

A group of cyclists are racing on a paved road that curves through a grassy field. In the foreground, four cyclists are visible from behind, wearing various colored jerseys and helmets. Their race numbers are visible: 55, 103, 124, and 104. The road is surrounded by tall grass and trees in the background. The sky is clear and blue. The overall scene is a dynamic and competitive cycling race.

Race Renewal

RunSignup 101

Meet the Onboarding Team



Whitney Taylor
Onboarding Account
Representative



Katie Atherton
Onboarding Account Manager



Blaire Loman
Senior Onboarding
Manager



Lauren Bergren
Senior Retention Account Manager



Madison Braswell
Onboarding Account
Representative



Ashley Cowan
Onboarding Account
Representative



Shona Price
Onboarding Account
Representative



Today's **Agenda**

01 Why Renew

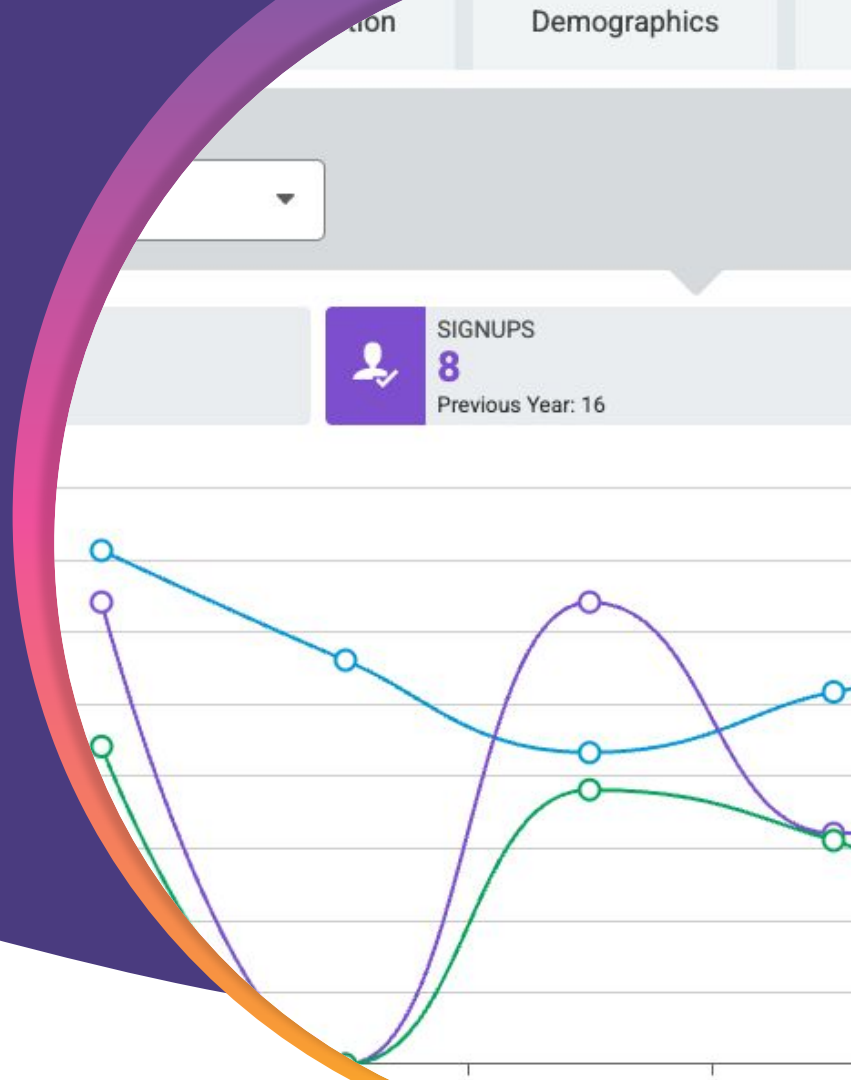
02 How to Renew

03 When to Renew



Race Dashboard

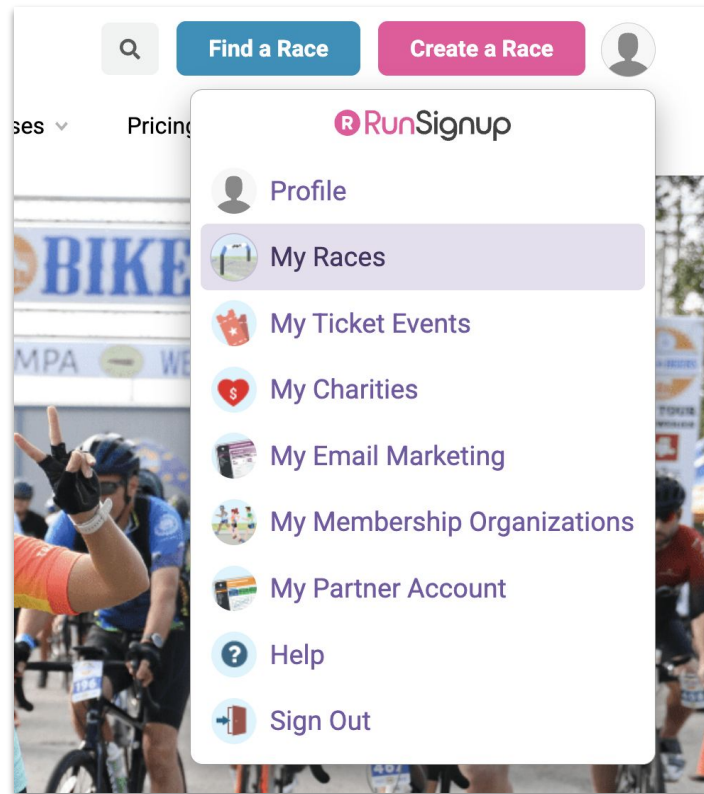
Navigating the Dashboard



How to Access Your Race Dashboard

Access Point 1

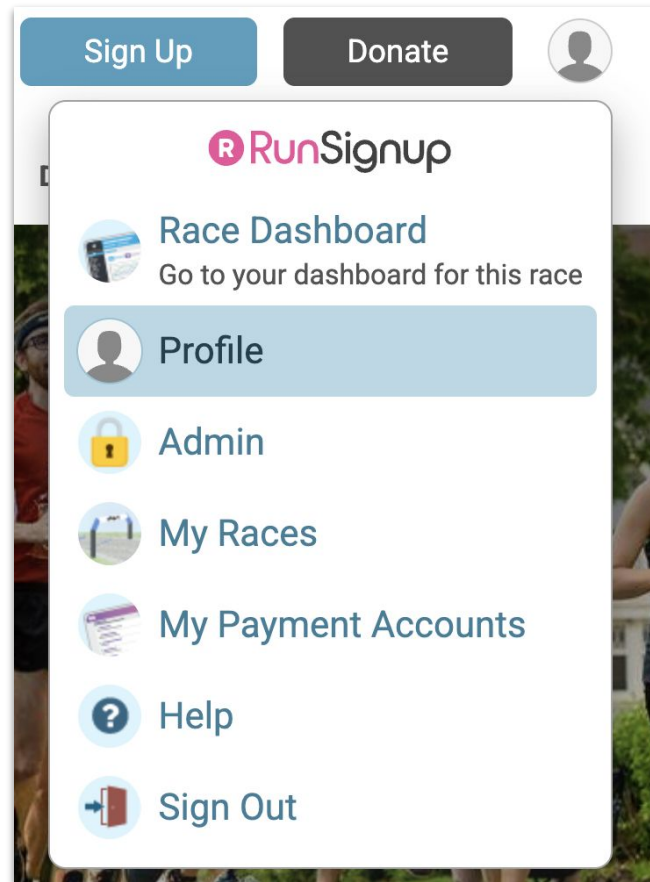
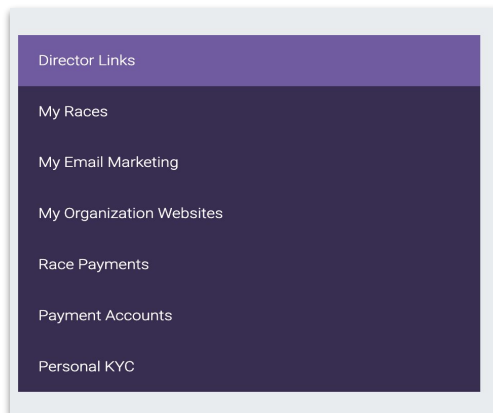
- RunSignup.com
- Log In
- Click on Profile Picture or Person Icon
- My Races



