

Keep Your Races:

Make Your Value Visible

How to Communicate What You Bring to Race Day

— *Presenters: Soren Larson & Shelly Harris*

• RaceDay | • RunSignup



Today's Agenda

- Why it Matters
- Ways to Make Your Value Visible
- Making Use of Data on RunSignup
- Keep Your Races Series
- Q&A



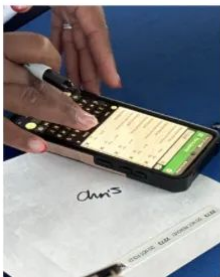


Keep Your Races

Ways To Level Up

1

New Services



Such as Live Participant Tracking, CheckIn app, or Photos

2

Add To Existing



Such as Chip-Based Tracking, Automated Photos at Finish, Video Feeds

3

Make Your Value Visible



Provide Post Race Reports



Why it Matters

The gap between what you deliver and what race directors know you deliver

Race Directors See the Finish Line

What they see

- The timing clock at the finish
- Results posted on the race website
- Participants crossing the line
- A smooth, stress-free race morning

What you actually delivered

- Chip timing for 3 distances
- Real-time RaceJoy tracking for all participants
- SMS alerts to 1,247 finishers
- Automated finish line photos to every runner
- Live results feed to the announcer tablet
- Dynamic check-in + bib assignment
- Race website setup and maintenance
- Post-race scoring and results certification

Perception Is Reality

"Without a tangible record of what you delivered, a race director's mental shorthand is: they scored the race."

WHAT YOU DELIVERED

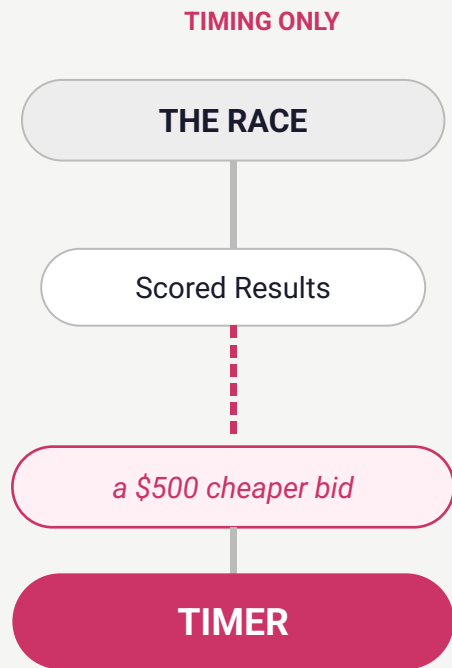
- 8 services: timing, tracking, photos, check-in, alerts, website & more
- 1,247 finishers scored across 3 distances
- 4,100+ photos delivered to participants
- 2,847 RaceJoy alerts sent to runners and spectators

WHAT THEY REMEMBER

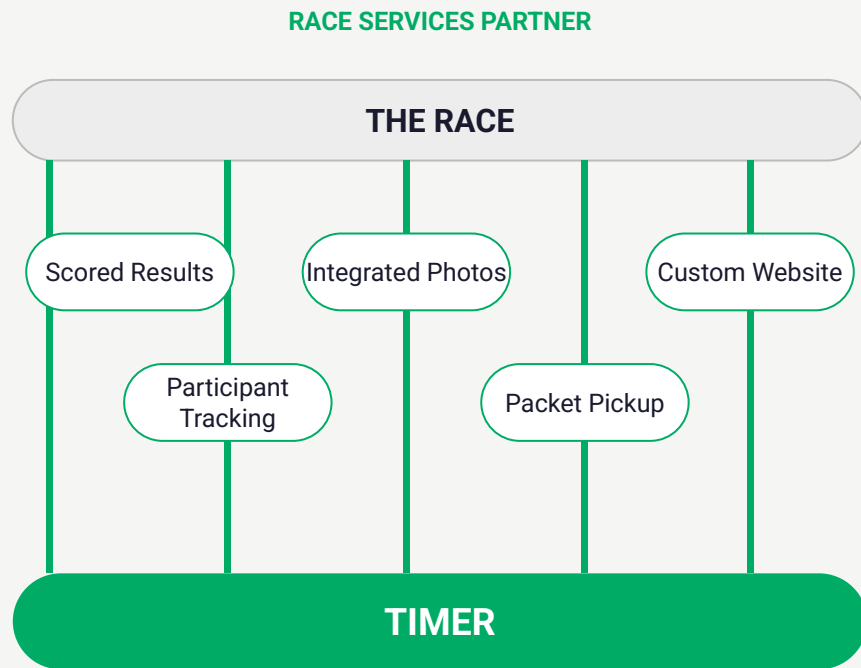
*"The timing went fine.
No complaints."*

This is what 'Keep Your Races' really means:

Make Apples-to-Apples Comparisons Impossible



One comparable line item --
the cheaper bid wins.



