

RUNSIGNUP

ELEVATE YOUR EVENT

Our expertly crafted, open, and all-in-one solution powers the entire race lifecycle.



EXECUTIVE SUMMARY

RunSignup is a full race cycle management, registration, and fundraising platform built by runners for runners. Our Development team creates the best technology in the endurance industry to boost registrations, optimize revenue, raise more, and streamline registration & race day management. Our Sales and Customer Support team makes sure that your race uses these tools to their maximum potential throughout the full race cycle: Promotion, Registration, Fundraising, and Race Day.

More than 20,000 races and 8,000 nonprofits choose RunSignup because:

- **We value your trust above everything.** RunSignup is PCI Level 1 Compliant, and all transaction dollars go directly to your race's bank account. In 2017, 2018, and so far in 2019, we've had 100% uptime, 0 downtime, and 100% on-time payment. Our dedicated support staff is available 7 days per week to assist your team.
- **Our Race CRM is integrated at the core of RSU tools.** Built for races to manage participants and provide first-class customer service; engage all constituencies (participants, sponsors, volunteers, etc.); promote; and manage data, analytics & reporting: it's an all-in-one platform. Seamless integration with external platforms like MailChimp and Facebook lets you connect your Participant and Race CRM data with other tools your team uses.
- **Our Promotion tools boost your registrations.** Promote your race with our free digital marketing tools like automated emails and formatted Facebook custom audience reports. Then go viral: RunSignup has the free and automated viral social marketing tools to reward your key influencers so that you can grow your race, save time, and optimize your marketing spend for the best returns. RaceInsights gives you the business intelligence and analytics to maximize your event's value while optimizing marketing spend.
- **We make your registration process simple.** Participants have a smooth and easy sign up process. Beautiful, mobile-responsive, and SEO-optimized race websites with free custom domain and subdomain support ensure that your participants ONLY see your brand.
- **We help you raise more and save time. Easy.** Raise more with integrated donations, fundraising, teams, free Facebook Fundraising integration, and automated fundraiser rewards. Our new division focused on nonprofit technology, GiveSignup, has solutions for any donation campaigns or ticketed events that your nonprofit (or charity partners) host outside of races.
- **We have the technology you need on RaceDay.** Scheduled pre-race emails, dynamic bib assignment, and a new Check-In App make your expo smooth, with multiple options for processing expo & race day sign ups.

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DELIVERING THE ART OF TECHNOLOGY

At RunSignup, we consider software an art form. The brilliant developers creating the software that manages the lifecycle of tens of thousands of races are artists, and in fact our entire organization is built on the concept of creating great art.

The art form we have created is more than just talented software developers. It is engrained in our culture and operations. Our focus on and love for the endurance communities and nonprofits we serve give us the depth of understanding and empathy for creating this art.

Our job is to absorb the lessons we learn from many races and fundraising events, consolidate that input, and then create something others have not been able to see or do before.

Some people see software as a commodity. It is not. Like a beautiful piece of art, software is entirely unique. It takes years of practice and unique skills to create something as complex as RunSignup.

The outcome is a beautiful software product that powers the lifecycle of more than 20,000+ races and the revenue generation of 8,000+ nonprofits. Totally unique. And truly a work of art.

1. ABOUT RUNSIGNUP



"I check the blog out from time to time and almost every time I am like, 'Wow, these guys are active in dev. So much new stuff.'"

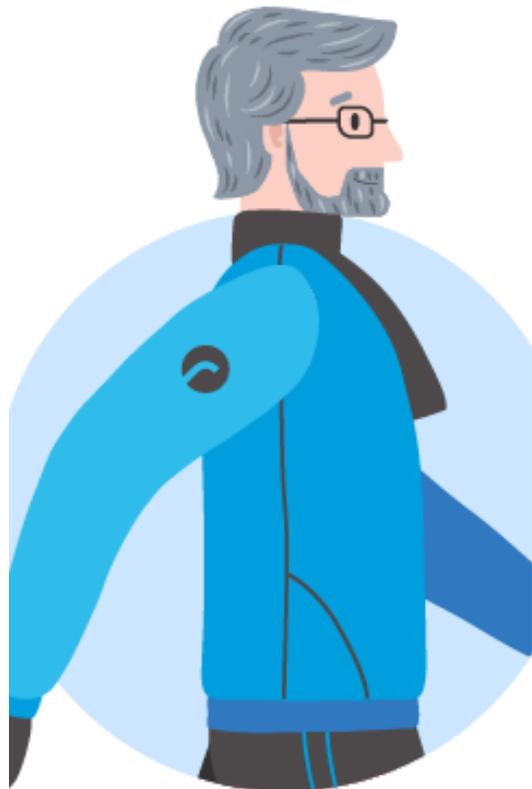
- A happy RunSignup Customer

"I could have called Andrew at 4am and told him I needed a Dancing Monkey in a pink dress and he would have made it happen."

- Kelly, Road Runners Club of America (RRCA)

As a Race Director and runner frustrated by existing online registration platforms, RunSignup founder Bob Bickel set out to build a better one in 2009. RunSignup gained wings in 2010, and has grown and evolved, continuing to find solutions to the problems created by traditional registration platforms.

Today we deliver the best technology and support in the industry to elevate your event. From marketing to registration to fundraising to RaceDay, all built on a powerful CRM, our expertly crafted, open, and all-in-one solution powers the entire race lifecycle.

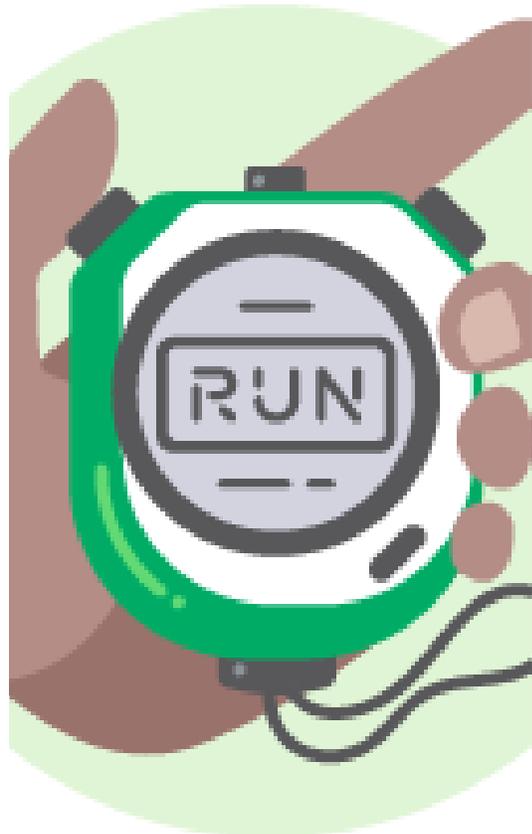


ABOUT RUNSIGNUP

We are a company built around tech professionals, and we seek to use advanced technology to make races simple. We're focused on easy, accessible technology for the endurance industry, tying together participants, race directors, timers, nonprofits, volunteers, sponsors, and clubs all at low cost, and with no advertising or spam.

Our business model is also pretty simple. Build a team with a few really smart developers, a few people who love helping customers that LOVE endurance sports, leverage Cloud technology, create a service that is self-service, and form partnerships through the endurance community. This simple formula keeps our costs low, makes us efficient, and keeps our heart in the right place... focused on running!

More than 20,000 races, including 16 of the top 100 races, which support over 8,000 nonprofits, use RunSignup's free and integrated solution to save time, grow their events, and raise more.



TECHNOLOGY

The core of what we offer to the endurance and nonprofit communities is our technology. We have proven to have the most robust technology platform, with the fastest continuing growth of capabilities. Our technology platform has been designed to be a single, well-maintained (0 Downtime for 4 years, monthly security updates, independently audited security, fully qualified Payment Facilitator) system that is highly customizable and configurable to meet the needs of any race. It is also open, allowing for any customer or vendor to extend the platform or integrate with other systems.

FULL RACE LIFECYCLE

An illustration of a woman with dark skin, wearing a purple headband, a light blue short-sleeved shirt, and purple shorts, running to the right. Her hair is styled in a bun with decorative swirls. The background is a light purple circle.

While we started as a registration company, we have gradually grown to being a full race lifecycle company with leadership technology across Promotion, Registration, Fundraising and Race Day – all integrated into a single CRM. This results in a very cost effective (since all of our services are free) and very efficient (less tools to have to learn with a more integrated environment, eg. integrate individual bib numbers into the pre race email) platform. Customers have enthusiastically adopted the pieces that work for them and integrated with the parts that they prefer other vendors.

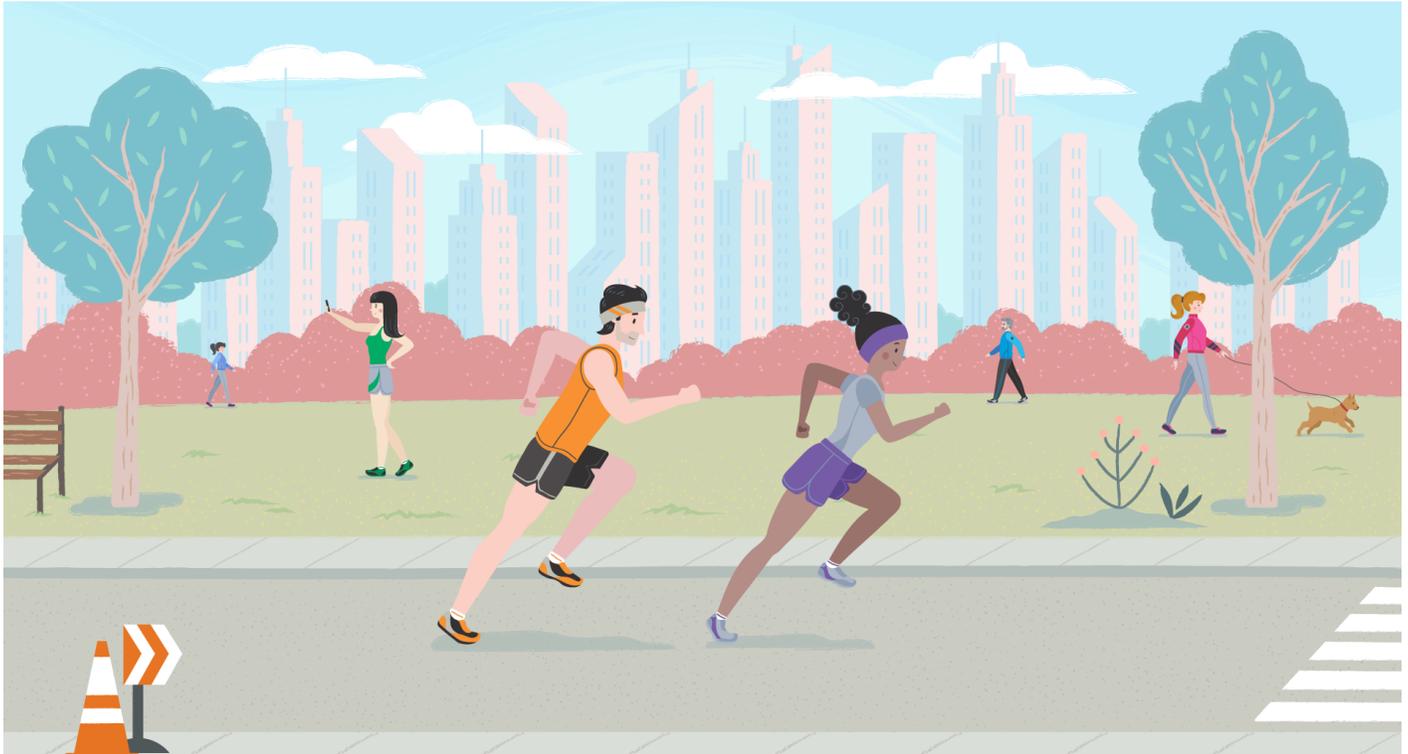
COMPANY CULTURE

An illustration of a man with light skin, wearing a green short-sleeved shirt and black shorts, running to the right. He has a prosthetic left leg. The background is a light pink circle.

