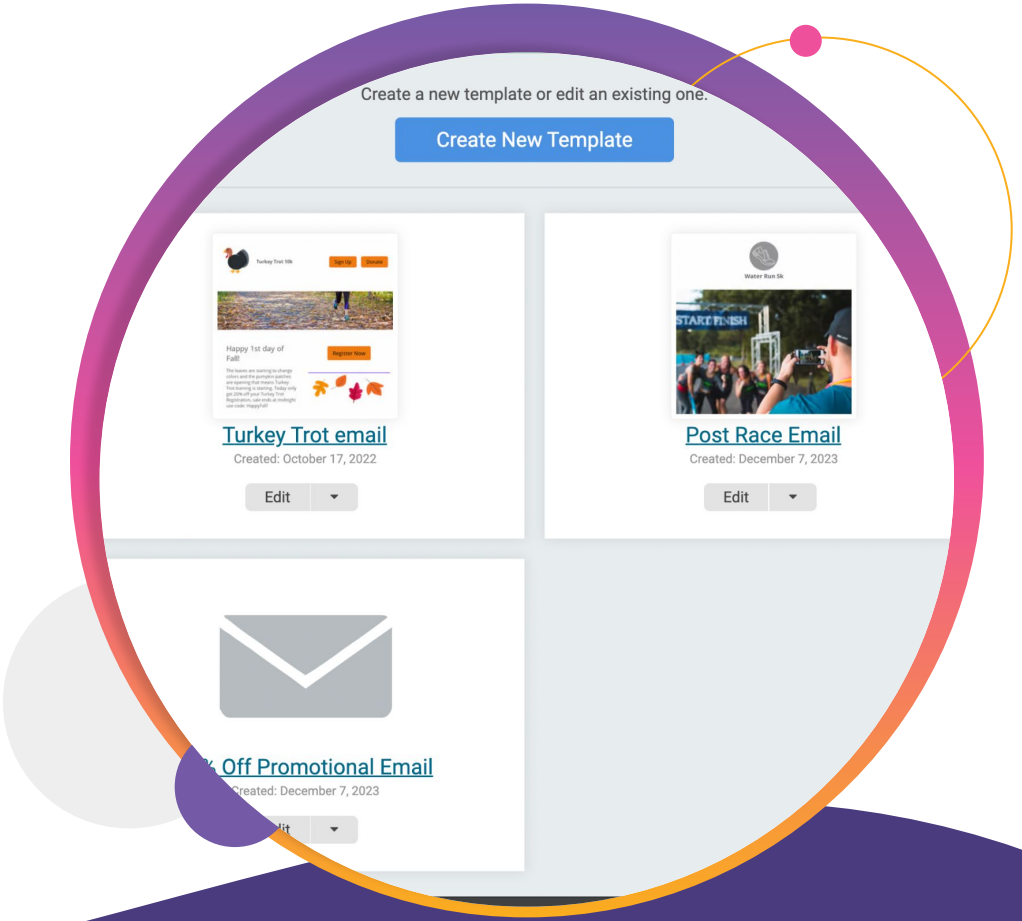
By utilizing RunSignup's free email tools, customers collectively saved an estimated $7.7 million in 2024 compared to costs associated with platforms like Mailchimp and Constant Contact



17%

2023 Transactions came from RunSignup Emails

Building Emails in Email V2



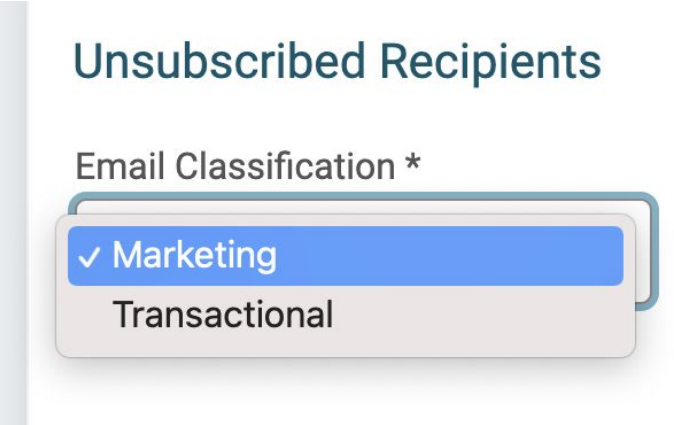
DEMO

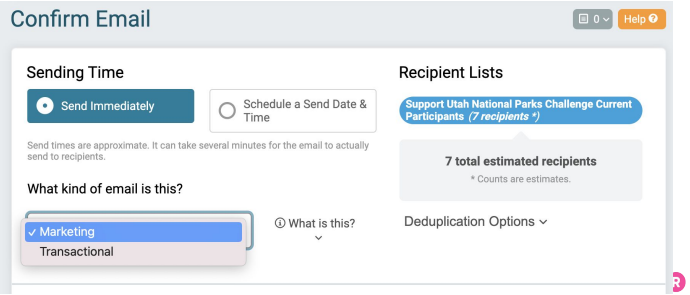
What's the difference between Marketing and Transactional Emails in Email V2?