Five services deep --
no other proposal looks the same.

The post-race report is the proof -- a tangible record of every service in that right column.

3 Choose What's Remarkable

You can't do everything at once. When deciding what to add, upgrade, or report on first — run it through this filter:

REMARK-ABLE

Will people talk about this?

Real-time photos for every finisher. Live GPS tracking for spectators. Sponsor watermarks on 4,100 photos.

These generate organic word-of-mouth that extends your reach to runners and race directors you've never met.

GIVES YOU VISIBILITY

Will they connect it is from you?

A post-race report with your logo and colors, sent 48 hours after the race. Your branding on the results page.

Persistent, branded touchpoints that keep your name attached to the value you created.

A post-race report clears both bars — and it's the highest-leverage move for timers who aren't ready to add new services yet.

Ways to Make Your Value Visible

Marketing your race timing services

Your Website: People Scan, They Don't Read

Most timer websites describe services in a paragraph. That paragraph gets skipped. You need a dedicated services page with scannable cards — specific technologies, not vague descriptions.

Include your RunSignup Timer Certification badges — they signal credibility, appear in timer search results, and show race directors you've done the work.

Our Services

Official Results

RACE RESULT · MYLAPS
RaceDay Scoring
Results Distribution: web, QR
code scans, kiosks

Photo-based timing available

Participant Tracking

SMS finish alerts
GPS continuous (RaceJoy)
Chip-based predictive pace

Check-In & Packet Pickup

RaceDay CheckIn App
Bib management
Dynamic bib assignment
Packet pickup management
Volunteer management

Race Photos, Video

Automated finish, on course
captures
Auto bib tagging
Results integration
Sponsor watermarks
Finish line video stream

Registration & Website

RunSignup platform
Registration management
Fundraising
Custom race websites
Email communications

Equipment Rentals, Swag

Clocks · Tablets · Wi-Fi
Start/finish structure
Timing mats · Cones
Race shirts · Medals

RaceDay Timer Certified:



Your Email Signature: Free Advertising on Every Send

Every email you send is a marketing touchpoint. Most timer signatures are just a name and phone number — a missed opportunity.

List the services you want to grow. Include your certification badges. Race directors will see it every time they email you — before and after races.

Re: Results from Saturday — thank you!

Hi Sarah, great working with you at Mountain Ridge Run. Post-race report attached. Looking forward to next year!

Alex Chen

Owner, PaceSetter Timing

(555) 867-5309 · alex@pacesettertiming.com · pacesettertiming.com

Services:

- Chip Timing (MYLAPS · RACE RESULT · RaceDay Scoring)
- Live Tracking + SMS Alerts via RaceJoy
- Race Photos — AI-tagged, delivered to every finisher
- Check-In Management + Dynamic Bib Assignment

RunSignup Certified:



The Post-Race Report: Your Most Powerful Tool

Sent while the race is top of mind

Delivered 24-48 hours post-event, when race directors are still evaluating what worked and thinking about next year's contract.

Makes the invisible visible

SMS notifications, photo views, RaceJoy sessions, check-in counts — none of this appears anywhere else. You have to tell them.

Differentiates you from every competitor

Very few timers send post-race reports. The ones who do become the standard every other timer is measured against.

Creates a paper trail of value

Renewals go more smoothly when the race director has a year of documented service in front of them — not just a memory.

7 Example: The Quick Report

POST-RACE REPORT · Mountain Ridge Run · June 7, 2026

1,247

Finishers Scored

2,847

RaceJoy Alerts

4,100+

Photos Delivered

1,389

Check-Ins

Equipment & Technology

Timing: MYLAPS BibTag · Finish line gantry · 8 mats · 12 readers · 4 tablets

Tracking: RaceJoy GPS + chip-based predictive pace for all participants

Photos: Automated finish capture, AI-tagged, delivered within 2 hours of race

Check-In: RaceDay CheckIn with dynamic bib assignment — 1,389 processed in 38 min