We are a 100% employee-owned company built for the long term, with no outside investors insisting on certain returns or seeking an “exit”. Our culture is defined by our Guiding Principles. One of the important parts of that culture is that we see our company built on a three-leg stool of Employees, Owners and Customers - all being equal. Our employee-owners are motivated to do their best for our customer partners, and our customers are motivated to help us with great suggestions and viral promotion of our platform. This has led to a self reinforcing, critical mass company with a solid financial stability.

These foundations are built by an amazing team of people who care deeply about our company, each other, and our customers. We have a long term focus that is proving very popular.

OUR GUIDING PRINCIPLES



WORK HARD

You just get better if you consistently put work in. Maybe not overnight, but if you work hard consistently, you can get pretty good after 10 years.



LEARN A LOT

True learners do not fear failure, they welcome it as a new lesson to build on tomorrow. Staying within what you know is not fulfilling, and does not build on the fact that the world is constantly changing. Taking advantage of those changes requires learning.



HAVE FUN

What motivates us to work hard if work is not also fun? Laughing at ourselves is a requirement so we don't take ourselves too seriously or become egocentric.



BE A TEAM

Working, learning, and fun is so much better when you can do it with others. Harnessing the combined and diverse talents of a team, including customers, can lead you to do things that no one person can do individually.

SALES TAX

In 2018, the Supreme Court came to a decision on the case *South Dakota vs. Wayfair Inc.*, changing sales tax requirements with online sales. The case cleared the way for states to charge taxes on interstate purchases. States are doing this by implementing **Marketplace Laws**.

Marketplace Laws are new state laws that compel platforms that facilitate sales (Amazon, Wayfair, and your registration provider) to collect and remit sales tax on behalf of their sellers. Currently 35 states have marketplace facilitator laws that will be in place by the end of the year. Experts predict 45 states with sales tax will have a marketplace facilitator law within another year.

Not having sales tax collected puts merchants and the marketplace in jeopardy of owing back taxes or incorrectly filing. As one race operator recently found out, this can add up to Hundreds of Thousands of Dollars. Similarly it could cost a registration provider even more in legal defense and pursuing races to pay the late tax, while also potentially being liable for paying the tax.

In many ways this coming release will help races, many of whom are too small to figure out how to comply with the complex network of state and local sales tax. A complex example of what taxes could be owed illustrates the point:

Person living in State A signs up for a triathlon in State B, and purchases an extra shirt to send to an address in State C. State A might collect tax on the USAT Annual Membership, State B might collect tax on the race fee, and State C might collect tax on the extra shirt.

This would be very difficult, if not impossible, for any race to figure that out for 50 states if they are a large race with many out of state participants. As you can see, this is best implemented by an advanced technology vendor.

What is RunSignup doing about Sales Tax?

- **Commissioned Sales Tax Study**
 - Determined what common items sold by races and RunSignup are taxable in what states (taxability matrix)
 - Determined in what states RunSignup will collect and remit on behalf of races (marketplace facilitator) and in which states races will make their own decisions on where to collect and remit.
- **Updating RunSignup platform sales tax functionality**
 - Incorporating item taxability matrix into race setup and checkout
 - Connecting to sales tax automation platform for on demand tax rates at checkout
 - Building new RunSignup sales tax reports to allow races to do state sales tax reporting.
 - Preparing to implement collection and remittance in marketplace states.

RunSignup will be rolling out automated sales tax collection and remittance by October 1st 2019, when the bulk of Marketplace Laws go into effect. Races and nonprofits (yes, registrations, tickets, and merchandise are taxable in certain states even for tax-exempt nonprofits) should ensure their vendors are collecting and remitting, as they are ultimately responsible.

CRM



"It's been a seamless process moving to the RunSignup platform. We had 18 years of data from multiple platforms that we had to move over into RunSignup and they made that process very easy.

We're really excited about the CRM tools that RunSignup is continuously adding to the platform. Being able to see a snapshot of the history of any runner and what they've done with our races in the past lets us deliver the best customer service."

- Chris Tomlinson, Corrigan Sports

RunSignup has been built from the beginning as a core Race CRM engine with full CRM functionality. All of the capabilities laid out in this section exist within the platform today. Right now, we are embarking on implementing a new CRM interface that puts an easy-to-use layer on all of the existing powerful functionality of RunSignUp.

Much of the new interface has already been deployed or will be deployed in 2019 and 2020, and we will continually release new features and tools based on the endurance industry's, races', and nonprofits' constantly evolving needs.

WHY A CRM FOR RACES?

The power of any CRM is good data that exists within a single platform. Our team has worked with customers to import historical data into RunSignup to immediately take advantage of all CRM and Promotion tools. Significant data migrations include:

- **Corrigan Sports:** Oakland, Baltimore, and Frederick Running Festivals (**400,000 records imported**)
- **Sportsbackers:** Monument Avenue 10K, Richmond Marathon, and many additional events (**800,000 records imported**)

"The most helpful thing about RunSignup is the level of integration. Being able to access all the participant data from registration all the way down to the timing system, and being able to flow that data back and forth, as well as being able to correlate it from event to event and track participants between races. That really helps us manage our customer base."

- Don Stoner, Runner's High Timing and Race Management

In order to provide the best customer service, all of your participant information AND actions need to be together. Let's look at a couple examples.



Example 1

A runner calls you and asks for a refund due to a family emergency. You look that runner up in the CRM and see they have come to 7 of your races and were a fundraiser who raised \$500 for one of your charities last year. You probably don't mind giving her the refund. Having all that in RunSignup let's you do that in a single system and a single browser window by clicking on 2-3 pages in the system with a natural path. The staff member who issues the refund can include a note directly on that participant's profile so that your other team members can see why the refund was issued.

Example 2

You want to send a special offer to sign up to past participants who used a coupon last year, but want to exclude current participants and people who paid full price last year. Non-industry specific CRMs would not be able to give you this information.

KNOW YOUR PARTICIPANTS

The screenshot displays a user profile for Sarah Smith with the following statistics:

- 16** Total Events
- 0** Total Referrals
- \$29,016.41** Total Dollars Fundraised
- \$4,635.00** Total Dollars Donated

The interface includes a navigation menu on the left with options: Manage Registration, Profile, Events (selected), Fundraising, Donations, and Notes (0). Below the menu is a text area to write a note about the participant, with a 'Save Note' button.

The main content area shows a list of events under the heading 'Events'. The years 2010 through 2019 are listed as filters. Two events are detailed:

- 27 OCT 2019 7:55am EDT**: Semper Fi Fund Marine Corps Marathon Team 2019. Location: Arlington, VA 22102 US. Event: Fundraiser Only (Already have an entry to the MCM or the 10K - Fundraising minimum \$150). Paid: \$50.00. Registrant Age: 46. Registration Status: Active.
- 15 APR 2019 8:00am EDT**: Semper Fi Fund Team Boston Marathon 2019. Location: Hopkinton, MA 92055 US. Event: Fundraiser Only (Already have an entry to the 2019 Boston Marathon - \$1,500 fundraising commitment). Registrant Age: 45. Registration Status: Active.

KNOW YOUR PARTICIPANTS

The most important part of your Race CRM is to have a great race day experience. RunSignup has the technology to ensure that race policies are implemented smoothly to reduce customer service interactions and ensure a positive participant experience from registration through race day.

DELIVER THE BEST CUSTOMER SERVICE

RunSignup has an easy participant search menu, which allows your race to immediately find any participant's profile to manage their registration. This speeds up customer service requests and provides the intelligence to deliver the appropriate response.

BUILD CUSTOMER RELATIONSHIPS

IMPROVE CUSTOMER SERVICE



Event: Fundraiser Only (Already have an entry to the MCM or the 10K - Fundraising minimum \$150)

Registrant: Sarah Smith

Event Date: 10/27/2019

Loyalty: 10th Time Participant

✉ example@gmail.com

📱 123-456-7890

123 Main Street

Moorestown, NJ 08057

Gender: Female

Date of Birth: 09/06/1973

Age at Time of Race: 46

Registration Date: 01/28/2019 6:51am EST

Registration Status: Active

Give-Away Option: Women's Small

Registration Token: 0569164343

Team: Just Because

Transaction ID: 825794831710453976

Registration Notes: Notecard sent

Race Waiver: Signed at 01/28/2019 6:51am from 96.230.208.245 [View Waiver](#)

Refund Policy: [View Agreed Upon Refund Policy](#)

Checked In: No

✉ E-mail Participant

↔ Switch Event

↔ Start Bib Exchange

🏆 Transfer to Another Race

📁 Manage Add-Ons

👥 Manage Team

🔄 Defer Registration

⊗ Issue Refund

👤 Remove Registration

Resend Confirmation E-mail

Manage your participants in one click - whether that is switching them from the 10k to the 5k, issuing a full or partial refund, or switching their shirt size.

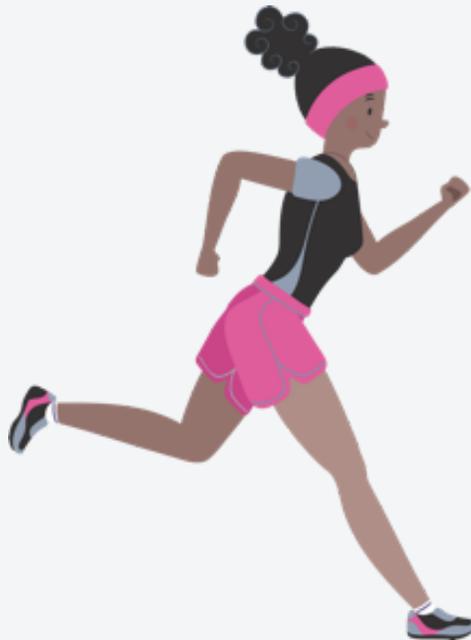
We also make it easy and simple for participants to help themselves. RunSignup's participant self-management option and full suite of runner tutorials make updating information, bib exchanges, team joining, fundraising, etc. easy for participants.

COMMUNICATE WITH YOUR TEAM

The screenshot displays a CRM interface for a participant named Bob Bickel. On the left is a navigation menu with options: Manage Registration, Profile, Events, Referrals, Fundraising, Donations, and Notes (2). The main area shows a profile card for Bob Bickel and a 'Notes' section with two entries:

- Allison Bickel** (09/05/2019 7:00pm EDT): Agreed - do not issue this guy ANY refunds.
- Bryan Jenkins** (05/11/2018 12:32pm EDT, From Scott Coffee Mo...): Bob is really hard to work with!

Below the notes is a text input field with the prompt 'Write a note about this participant!' and a green 'Save Note' button.



CRM notes facilitate your team's internal communication, establishing consistency in the delivery of customer service and participant management.



HOW DOES RUNSIGNUP CRM WORK FOR PROMOTION?