How to Access Your Race Dashboard

Access Point 2

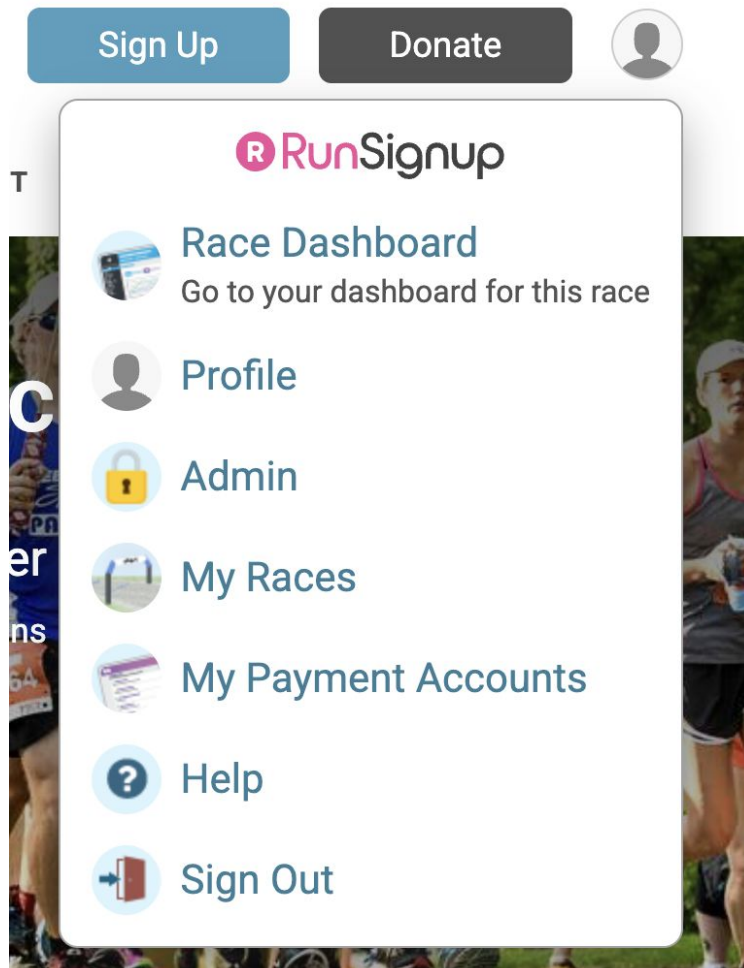
- Log in
- RunSignup Profile
(<https://runsignup.com/Profile>)
- Director Links (at the bottom)
- My Races



How to Access Your Race Dashboard

Access Point 3

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



Race Dashboard

Menu Search

The screenshot shows the 'Mountain to Sea Race' dashboard. A dark sidebar on the left contains a menu with items like 'What's New', 'Dashboard', 'Race', 'RaceDay Tools', 'Participants', 'Reports', 'Email Marketing V2', 'Email Marketing (Legacy)', 'Promotion', and 'Text Messaging (Admin)'. A pink arrow points to a magnifying glass icon in the sidebar labeled 'Menu Search'. The main header is teal and displays the race name 'Mountain to Sea Race' with a dropdown arrow, the date 'May 15, 2026', and the location 'Pisgah Forest, NC 28768'. On the right of the header, there is a search bar with the placeholder text 'Search by Name, Bib, Email, etc.', a 'Race Status' button with a yellow warning icon, a 'View Website' button with an external link icon, and a 'Signups: 9' button with a dropdown arrow. A pink arrow points to the 'Race Status' button. Below the header, the main content area is titled 'Race Dashboard' and includes a '0' button and a 'Help' button. A tabbed interface shows 'Overview', 'Transactions', 'Promotion', 'Demographics', and 'Registrations'. The 'Overview' tab is active, showing a 'Date Range' dropdown set to 'Last 7 Days'. Below this are three summary cards: 'PAGEVIEWS 21' with an eye icon, 'SIGNUPS 0' with a person icon and 'Previous Year: 0', and 'TRANSACTION \$ \$0' with a dollar sign icon and 'Previous Year: \$0'. At the bottom, a line graph shows a blue curve peaking at approximately 22 on the y-axis, which ranges from 20 to 25.