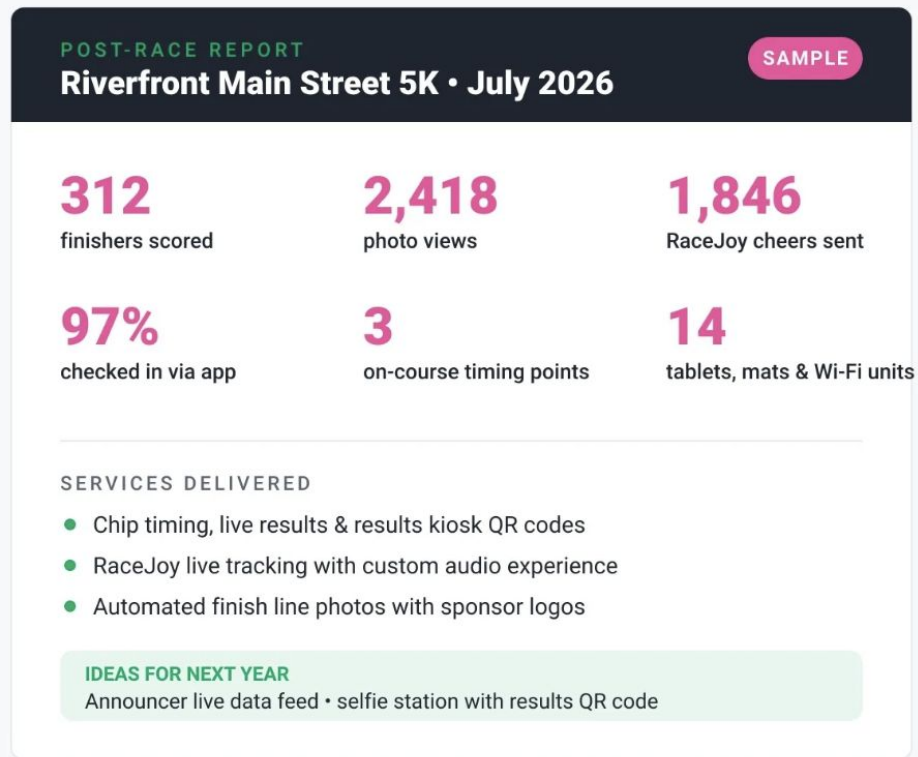
PaceSetter Timing · alex@pacesettertiming.com · (555) 867-5309 · pacesettertiming.com

**Takes 5 minutes to build.
Short and to the point.**

A simple summary sent the Monday after the race is more impactful than any sales call.

Format: 1-page PDF · Send: 24-48 hrs post-race

7 Example: The Quick Report



Numbers prove the work was used, valued, and noticed — not just “they scored the race.”

**Takes 5 minutes to build.
Short and to the point.**

A simple summary sent the Monday after the race is more impactful than any sales call.

Format: 1-page PDF • Send: 24-48 hrs post-race

Paste your dashboard numbers into Claude, ask for a post-race report, download as PDF — done.

Example: The Full Report — Branded, Visual, Memorable

A complete report is a deliverable, not just a summary. It's branded to the timer, not to RunSignup.

Cover

Race name + date
Your logo & contact info
Branded to your company

By the Numbers

Large stat callouts
Finishers, photos, alerts,
check-ins, RaceJoy users

Service Breakdown

Section per service
Equipment used + metrics
Participant experience

Visual Evidence

Select race photos
RaceJoy map screenshot
Check-in timeline chart

Race Director Notes

Brief narrative of the day
What worked, improvements
planned for next year

Next Year

Services they're not using yet
Warm renewal opener
CTA to book next race

[> Flying Ace Example](#)

Build It With AI — In Under 20 Minutes

1

Gather your data

Pull your numbers from the RunSignup timer dashboard: finishers by distance, check-ins processed, RaceJoy sessions, photos delivered, SMS alerts sent.

2

Open Claude (or any AI tool)

Paste your data and a simple prompt: "Create a post-race report for [Race Name] using this data. Navy and green. My logo is [attached]. Include my contact info."

3

Download, brand, and send

Save as PDF. Add your logo. Send within 48 hours while the race is still fresh. The race director is still evaluating their experience — that's your window.

Pro tip

Build one report as a template. After that, each new race takes 10 minutes — swap the race name, drop in the numbers, done.

Ask Claude to write the narrative paragraph based on the data. Ask it to match your brand colors. Ask it to suggest what services to highlight for next year based on what was used.

You can even ask it to create a PDF-ready version you can download directly.

The goal is simple:

**Move from
"they scored the race"**

to

**"I can't imagine race
day without them."**

Now let's show you how to build it. →

Stats: Notification Reports

The most basic results features are the ones that might surprise organizers the most

If you are setting up SMS/Email Notifications, make sure that organizers know how much this is being used! It is often a features that is “set and forget” and people aren’t returning to see how much interaction it may be driving.

Share the total notifications set up, split notifications (if you have splits), and how many notifications were sent out.