RunSignUp has been built from the beginning as a core CRM engine with full CRM functionality. We offer and continue to implement a new (and free) CRM interface that puts an easy-to-use layer on all of the existing powerful functionality of RunSignUp, making it easy for races (and nonprofits) to engage with participants and supporters to drive revenue generation and raise more.

01

YOUR PARTICIPANT DATA

All of your participant data is in RunSignUp - # events, \$ raised, etc.

02

CREATE LISTS

From this data, you can create targeted lists across your participants and supporters.

03

TAKE ACTION

From this data, you can create targeted lists across your participants and supporters.

04

INCENTIVIZE

Grow your race and supporters with free viral social marketing tools.

05

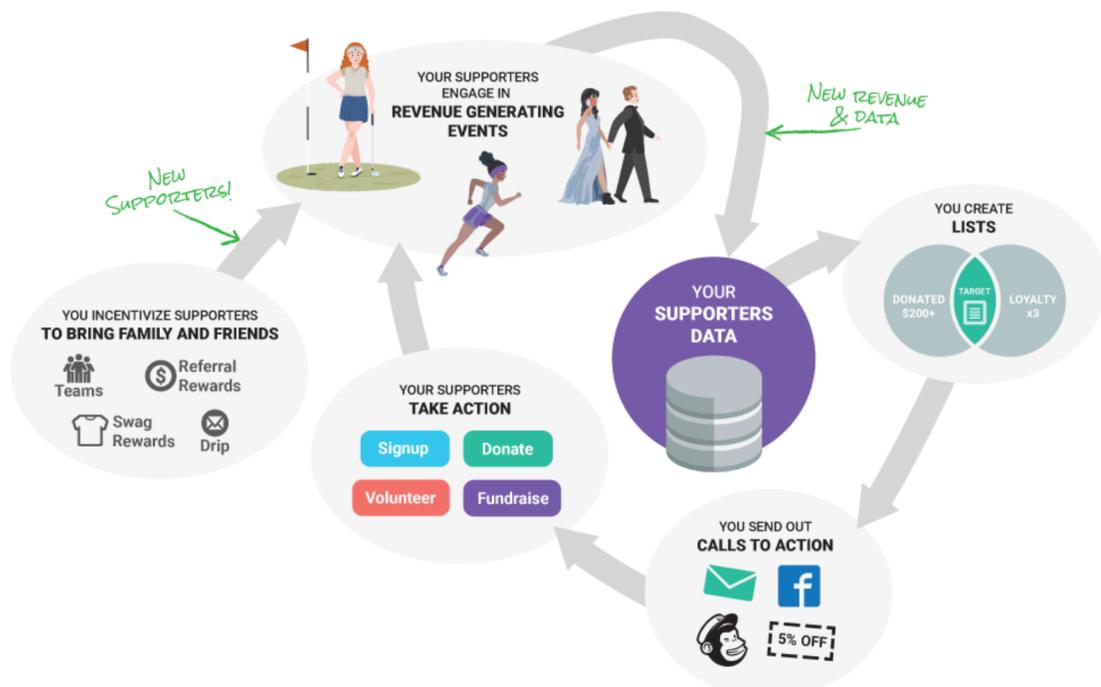
SUPPORTERS TAKE ACTION

Your supporters sign up, donate, volunteer, and bring a friend.

06

ANALYZE & AUTOMATE

Repeat what works with easy-to-understand RaceInsights BI and analytics.



CREATE LISTS

When your participant data is in one place, you can use the RaceCRM to create targeted lists across your participants and supporters. For example, people who have participated in more than 3 events or fundraisers who have raised more than \$500. Or apply multiple filters to target participants who have done more than 3 events AND raised more than \$500.

Location

Distance From Zip Code

Loyalty

Number of Events

0 Min 20 Max

Demographics

Age

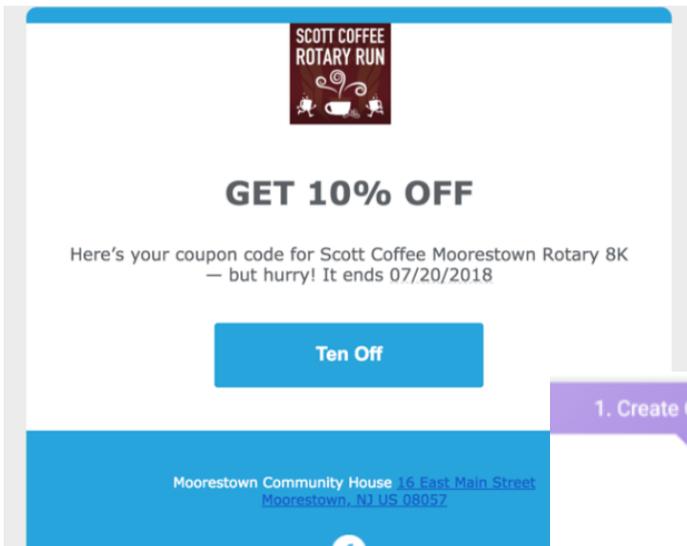
18 Min 35 Max

Gender

Other

TAKE ACTION

CRM lets you take targeted actions across your supporters like special discount offers and personalized communication through our free email platform and social sharing. You can also easily sync your lists to take actions with external platforms like Mailchimp and Facebook.



1. Create Coupon
2. Compose Email
3. Review

Create Coupon Use Existing Coupon

Ten Off

Discount + ⓘ

% 10 OR \$ 0.00

Coupon Starts + ⓘ

07/14/2018 12 : 00 AM | v
America/New_York Time

Coupon Expires ⓘ

07/20/2018 11 : 59 AM | v
America/New_York Time

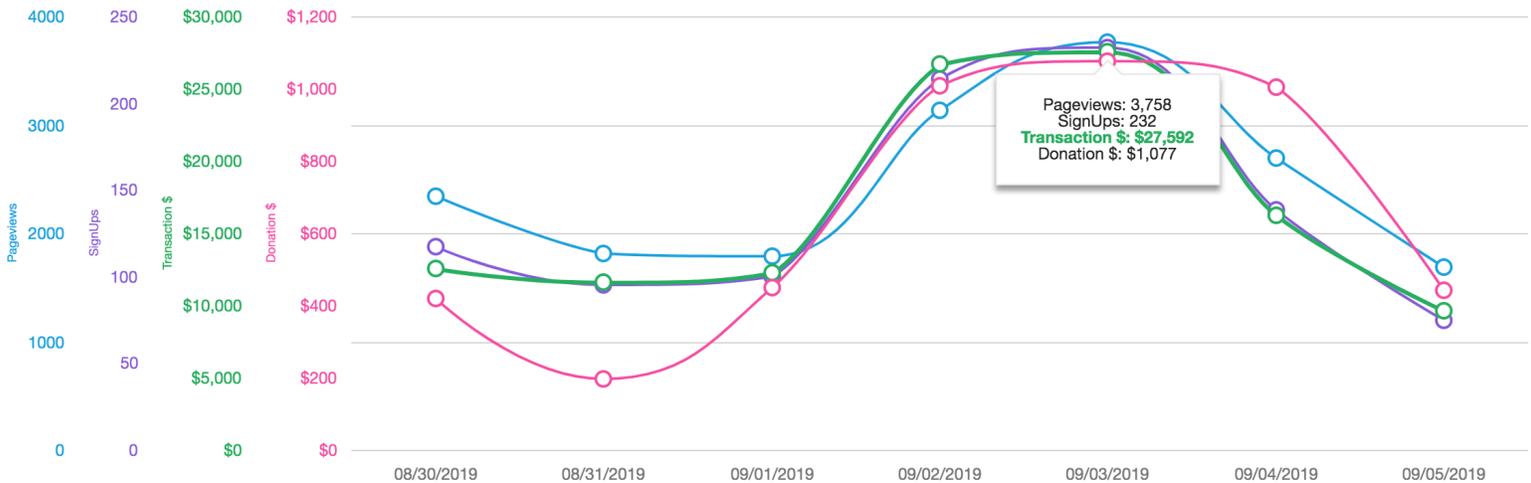
ANALYZE & AUTOMATE

17,205
PAGEVIEWS

971
SIGNUPS *approx*
Previous Year: 954

\$116,541
TRANSACTION \$ *approx*
Previous Year: \$103,981

\$4,592
DONATION \$ *approx*
Previous Year: \$3,446

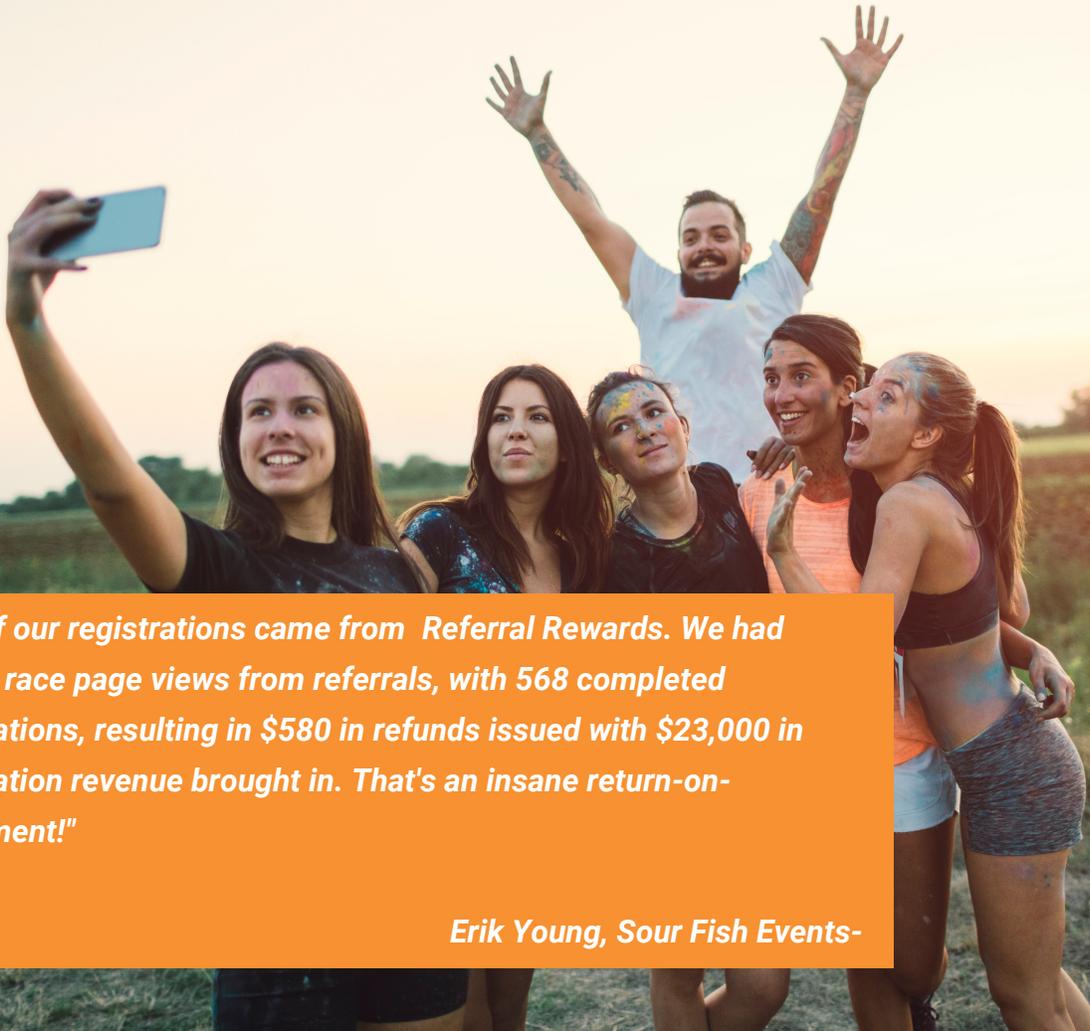


SOURCE	PAGEVIEWS	SIGNUPS	TRANSACTION \$	DONATION \$
Referral >	16,876	952	\$114,465	\$4,476

Regardless of the path and specific action chosen, your race will be able to use RunSignup’s powerful RaceInsights analytics engine to automatically monitor the engagement, success, and return of your various campaigns and make data-driven decisions on what is and isn’t working. RaceInsights gives your race the intelligence and metrics that you need to optimize your marketing spend and effectively scale your customer engagement across multiple marketing channels.