RACE DASHBOARD

Menu Search

What's New

Dashboard

Race

RaceDay Tools

Participants

Reports

Email Marketing V2

Email Marketing (Legacy)

Promotion

Text Messaging (Admin)

Mountain to Sea Race

May 15, 2026 Pisgah Forest, NC 28768

Search by Name, Bib, Email, etc.

Race Status: View Website Signups: 9

Race Dashboard

0 Help

Overview Transactions Promotion Demographics Registrations

Date Range

Last 7 Days

PAGEVIEWS 21

SIGNUPS 0 Previous Year: 0

TRANSACTION \$ \$0 Previous Year: \$0

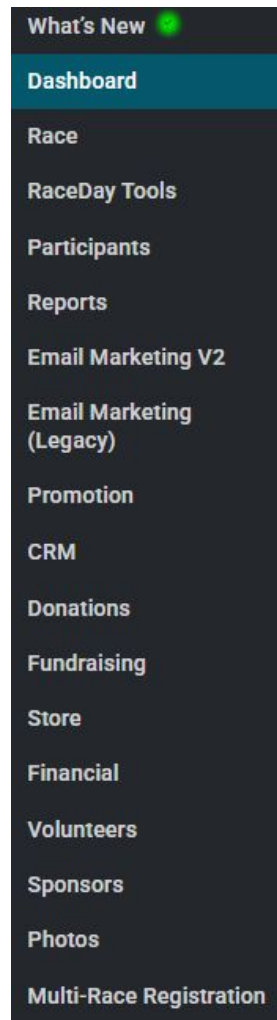
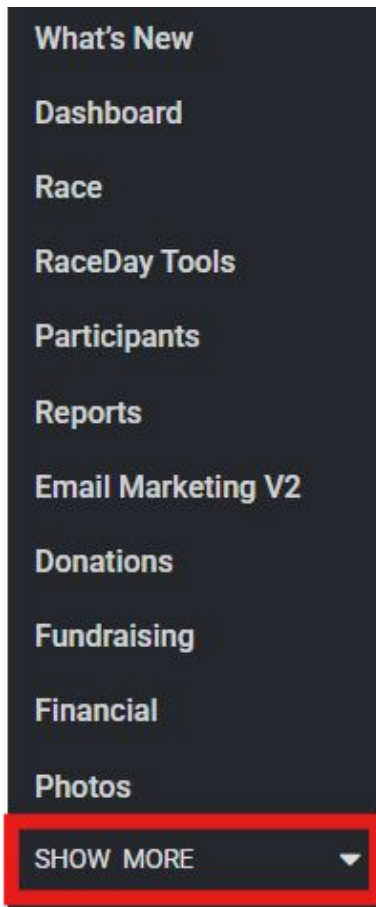
25

20

8

Dashboard Settings

- Menu Size
- Entire Dashboard



Why Renew



Renew, Don't Rebuild

- Improve SEO and establish your event
- Compare data year over year
- Marketing data and tools for entire audience
- Carry over settings and features
- Saves you time, which saves you money!



Renewal Settings

Your event registration and pricing settings have been copied for you.
You can adjust these settings before renewing your race.

Do you want to copy your existing race settings? ☒ Yes ☐ No

Do you want to copy your existing race settings? ☐ Yes ☒ No

Registration

- ☒ Copy registration form PDFs.
- ☒ Copy event registration periods. The dates of these periods will be adjusted by the same number of days that the event was adjusted by. For example, if you change an event date from May 1st, 2013 to May 2nd, 2014, a registration period starting Feb. 3rd, 2013 will be copied with a start date of Feb. 4th, 2013.
- ☒ Copy event give-aways (e.g. shirts).
- ☒ Copy give-aways (e.g. shirts) inventories.
- ☒ Copy race registration add-ons. (Note: This will delete all add-ons and create new versions of each. This will reset any inventories that you have set on add-ons).
- ☒ Copy corral settings
- ☒ Copy social sharing settings

Special Pricing

- ☒ Copy age based pricing.
- ☒ Copy group based pricing.
- ☒ Copy membership settings (E.g. USATF, USAT, etc)
- ☒ Copy multi-event discounts.
- ☒ Copy credit card discounts.
- ☒ Copy affiliate discounts.
- ☒ Copy club discounts dates and event settings. Dates will be adjusted based on the event date adjustments.
- ☒ Copy event specific settings for coupons.