Notification Requests

Total Notifications Set Up	4
Notifications set up for both SMS and email count as 1 notification.	
Total Split Notifications Set Up	4
Split notifications must be enabled by RunSignup.	
Total SMS (Text Message) Notifications Set Up	4
Distinct SMS Phone Numbers	1
Phone Opt-Ins	1
Not applicable prior to March 4th, 2014.	
Pending Phone Opt-Ins	0
Phone Opt-Outs	0
Total Email Notifications Set Up	2
Distinct Email Addresses	1
Total SMS Notifications Sent	3
Includes notifications intended for phones that had not opted in.	
Total Email Notifications Sent	2
Total Notifications Sent	5



DASHBOARD
LOCATION

RaceDay Tools >> Results >> Result Notification Reports

Stats: Finishers, Starters, Timing Points

Entire Race | 3388 Participants

~8:00:00.4 AM

First Finisher Overall

8:00:00.4 AM

Last Finisher Overall

10:29:02.9 AM

Non-Starters:

2337 (69%)

Disqualified:

0 (0%)

Dropped:

0 (0%)

Does Not Qualify:

0 (0%)

In Progress:

3/1051

Finishers:

1048/1051

Half Marathon | 3388 Participants

8:00:00.4 AM

First Finisher

8:00:00.4 AM

Last Finisher

10:29:02.9 AM

NON-STARTERS

2337 (69%)

DISQUALIFIED

0 (0%)

DROPPED

0 (0%)

DOES NOT QUALIFY

0 (0%)

Available as soon as the last finisher crosses the line

Use the Race Progress area on the RaceDay Scoring Dashboard for at-a-glance counts for the counts of Non-Starters and Finishers.

Make sure to include the full stats rolled up (all events), as well as an event-by-event breakdown.

Stats: CheckIn



CheckIn Stats

Let the Organizers know how many people were checked in - a great stat at a glance and one that pairs well with non-starters.

Go a step further and look at the CheckIn time data to help confirm that they're staffed appropriately or give advice on staffing and Packet Pickup shift times.



DASHBOARD
LOCATION

RaceDay Tools >> RaceDay CheckIn >> CheckIn Stats



Stats: Photos

Photo Stats: Photos Taken and Photos Tagged

With the increased focus and benefit of using RaceDay Photos, these stats will increase greatly and be important to share with organizers.

Showing a raw count of photos is one helpful piece of data, but it's also important to highlight how many of those photos were actually tagged.

Depending on when you send this report, you may also want to find the "View" count on each album.

Basic Mode | **Advanced Mode** | [Search Photos](#)

Search Photos

Album: --- All Albums --- | Bibs: Untagged & Tagged | Bib Number: | Sort Order: Date Taken (Ascending)

[Filter Photos](#) | [Cancel](#)

5644 Matching Photos

Location: All Photo Albums | Bibs: Untagged & Tagged



DASHBOARD
LOCATION

[Photos](#) >> [View & Manage Photos](#) >> [Advanced Mode](#)



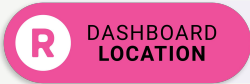
RaceJoy: Usage

RaceJoy Usage: Spectators and Event Analytics

When sharing the stats from RaceJoy, one of the key points is making sure the organizers understand that each spectator is someone that they have reached directly that is not already in their event ecosystem.

Share the number Timing Alerts, Participants **AND** Spectators, and make sure to highlight the number of clicks each banner ad got.

	Participants	461
	Spectators	341
Additional Statistics		
	GPS Tracked Participants	439
	Progress Timing Alerts	2,209
	Timing Twitter Tweets	694
	Cheers Delivered	1,018
RaceJoy App Event Analytics		
Data is from 90 days before race event start through race event end of the currently selected year.		
Event		Count
Homepage visit		15,571
Facebook share		34
Twitter tweet		5
App review submit		20
App review defer		137
Facebook invite		16
Event	Link	Count
Homepage banner ad click	https://runsignup.com/Race/NJ/Moorestown/RaceJoyRocksbyRunSignup	59
Homepage banner ad click	https://runsignup.com/Race/Results/93041/	24
Homepage banner ad click	https://www.racejoy.net/	70



RaceDay Tools >> RaceJoy >> Usage



Session 1

On Demand

WEBINAR SERIES

A RACE RETENTION SERIES FOR TIMERS

Keep Your Races: Level Up Your Services

Free Tools & Features to Offer More at Every Race



Session 3

August 4 12pm ET

WEBINAR SERIES A RACE RETENTION SERIES FOR TIMERS

Keep Your Races: Offer Free, Integrated Photos

Results Integrated Photos Differentiate Your Services



Workshop Wednesdays

New link for signing up:

<https://calendly.com/rsu-race-day-tools/workshop-wednesday>

- Participants can bring their own requested topics, questions, or scenarios
- Directed focus will vary from week to week based on the season, recent releases to the software, and Timer Tip Tuesday topics
- Up to 12 people per workshop
 - 10am or 12pm EASTERN TIME
- **Workshops will not be recorded**



Questions?



Thank You For Joining Us Today

Any questions?