There are two areas of automation we will bring to the RunSignup CRM system. First, we will make it simple to automate common tasks around promotion. Much like our automated emails for registration drop-outs or price increases, we will tie the power of lists to appropriate promotions. Second, we will offer a set of personal interactions the race can have with individual participants. For example, birthday greetings or PR congratulations.

PROMOTION



"16% of our registrations came from Referral Rewards. We had 10,884 race page views from referrals, with 568 completed registrations, resulting in \$580 in refunds issued with \$23,000 in registration revenue brought in. That's an insane return-on-investment!"

Erik Young, Sour Fish Events-

Would you run a race because you saw an ad on Facebook or because a friend asked you to join them?

Our industry is about social experiences. RunSignup gives you the free tools that you need to effectively market to your audience, as well as free viral social marketing tools to incentivize your audience to bring their friends and family to your race.



1. MARKET TO YOUR AUDIENCE

RunSignup provides you free tools to digitally market your race to your audience. From free automated emails that are triggered by upcoming price increases & incomplete registrations to customizable social sharing options to pre-formatted custom Facebook Audience Reports to Facebook Pixel Tracking to multi-race bundles to a robust Loyalty Program, you have the free tools to launch and grow your digital marketing campaign.

2. INCENTIVIZE YOUR AUDIENCE TO BRING A FRIEND

We know that 50%+ of participants come out to a race because a friend asked them to join. Viral social marketing tools incentivize your audience to bring their family and friends out to your race, encourage donations and fundraising, and optimize your marketing spend. RunSignup has free viral social marketing tools to provide the best incentives to grow your race:

- Teams
- Referrals
- Drip Campaigns
- Swag
- A Cause

1. FREE DIGITAL MARKETING TOOLS



AUTOMATED EMAILS

Use RunSignup's free email marketing platform to reach out to last year's runners when registration opens. Schedule automated emails to send ahead of price increases and abandoned carts.



FACEBOOK CUSTOM AUDIENCES

It's not enough to target "runners" with your Facebook ads. Export pre-formatted Facebook custom audience reports to effectively spend money on likely conversions.



CUSTOM SOCIAL SHARING

Customize how social shares appear when participants share your race on FB or other social media. We find that photos with groups of happy people at your race have the best traction.



FACEBOOK PIXEL

Easy Facebook Pixel set up lets you track the right measurements (Facebook clicks that convert to registrations) and optimize your ad spend.



SPONSOR PLATFORM

Display your sponsors on your race website, notifications, and emails. Our built-in invoicing system makes it easy to track who has paid, and our tracking shows how many views and clicks your sponsors' logos get on your website, so you can provide real impact metrics.



MAILCHIMP INTEGRATION

RunSignup integrates with Mailchimp so that you can easily sync your past participants & other contact lists to Mailchimp and, for example, send out postcards announcing your race. You can also sync current participants if you use Mailchimp for email marketing.

CROSS-PROMOTE YOUR RACE(S)

RunSignUp's Multi-Race Registration solution lets you offer participants specially priced bundles of races that are featured across your race websites and easily managed from your Race Dashboard. One of the most effective ways to use Multi-Race Bundles to optimize registrations and transactions across your races is the classic upsell: "If you sign up for the Race A, you can also register for Race B and receive a 10% discount on both races."

NUMBER OF BUNDLED REGISTRATIONS

52,576

"We especially like the multi-race bundle feature for our 'Bundle and Save' promotion. Participants can sign up for multiple races at once. It saves us a ton of time and runners save money!"

- Porter Bratten, Orca Running

EVENTS

<p>All 4 Races</p> <p>Space Coast Trails Series 12K - All 4 Races</p> <p>\$220.00 \$200.00</p> <p>Bundle</p> <p>View Bundle Details</p> <p>Sign Up</p>	<p>All 4 Races</p> <p>Space Coast Trails Series 6K - All 4 Races</p> <p>\$140.00 \$120.00</p> <p>Bundle</p> <p>View Bundle Details</p> <p>Sign Up</p>	<p>6K Trail Race #1 Only</p> <p>\$35</p> <p>7:00AM EST</p> <p>Registration ends January 3, 2020 at 11:59pm EST</p> <p>Sign Up</p>	<p>12K Trail Race #1 Only</p> <p>\$55</p> <p>7:00AM EST</p> <p>Registration ends January 3, 2020 at 11:59pm EST</p> <p>Sign Up</p>
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"On RunSignup we were able to reserve entries for past participants to the Adventure Racing World Series. We wanted to give them the VIP option to come in and sign up before everyone else. That worked very well, we were able to create a huge buzz about the event before registration even opened."

- Mark Harris, Adventure Enablers

LOYALTY PROGRAM

Your past participants are the most valuable group to target with your marketing strategy. Providing early registration not only rewards past participants, but it also helps promote the event. RunSignUp makes priority registration simple with Reserved Entries: your race defines parameters and emails will automatically send to past participants with a unique link to register outside of regular registration dates. You can even include an automatically applied discounted price.

SPONSORS

Sponsors are a big revenue driver for races, and RunSignUp gives your race the tools to drive sponsorships. The RunSignUp Sponsor Platform provides tools to organize, invoice, and communicate with sponsors and creates new ways for races to demonstrate value to their sponsors through increased visibility options and the tracking of impressions across mediums.

01

REGISTRATION FOLLOW UP EMAILS

Sell follow-up emails as a sponsorship. In RunSignUp, you can customize any number of registration follow-up emails to automatically send to registered participants at a set number of days after they SignUp. This is repeatable, and a way to promote Sponsor engagement throughout the entire registration process, not just the week before the race.

02

TEXT RESULTS

Feature Sponsors in free text results sent from RunSignUp's Results Notifications.

03

PHOTOS AND FINISH LINE VIDEO

Sponsors can be featured as a watermark or logo on Race Photos and Finish Line Video. While your race professional photos to sell after the race, there is also an easy way to upload free volunteer photos to the RunSignUp platform with auto-bib tagging. This tags photos to runners' results so that they can immediately see and share sponsor-labeled photos and/or finish line video when they check their results

COUPONS

Coupons are used frequently across races on RunSignUp, and are helping to convert interest into commitment.

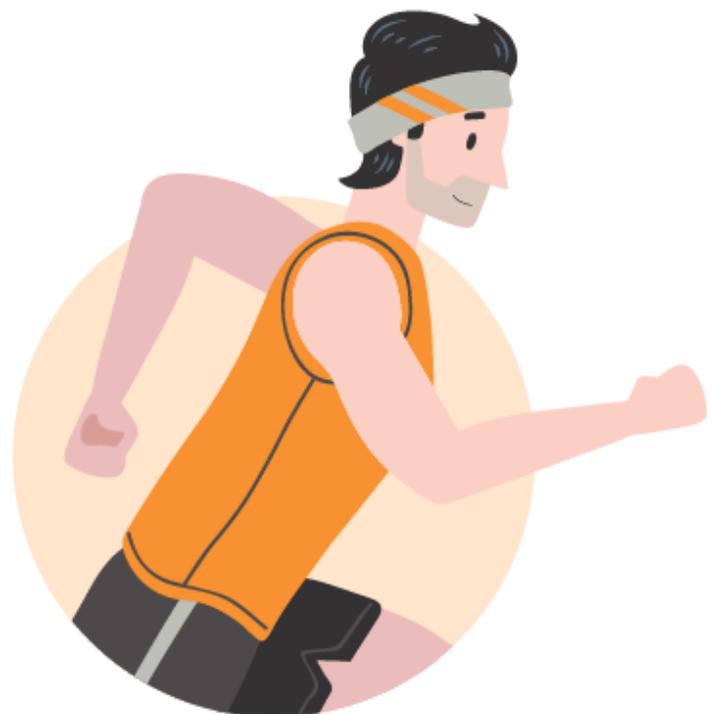
You can easily distribute thousands of time-limited and very targeted coupons. RunSignUp makes this simple with a bulk coupon import tool - you will be able to easily upload any number of coupons with specified parameters from a CSV. This eliminates the manual work of setting up each individual coupon. We have customers with over 50,000 coupons.

- **Auto-Applied Coupon URL:** Auto-applied coupon URLs are automatically generated for each coupon that you create, making marketing links or ads that feature a discount even easier to create. Make them time-limited to incentivize sign ups today!
- **Referral Coupons:** Encourage your participants to refer their family and friends using their personal referral link. Make it even easier for them to convince people to join them at the race by giving them a time-limited coupon as a code or coupon URL.

2. VIRAL SOCIAL MARKETING

Your digital (and physical) marketing gets people talking about and signing up for your race. Viral Social Marketing expands that funnel.

- 1 Teams
- 2 Referrals
- 3 Drip Campaigns
- 4 Swag
- 5 A Cause



TEAMS

On RunSignup, you can set up team type(s) appropriate for your audiences, whether that's social teams, relay teams, corporate teams, or competitive teams. We make it easy participants to join or create a team when they sign up, and team members can share unique joining links with their friends. You can automate discounts/refunds for anyone on a team that hits a certain size, incentivizing your participants to bring family and friends.



30%

OF PARTICIPANTS JOIN A TEAM WHEN IT'S AN OPTION

Consider using team discounts instead of coupons for your race. You will satisfy participants' "discount demand" while simultaneously incentivizing your price sensitive participants to get their friends to join their team.

Team for Allison Bickel

Team Type *

Team Name *

Description:
You are not required to create a team to participate in Rugged Maniac. However, get a big group together and your team will get a shout-out at the start line!

REFERRALS

Incentivize your participants to refer their friends and family by rewarding them with refunds, swag, and recognition. Why does the Referral Program work so well? Because there is no better advocate for your race than your participants.

Once you determine the parameters for your Referral Rewards, all of the refunds and swag selection are fully automated. Refunds are automatically reimbursed to the participant's credit card upon hitting the refund threshold, free of any processing fee. When participants hit a Swag Reward threshold, they receive an automated confirmation email that their reward has been earned and a prompt to select their size/option if applicable.

<p>Refer 5 Friends: Receive a \$25 refund of your registration fee</p> 	<p>Refer 10 Friends: Receive a premium branded winter cap</p> 	<p>Refer 20 Friends: Access to a VIP tent on RaceDay</p> 
--	---	--

Effective referral setups are high threshold, high reward.

Most referrers never reach the threshold to get a reward - so the 1-4 people they do refer are free!