Teams

- ☒ Copy race group (e.g. competitive team) settings.
- ☒ Copy corporate team settings.

Volunteers

- ☒ Copy volunteer tasks, timeslots, resources and categories.
- ☒ Copy volunteer task and category coordinators. (Note: Coordinators will only be copied if tasks, timeslots, resources and categories are copied).

Miscellaneous

- ☒ Copy participant management settings (e.g. refund and transfer settings). Dates will be adjusted based on the event date adjustments.
- ☒ Copy race division settings.
- ☐ Copy technology partner settings.

Donations

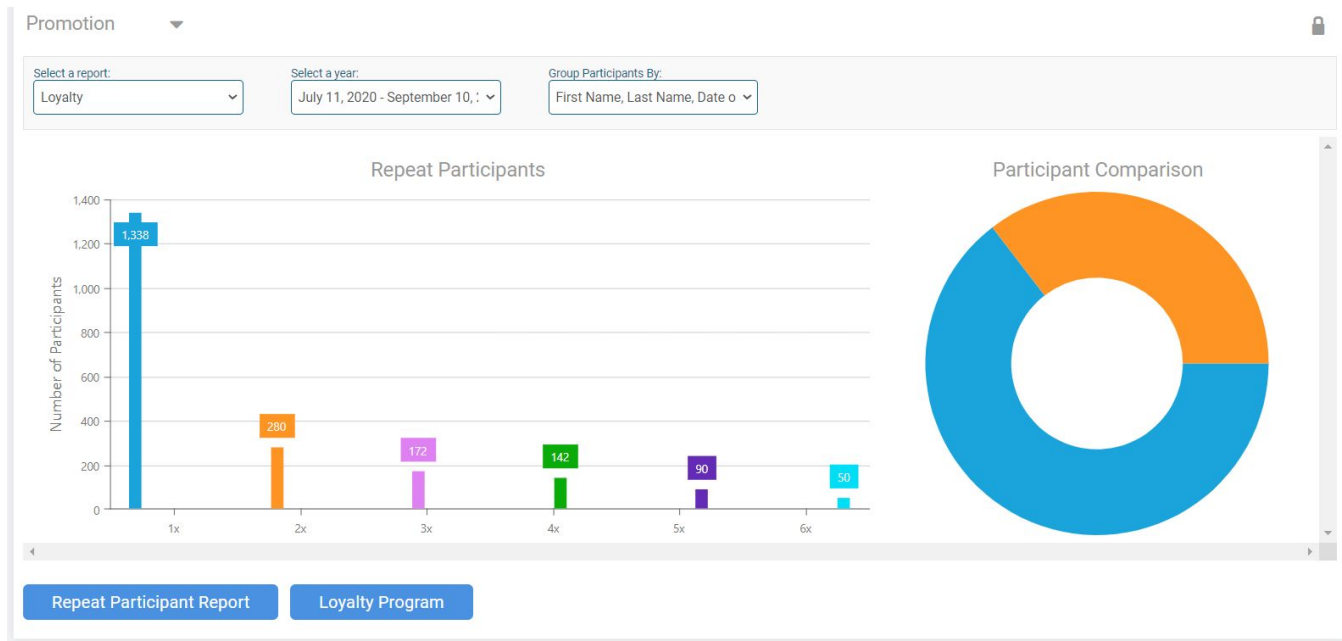
- ☒ Create a new donation period. Without this, you will not be able to easily separate donations from last year's events and this year's events.

Social Media

- ☒ Copy social media settings.

Why Renew | Enhanced Marketing

Tracks returning participants and provides acquisition information



Why Renew

Registrations Past Year	Transaction \$ Past Year	Donation \$ Past Year	Referrals Past Year
1,128 This Year	\$51,669 This Year	\$5,299 This Year	58 Referrals
888 Last Year	\$41,987 Last Year	\$5,216 Last Year	5% % Reg.