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.

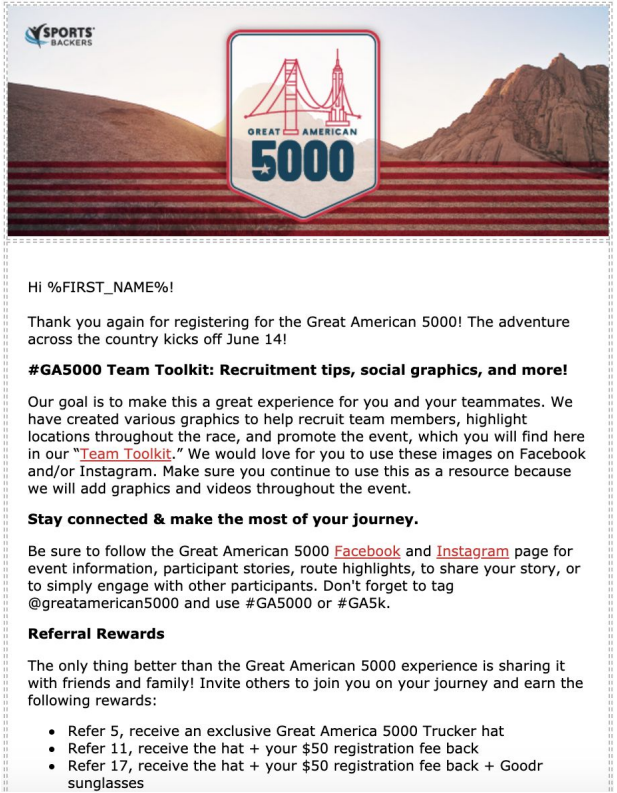
Transactional
Event Communications - Pre-race logistics emails, Weather updates, etc.





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)



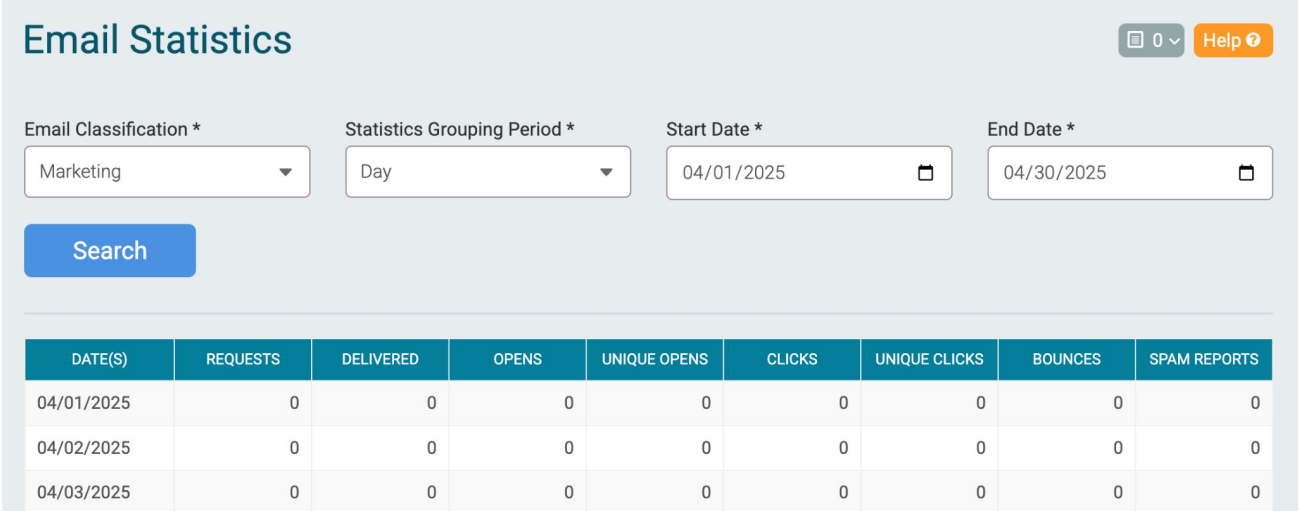
PROMOTE
Teams

PROMOTE
Social Media

PROMOTE
Referral Rewards

DASHBOARD LOCATION Email V2 > Automated Email

What does the email report capture?



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

DASHBOARD LOCATION Email V2 > Send Email

Q&A

Thank You For **Joining Us Today**

GiveSignup RunSignup TicketSignup