2018	
No. Referral Codes	219,432
No. Race Page Views	4,227,62
No. Sign Up Page Views	243,865
No. Completed Registration Transactions	73,235
No. Completed Registrations	93,473
Completed Registration Amounts	\$4,222,668.41
No. Referral Refunds	7,804
No. Physical Referral Refunds	6,875
(Multiple refunds on a single day are merged into one physical refund)	
Estimated Referral Refund Amounts	\$87,047.72
Estimated ROI	\$4,135,620.69 (4,751%)
Estimated CPA	\$0.93

DRIP CAMPAIGNS

Set up your drip campaigns in minutes and let them run on autopilot with RunSignup's automated registration follow up emails. Registration follow up emails can be scheduled to be sent to participants who have registered for an event, either to each participant after a specified interval has passed or all current registrants on a specified date.

You can include data-driven replacement tags in registration follow up emails. This lets you better emphasize any aspect of your viral social marketing strategy. For example, if you are promoting a referral program, include each participant's unique Referral Link in the drip campaign emails.

Drip Campaign: REFERRAL REWARDS

Hi %FIRST_NAME%,

Make RaceDay even more fun by bringing your friends and family!

When 5 people SignUp using your unique link, you'll get your registration fee refunded. Refer more friends for even more rewards!

Share your unique link:

%REGISTRATION_REFERRAL_CODE_LINK%

Drip Campaign: FUNDRAISING

Hi %FIRST_NAME%,

Your registration fee gets you to the start line; your fundraising gets us all to the finish line - a world without cancer!

Share your unique fundraising link with family and friends and make an impact today!

%FUNDRAISER_LINK%



5 days



3 weeks



SWAG



REFERRALS

Incorporate swag reward with your referrals program, or award your top 3 referrers with swag at your race day event.



GIVEAWAYS, ADD-ONS, STORES

RunSignup has flexible options for your race swag: Giveaways for items that all participants receive; add-ons for additional items you want to sell to participants; and a store to sell swag to participants and non-participants.



THINK VIRTUAL: RACEDAY PHOTOS

RaceDay Photos are free digital swag for your participants so that they can share their RaceDay experience. Use RunSignup's free and integrated photo platform to upload finisher photos with results.

A CAUSE

Many participants want to know what your race does for others. Whether your race is a nonprofit or you have charity partners, RunSignup makes it easy to raise more and save time. You can learn more about our integrated donations and fundraising solution in Chapter 5. Fundraising.

Why RunSignup for Donations, Fundraising, and Charity Partners?

1 is better than 2

Integrated donations & fundraising in the registration path. Nonprofits see about a **50% increase in donations** when they move to RunSignup's all-in-one solution.

4% processing fee

Yes, that includes credit card fees. **AACR, Philadelphia Marathon's charity partner, lowered their fees to 1.9%** by giving donors the option to absorb the fee.



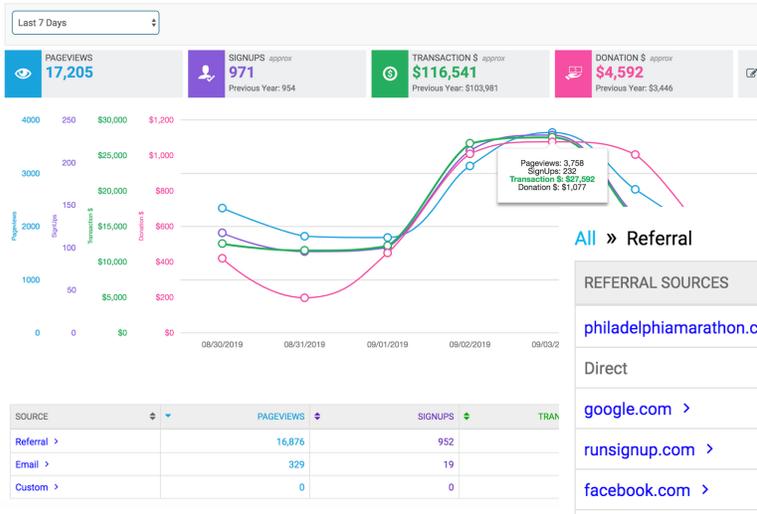
Incentivize Fundraisers

Automate registration fee refunds when fundraisers hit a donation goal. Badges & milestone levels gamify fundraising.

Charity Partners

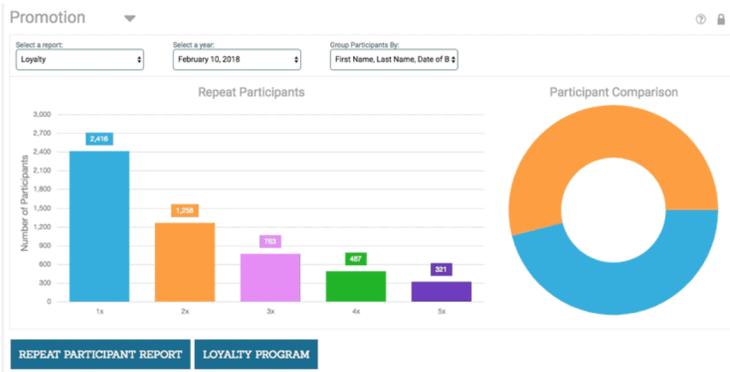
Your race can support 1 or multiple charity partners. **Crescent City Classic 10K supports more than 20 nonprofits.** RunSignup takes care of splitting the donations and paying the charity partners directly.

OPTIMIZE YOUR MARKETING SPEND WITH RACEINSIGHTS

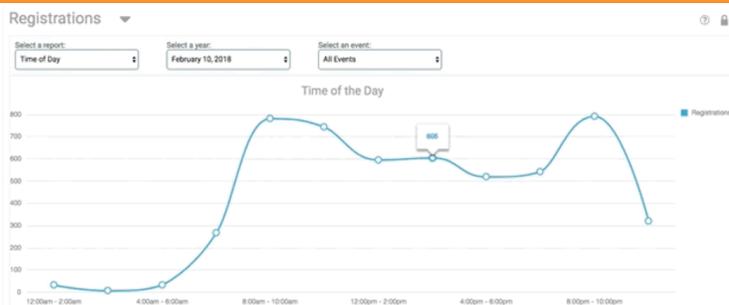
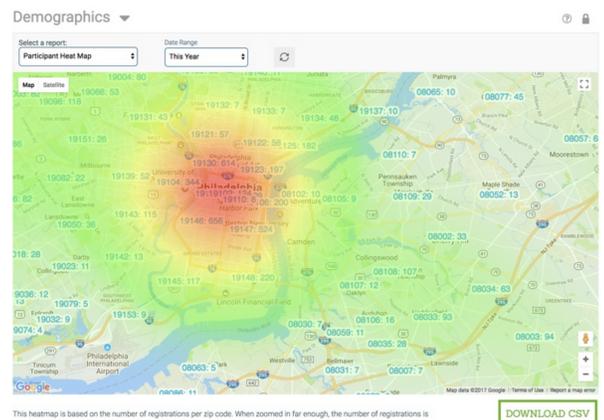


Take action using RaceInsights. Monitor how your marketing strategy correlates to page views, registrations, and transactions. Discover which incentives drive race sign ups.

Scale your customer engagement across multiple marketing channels. See a breakdown of your repeat participants by number of years to reward your loyal customers and reach out to those who have not returned.



Discover where your participants are located. Harness your data to roll out Facebook ads & social media campaigns to target registration hot spots.



Increase Event Visibility. Determine the key points in participants' registration process and maximize your visibility at these points through strategic marketing and communications.

REGISTRATION



"I've been using RunSignup for about 6 years - it's made a huge difference in our business, for our customers, and for us. It's so customizable and it always works. I love RunSignup!"

- Zack Loggins, Runner Fit Race Works

RunSignUp makes your registration easy. Our self-service platform gives your race easy registration set-up and simple solutions for complex team, corral, and promotion configurations.

Fast response pages, a mobile native registration flow, and widgets to host registration directly on your website ensure that your participants have a smooth and easy sign-up process.

REGISTRATION OVERVIEW

NUMBER OF RACES

20,000

In 2019, RunSignup will provide registration for more than 20,000 races and 6 million registrations, processing more than \$250 million in transactions. We are PCI Level 1 Compliant, and undergo a rigorous annual certification process with a third party Qualified Security Assessor to guarantee your payments are safe.

NUMBER OF REGISTRATIONS

6 MILLION

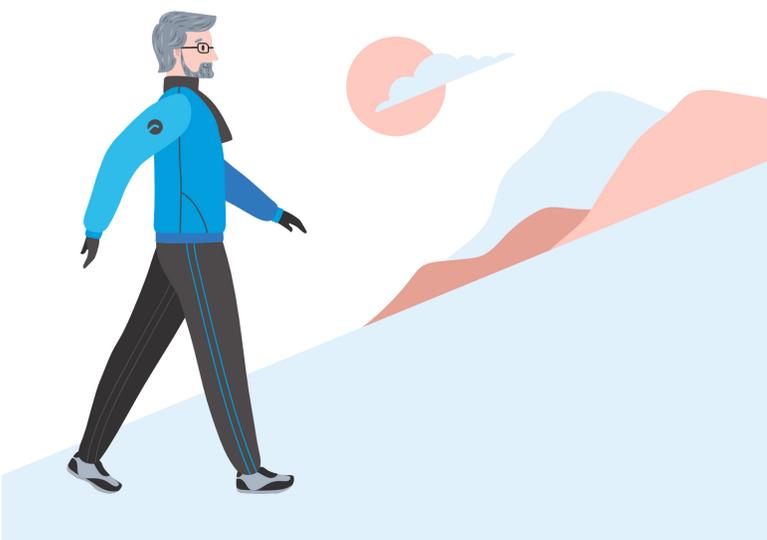
We believe in continuous improvement. We made 1,324 releases of our software in 2018. This all happens with 0 downtime, and the system is automatically upgraded between your mouse clicks.

TRANSACTIONS

\$250 MILLION

Because our platform is so robust and contains hundreds of features and tools for any race set up, this section will focus on some highlights including:

- Self-Serve Platform
- Race Dashboard Overview
- Free domain and subdomains
- Race websites
- Registration & Clubs
- Registration
- Reports Overview
- Participant Management
- Volunteers



SELF-SERVE PLATFORM

Your race will have a dedicated sales rep and account manager(s), as well as 365 days per year access to our support staff.

We will provide training to empower you and your team to make updates to your registration and race website, export the data you need whenever you need it, and manage your participants so that you won't have to rely on support.

RunSignup is built to be user-friendly for race directors, timers, and your participants. Our UX team works hard to make our platform intuitive and easy to use. We also have thousands of guides, blogs, and videos to help you dig into and learn more about any aspect of our technology.