- Better reporting with automated year-over-year views

	THIS YEAR ⓘ	LAST YEAR ⓘ	YEAR BEFORE LAST ⓘ
Total Registrations v	1,128	888	683
Today	0	5	6
Yesterday	0	46	43
Last 7 Days	0	219	158
Last 30 Days	340	543	462
Year to Date	1,128	887	683
Total \$ v	\$42,978	\$34,100.75	\$26,844.50

Creates email lists with your
previous participants

Why Renew

All Lists ▾

Advanced Filters ▾

Chasco Main Street Mile

Current Participants ⓘ

☐ Include

☐ Exclude

Last Year's Participants ⓘ

☐ Include

☐ Exclude

Past Participants ⓘ

☐ Include

☐ Exclude

Donations: Since December 11, 2023 * ⓘ

☐ Include

☐ Exclude



How To Renew

Live Demo



How To Renew

Option 1: From “My Races” in your profile image.

Charlottesville Turkey Trot 5k Includes 2021 and 2022 11/23/2023 📍 Charlottesville, VA	1,128	\$51,669.14	▼
SML Turkey Trot 11/23/2023 📍 Huddleston, VA	207	\$8,190.88	
19th Annual Kelly Hansen Watt Memorial Race Includes 2018, 2019, 2020, 2021 and 2022 11/18/2023 📍 Charlottesville, VA	122	\$7,911.00	▼
4Y5K: Community of Care Includes 2018, 2019, 2020, 2021 and 2022 11/18/2023 📍 Charlottesville, VA	1,201	\$19,798.00	
Garden State Showcase #2 Includes 2022 11/18/2023 📍 New Brunswick, NJ	124	\$2,538.44	▼