NUMBER OF HOW-TO GUIDES

378

NUMBER OF BLOGS

2,109

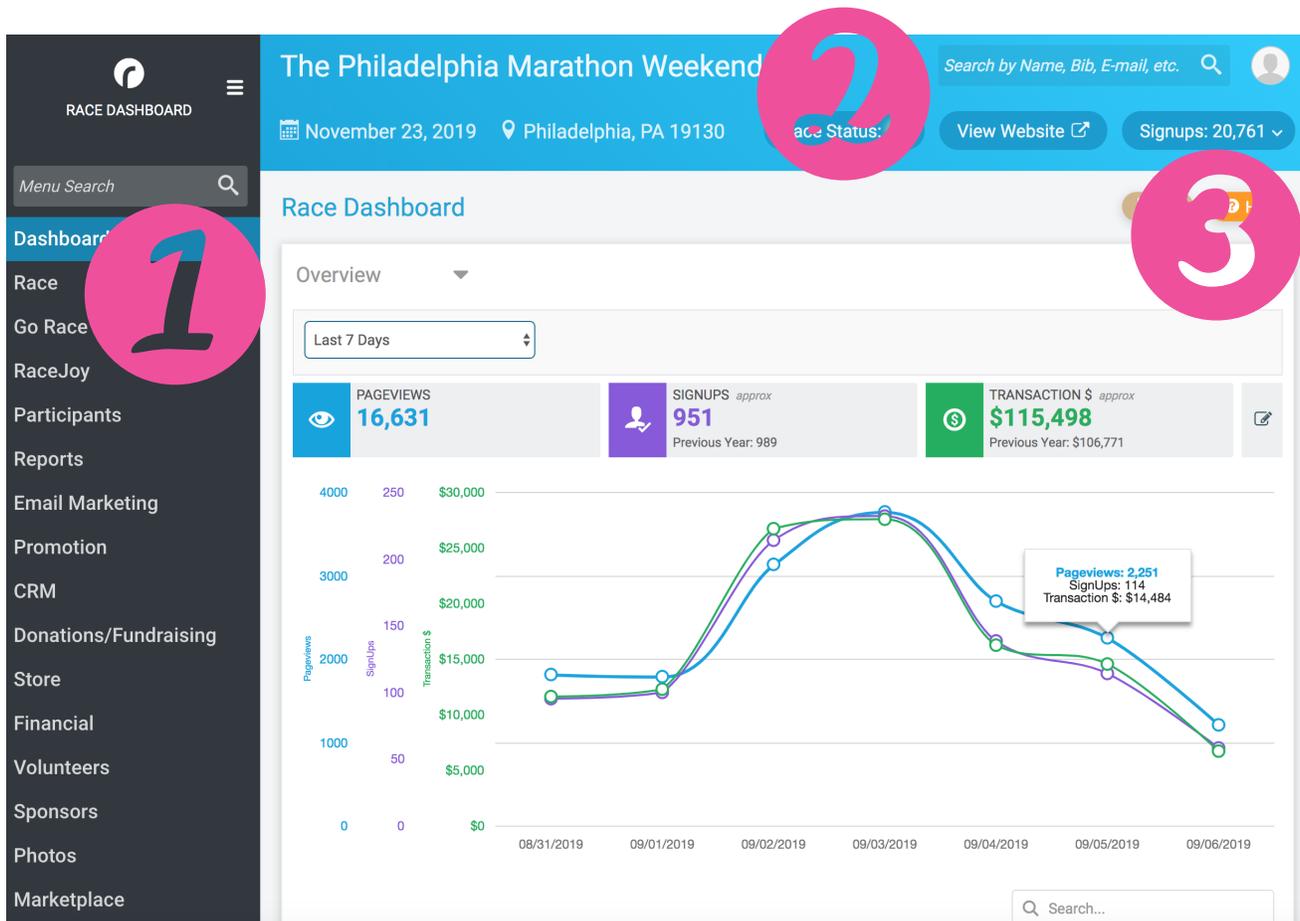
NUMBER OF VIDEO GUIDES,
WEBINARS, AND CASE STUDIES

557

DAYS OF SUPPORT PER YEAR

365

RACE DASHBOARD



MENU SEARCH

01

Whether looking for a specific report or trying to make an update to your registration/race website, the Race Dashboard menu search automatically pulls up the page that you are looking for.

PARTICIPANT SEARCH

02

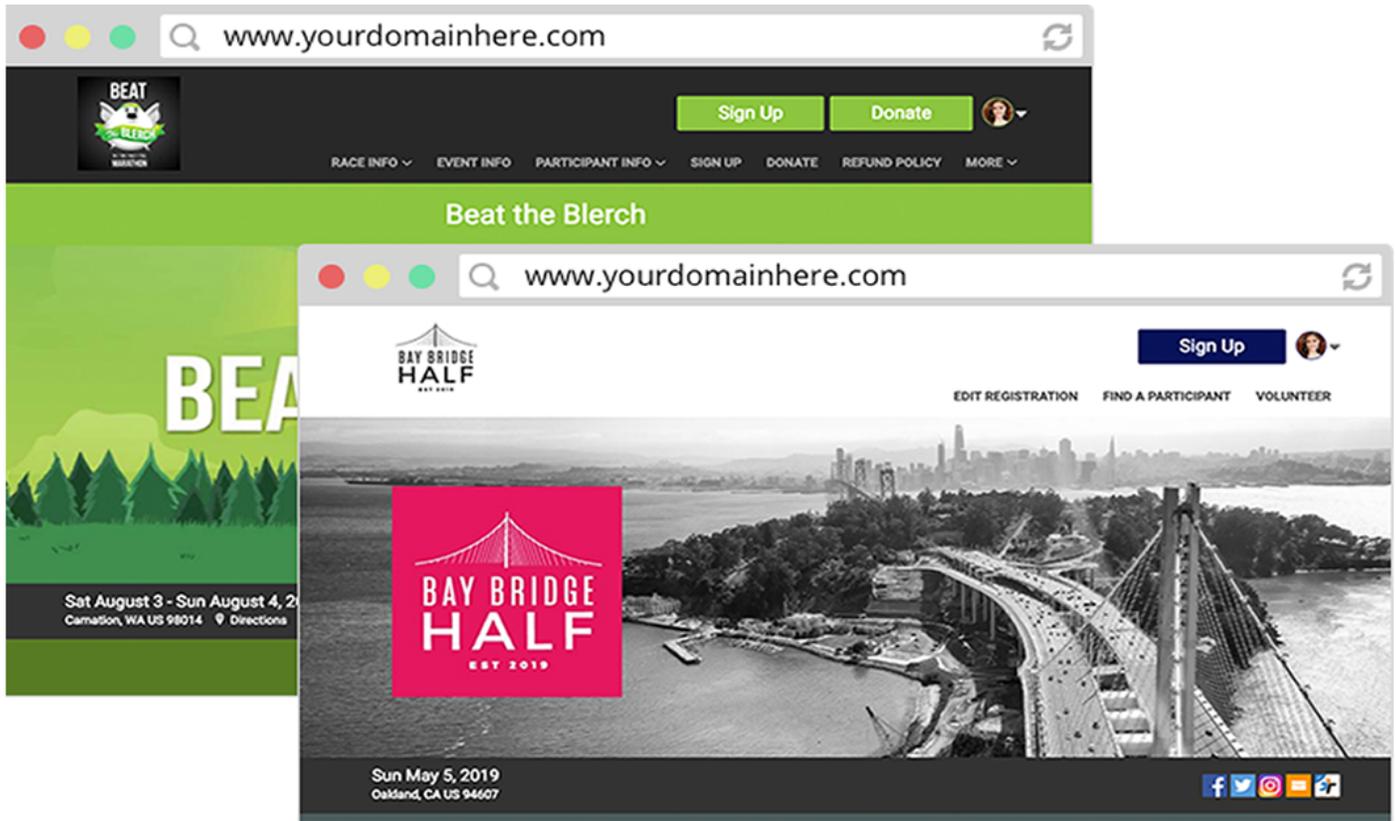
You can search for any participant to pull up their CRM profile, where you can edit or manage their registration. You can search on first name, last name, email, bib number, etc. to pull up any participant in seconds.

YOY SUMMARY

03

In addition to RaceInsights analytics, your Race Dashboard also has a useful drop-down menu to compare this year's # of registrations and transaction \$s to last year's, so you can easily check on how you are doing compared to last year's race.

FREE DOMAINS & SUBDOMAINS



Your race deserves a high quality website that you can control. Races and Nonprofits can now use their own Domain names and Subdomain names on their RunSignup Websites for free.

What's included in your custom domain?

- Swap out the standard "RunSignup.YourDomain.com" for "YourDomain.com" or "5k.YourDomain.com"
- An SSL Certificate
- Setup subdomains to reinforce a primary brand or tie together multiple events (Seattle.MySeries.com)
- Built in search engine optimization and secure payment processing
- A mobile-responsive, data-driven website with a professional template branded for your event

Be Your Own Webmaster

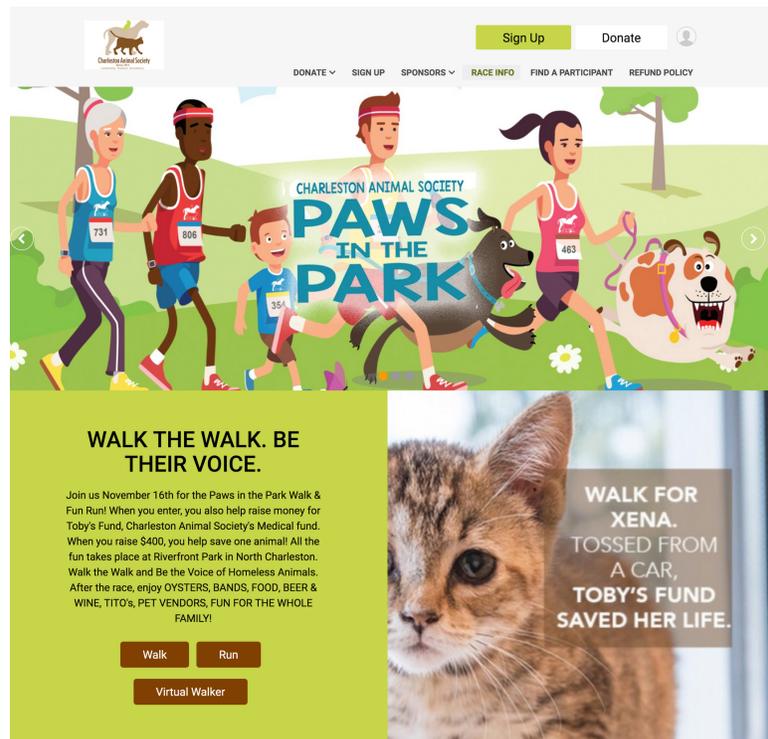


RACE WEBSITES

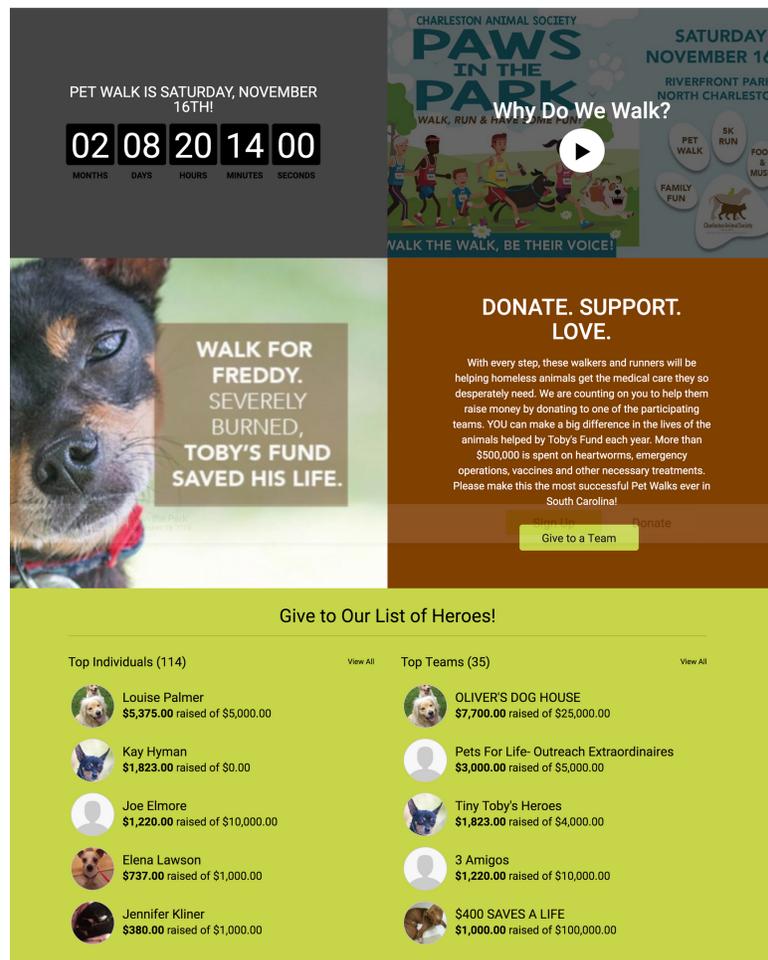
Point and click templates make it simple to create a beautiful mobile responsive, data-driven website branded for your event(s).

The key features of cover pages include:

- **Header images** that can be static or on a rotating carousel
- **Action buttons** that can drive traffic to common places on the RunSignup site (such as Register, Donate, Volunteer), or can link to custom actions
- **Videos** with an aesthetically pleasing cover image and a video activation button
- **Flexible layouts** with infinite content sections and full or split-screen display options
- **Live data components** like top fundraiser scoreboards and countdown clocks that are dynamic and easy to add



Be a Sponsor



REGISTRATION AND CLUBS



Register For
Summer 5K

5K Run/Walk
Tuesday March 1, 2022

\$15.00 + \$2.50 SignUp Fee [?]

Special Pricing

— Group/Team Pricing May Apply [?]

Club: RSU Track Club

Allison Bickel

allison@runsignup.com
123 Main Street
Philadelphia, PA US 19109
Date of Birth: 01/01/1988
Phone: 123-456-7890
Gender: F

+ Add Another Registrant

Choose Your Membership Level ^{*}

Individual Membership

Limit 1 member.

- 12 Month Membership (\$40.00 Membership Fee + \$2.40 Proc
- 24 Month Membership (\$60.00 Membership Fee + \$2.88 Proc

Primary + 1

Limit 2 members.

- 12 Month Membership (\$60.00 Membership Fee + \$2.88 Proc
- 24 Month Membership (\$90.00 Membership Fee + \$4.32 Proc

Family Membership

Would you like to join the following club: RSU Track Club?

I want to join club "RSU Track Club".



MANAGE MEMBERS

Upgrade from Excel files to a member management system that automatically sends welcome messages and renewal reminders.



CROSS-PROMOTE

Promote your running club's races to your members, and encourage race registrants to check out your club through automated member discounts in the registration path.



SELL MERCHANDISE

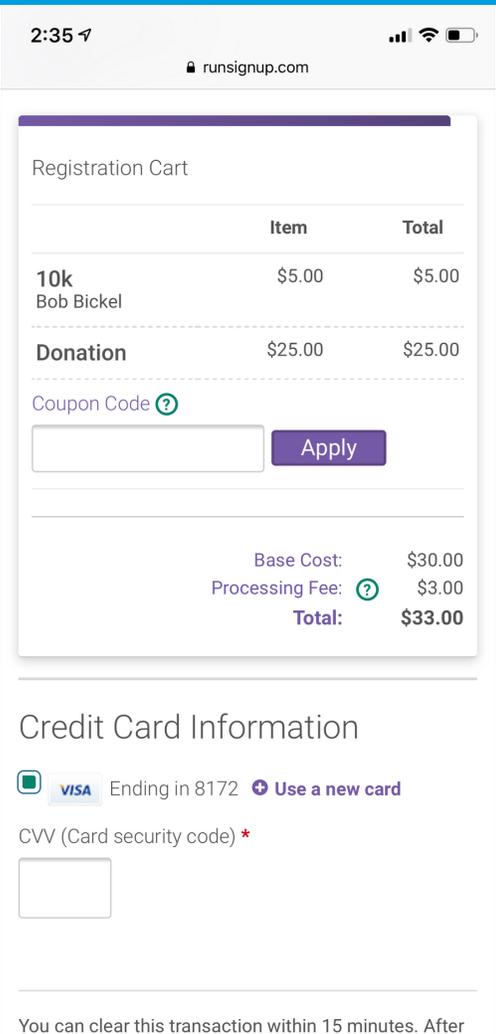
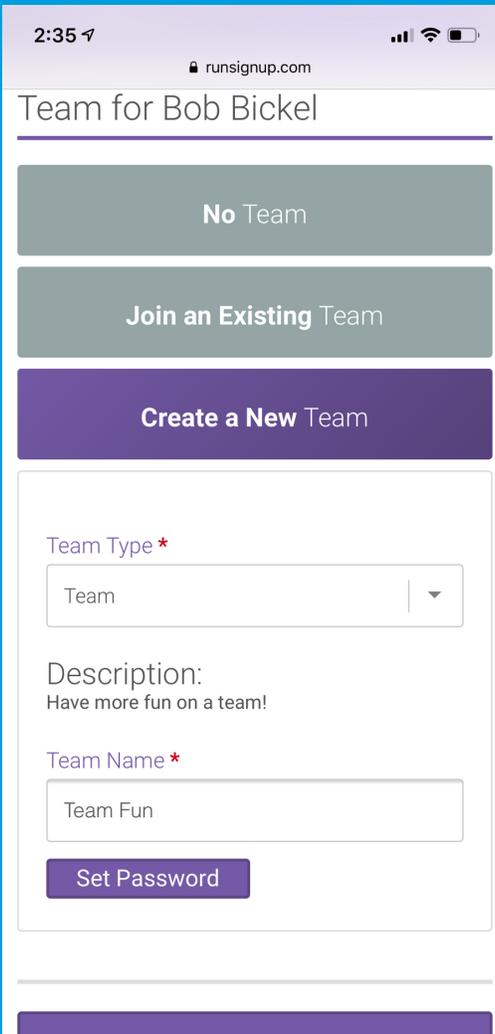
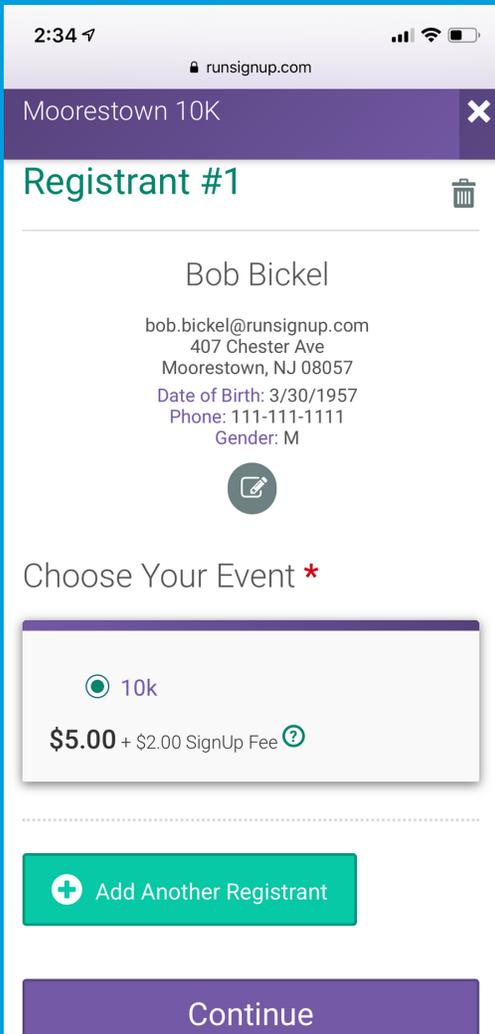
Set up an online store to encourage merchandise sales, both directly on the club website and within the membership registration process.

SIMPLE REGISTRATION

Participants can easily join or create a team, donate, become a fundraiser, join a running club, and buy store items in a single transaction.

We make it easy and cost-effective for multiple people to register in the same transaction.

61% of race website traffic and 39% of registrations came from mobile traffic in 2018. RunSignup makes registration simple and intuitive on any device.



view Participants

2019 - Moorestown 10K: 114 Participants

SEARCH/CHANGE EVENT REPORT OPTIONS EXPORT OPTIONS

REGISTRATION ID	NAME	EVENT	REGISTRATION DATE	GENDER	AGE	E-MAIL	BIB NO.	T-SHIRT
37059656	Amber Widmer	Paws In The Park 5k	09/01/2019 6:08pm EDT	F	27	amberplehman@gmail.com		Medium
37059657	Nicholas Widmer	Paws In The Park 5k	09/01/2019 6:08pm EDT	M	31	nicholaswidmer@gmail.com		Medium
37048933	Amanda McKendrick	Paws In The Park 5k	09/01/2019 9:57am EDT	F	44	admckendrick@gmail.com		Large
37048934	Brian McKendrick	Paws In The Park Walk	09/01/2019 9:57am EDT	M	45	admckendrick@gmail.com		X Large
37048935	Kieran McKendrick	Paws In The Park Walk	09/01/2019 9:57am EDT	F	14	admckendrick@gmail.com		Small
37048936	Lucy McKendrick	Paws In The Park 5k	09/01/2019 9:57am EDT	F	11	admckendrick@gmail.com		Youth Large
37012613	Christine Bush Roman	Paws In The Park 5k	08/31/2019 8:18am EDT	F	35	christinebushroman@gmail.com		Medium

TRANSACTIONS PAYMENTS PAYMENT ACCOUNT ADMIN

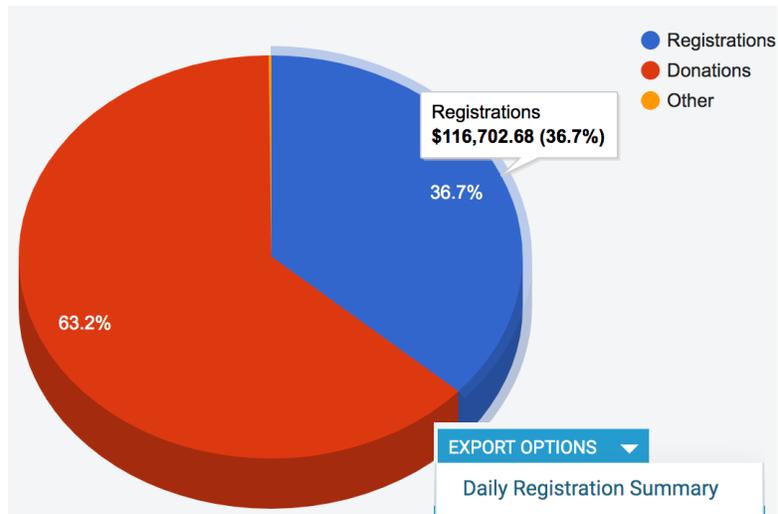
Totals Show Summary By Race Dates

TYPE	EXPLANATION	TOTALS
Transactions	Total Credit Card Payments for your race.	+\$550,891.46
Transaction Processing Fees	Processing fees paid to RunSignup for your race.	-\$54,007.96
Refunds	This includes any refunds made for your race (e.g. registration refunds, store purchase refunds, etc.)	-\$1,555.50
Refund Processing Fees	RunSignup fee for processing refunds.	-\$23.00
Holdbacks	Funds being held for your race, primarily for refunds and chargebacks.	+\$60.00
Adjustments	See the description on each adjustment for more details.	-\$39.75
Owed to Race	Net Owed to Race	+\$495,325.25
Payments	Checks and Direct Deposits Made to the Race.	-\$452,245.25
Balance Owed	Net Owed to Race after Payments Made.	\$43,080.00

REPORTING

RunSignup has every participant, donation, store, volunteer, financial, etc. report that your race needs. Every report is easy to export as a CSV, and the participant report has a dozen export options.