Go to Dashboard

View Website

Add Access

Renew

Edit in Wizard Mode

Copy this Race

Delete this Race

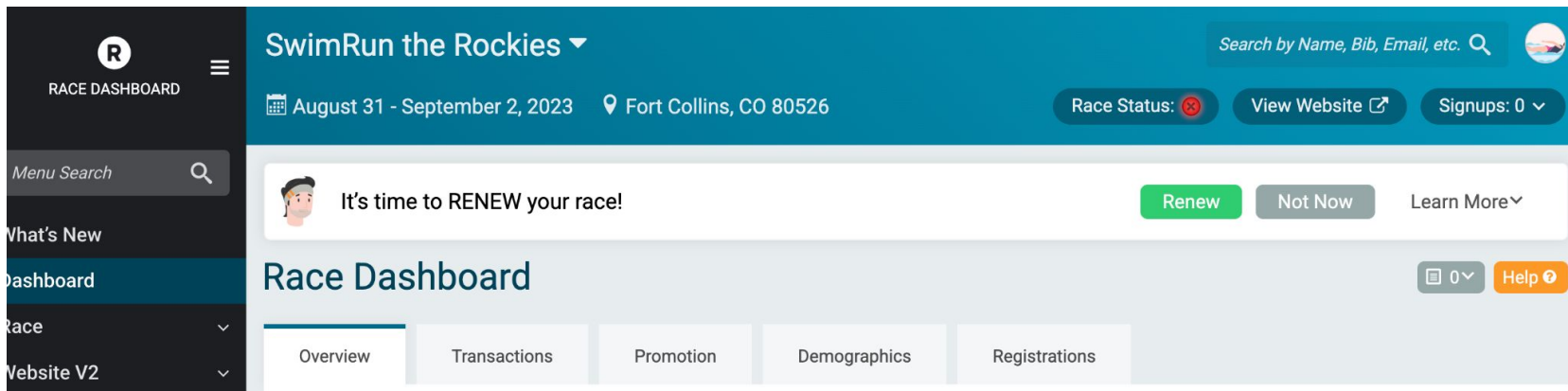


DASHBOARD
LOCATION

Profile > My Races > **Past Races**

How To Renew

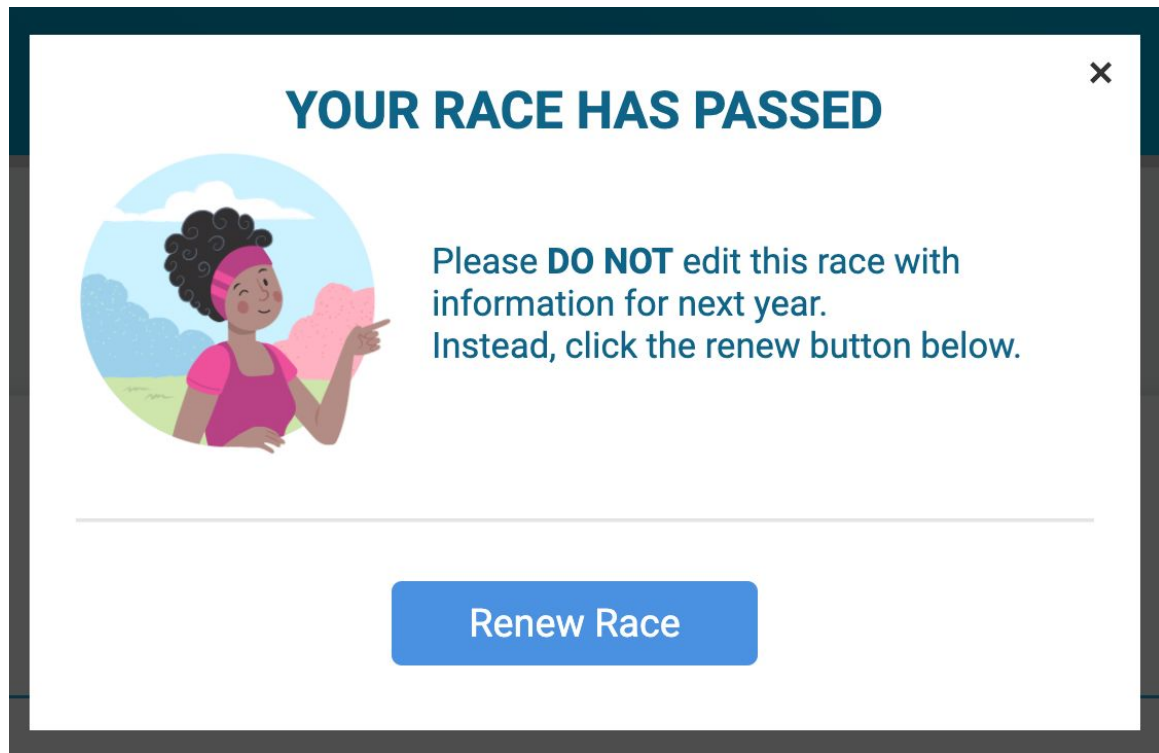
Option 2: Top of your Dashboard



How To Renew

Option 3: Race Wizard

Click on “Renew Race” button



DASHBOARD
LOCATION

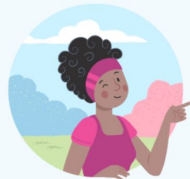
Race Wizard

How To Renew

Step 1: Update dates and times

Step 2: Accept current settings or customize for the new year

Step 3: Enable top 4 most used settings!



Congratulations!
Your renewal is complete!

Recommended Settings

We recommend the following settings for you.

☐ Enable

Currently NOT Enabled

Event Insurance

Earn 20% on insurance revenue generated with your race by allowing participants to purchase event insurance in the event they can not attend such as injury, work travel, or 20 other reasons.

☐ Enable

Currently NOT Enabled

Referral Rewards

Increase race registrations by allowing participants to earn rewards for referrals. **Participants will receive a \$20 refund if they refer 5 others.**

☒ Enable

Already Enabled

Incomplete Email

Automatically send reminder emails to users who have not completed their registration.

☐ Enable

Currently NOT Enabled

Price Increase Emails

Automatically send emails to previous participants to alert them of upcoming price increases. This creates a call to action to close more registrations.



DASHBOARD
LOCATION

Race Wizard

Renewal Checklist

- Race Description
- Giveaway and Inventory
- Pricing and Registration Periods
- Email Confirmation and notifications
- Custom Content
- Website
- Fast registration/Check in Settings



When To Renew



When Should I renew?

A few options...

Keep the Momentum | Right after the event

Lock in the Date | Once the new date is confirmed

Launch with a Plan | Once your next-year strategy is ready (*6-9 months before race*)

Don't just renew. Relaunch.



Renewal Best Practices

- 01** Start a new donation period.
- 02** Update payment account if needed.
- 03** Lookout for updates and notifications from RunSignup.
- 04** Review your event setup for any outdated information.
- 05** Update your website.
- 06** Go through a test registration.

IMPORTANT NOTE |

You must have an active payment account to renew your event!





Thank you for
Joining us Today!