Saved Reports let you create specific report views that are dynamic and can be easily shared with team members.

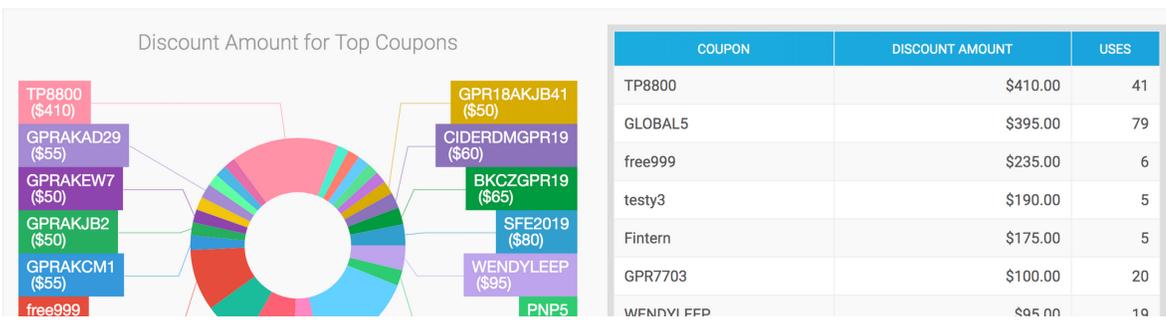


Average Discount per Registrant using Coupon	\$19.36
Total Discounts	\$8,674.54 (0.1% of \$9,607,526.69 in total transactions)
Net Transaction Amount for Discounted Registrations	\$7,650.51 (88.2% ROI)

Store Details

Store Purchases using Coupon	3
------------------------------	---

Graphs



- EXPORT OPTIONS
- Daily Registration Summary
 - Customize Export
 - Download Report As CSV
 - Download All As CSV
 - Download Report to Google Sheets
 - Download All to Google Sheets
 - Download Report As PDF
 - Download Report to Dropbox
 - Hy-Tek Export
 - Webscorer.com TXT Export
 - Webscorer.com CSV Export
 - MailChimp Export
 - Build Bib Labels

PARTICIPANT MANAGEMENT



23 NOV 2019
7:30am EST

The Philadelphia Marathon Weekend
 Philadelphia, PA 19130 US
 Event: Dietz & Watson Philadelphia Half Marathon
 Paid: \$130.00
 Registrant: Kelsie H (Age 23)

- [Manage Registration](#)
- [Resend Confirmation](#)
- [Contact Race](#)
- [View Race Page](#)



[RACE HOME](#) [MY REGISTRATION](#)

DEFER REGISTRATION
QUESTIONS
ESTIMATED TIME
VIEW/EDIT T-SHIRT SIZE

The Philadelphia Marathon Weekend

Friday, November 22nd - Sunday, November 24th
 Philadelphia, PA US 19130 [Directions](#)

Manage Giveaway for Registration #37244482

REGISTRANT	Kelsie Housley
EVENT	Dietz & Watson Philadelphia Half Marathon

Long Sleeve Tech Shirt - Half Marathon

Ladies Medium (35 1/2" | ▾)

[Continue](#)

Offering flexible participant management options can make you a favorite among runners and set your race apart. We make it simple for you to put parameters on what options you'd like your runners to be able to edit or update themselves.

We also make it simple for you to charge for things like race transfers and bib exchanges

even though you don't have to do any work - the system handles it automatically!

All Participant Management features are off by default, but you can make your job easier by empowering participants to make their own changes.

VOLUNTEERS

The free RunSignUp Volunteer Management System coordinates and manages all of your volunteer tasks. The RunSignUp Volunteer system will be particularly interesting to those races looking to move to a more modern solution than some of the outdated volunteer management systems in the market.

The Volunteer System is free to use. Within the volunteer system you can:

- Set up Tasks and Categories for volunteers to sign up for specific duties from your race website
- Create and assign a task coordinator
- Set up task time slots
- Create custom questions for volunteers
- Run reports and download CSVs
- View a volunteer summary
- Volunteer email system integrated within your volunteer database



Staging Area

Traffic Flow - Start Line ↑ Back to Top

September 29, 2019

7:00 am PDT - 11:00 am PDT (Full)

11:00 am PDT - 3:00 pm PDT (Full)

This volunteer task is full.

Details

Help direct pedestrian traffic flow.

Location

Space Needle
400 Broad Street
Seattle, WA 98109

Cheer Squad ↑ Back to Top

September 29, 2019

6:30 am PDT - 10:00 am PDT (Minimum met, 3 spots remaining)

10:00 am PDT - 1:30 pm PDT (At least 1 more needed)

1:30 pm PDT - 5:00 pm PDT (At least 7 more needed)

[Volunteer](#)

Details

Bring your high energy and enthusiasm to cheer on our superheroes as they prepare for their climb start!

Location

Space Needle
400 Broad Street
Seattle, WA 98109

FUNDRAISING



Thank you so much for all that you do for us - you rock!! AND - the Facebook Fundraiser integration is absolutely amazing! I cannot believe how many donations we are getting from it. What an incredible addition to RunSignup. Thank you so much for all of your hard work on it - it is amazing!!"

-Michelle Leonard, Semper Fi Fund

Turn your participants into supporters and advocates with the leading all-in-one technology for non-profit endurance events. RunSignup powers your fundraising, donations, and charity partner(s). Registration with integrated donations, fundraising, and teams makes it easy to sign up and fundraise in one registration path.

RunSignup proudly announced the launch of GiveSignup in July 2019, a new division of the company that expands RunSignup's technology suite for nonprofits with a ticketing platform designed for nonprofits, donation websites, and a next generation nonprofit dashboard. GiveSignup is an all-in-one and open platform that powers nonprofit revenue generation and supporter engagement.

DONATIONS

2:35

runsignup.com

Donation

\$100

\$50

\$25

\$10

Custom Amount

Enter a custom donation amount or select a donation level above.

\$ 25

Add a \$10 donation to support Lifeline of Ohio.

Confirm Payment: \$43.73 Back

1 is better than 2 with integrated donations and fundraising in your registration path. Nonprofits see about a 50% increase in donations when they move to our all-in-one solution.

Our processing fee on donations is a flat 4%, which your nonprofit can choose to absorb, pass to the donor, split 50/50, or give the donor the option to pay. When donors are given the option to pay, we see the nonprofit's donation processing fee drop to ~1.9%. When our free Facebook Fundraiser integration is also used, that processing fee drops to just 0.4%.

In addition to donations in the registration path, we make it easy to show a checkbox donation option at checkout asking non-donors to add a small donation (\$1-\$10) to their checkout. We see opt-in rates for non-donors of ~12%.

4%

Give
Signup

Run
Signup

Standard donation
processing fee

1.9%



Donation processing fee
when donors were given
the option to cover fees

0.4%



Donation processing fee with
donor covered fees and
Facebook Fundraising

CHARITY PARTNERS

CHARITY PARTNER DASHBOARD

Menu Search

Dashboard

Reports

Fundraisers

Facebook Fundraising

Financial

American Cancer Society



View Fundraisers

Donation Period

-- All --

All current donation periods.

FUNDRAISER	FUNDRAISER ID	FUNDRAISER TYPE	GIVEAWAY	RACE	DONATION PERIOD	NAME	E-MAIL	PHONE	ADDRESS	DONATIONS
Cindy Orozco	487757	Individual	Women's XL	Rugged Maniac - Florida	04/24/19-n/a	Cindy Orozco	cindyfigorozco@yahoo.com	239-322-9117	14405 REFLECTION LAKES DR Fort Myers, FL US 33907	0
Fight Cancer- In Honor of Gramps (Tom Jenk Jr.)	485625	Individual	Women's S	Rugged Maniac - Phoenix (Fall)	08/28/18-n/a	Lisa Jenk	lisamariejenk@gmail.com	305-804-5500	14831 n 58th st Scottsdale, AZ US 85254	10
Jennifer OBrien	481352	Individual	Women's L	Rugged Maniac - Pennsylvania	08/08/19-n/a	Jennifer OBrien	obrien.jen@comcast.net	609-902-8808	101 Eaton Rd Bordentown, NJ US 08505	1
Jen Made Me Do It	481351	Team		Rugged Maniac - Pennsylvania	08/08/19-n/a	Jennifer OBrien	obrien.jen@comcast.net	609-902-8808	101 Eaton Rd Bordentown, NJ US 08505	1
Crystal de la Parra	481080	Individual	Women's M	Rugged Maniac - Long Island	07/04/18-n/a	Crystal De La Parra	crystal.delaparra@cancer.org	631-833-8464	72 Fairharbor Drive Hauppauge, NY US 11772	10



DIRECT PAYMENT TO CHARITY PARTNERS

RunSignup has the best solution for races with one or multiple Charity Partners. Each nonprofit receives direct payments for all funds raised through donations and fundraising, so that your race isn't responsible for any financial reconciliation.



CHARITY PARTNER DASHBOARD

Each Charity Partner can manage their fundraisers, pull financial reports, and view all donations from their own Nonprofit Dashboard.



FACEBOOK FUNDRAISER INTEGRATION

Participants can donate or fundraise for any Charity Partner when they sign up.

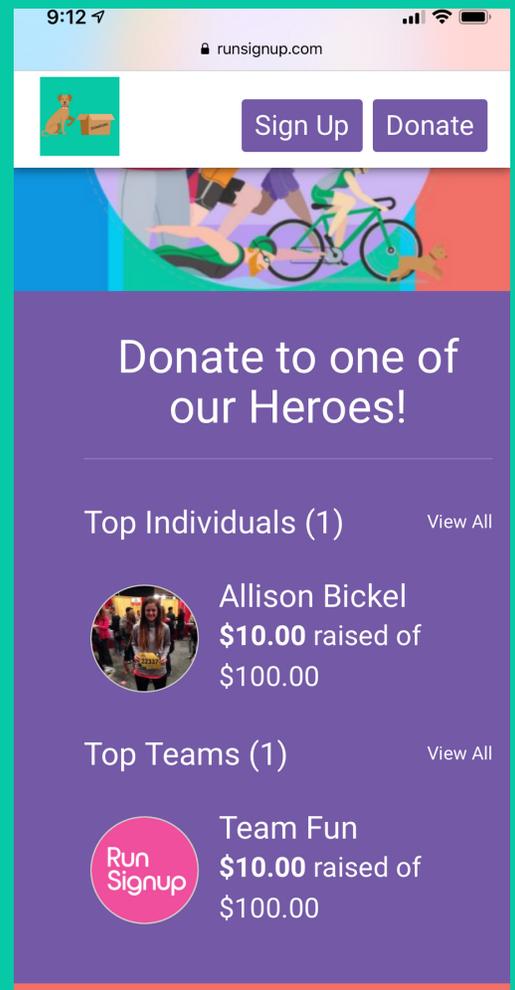
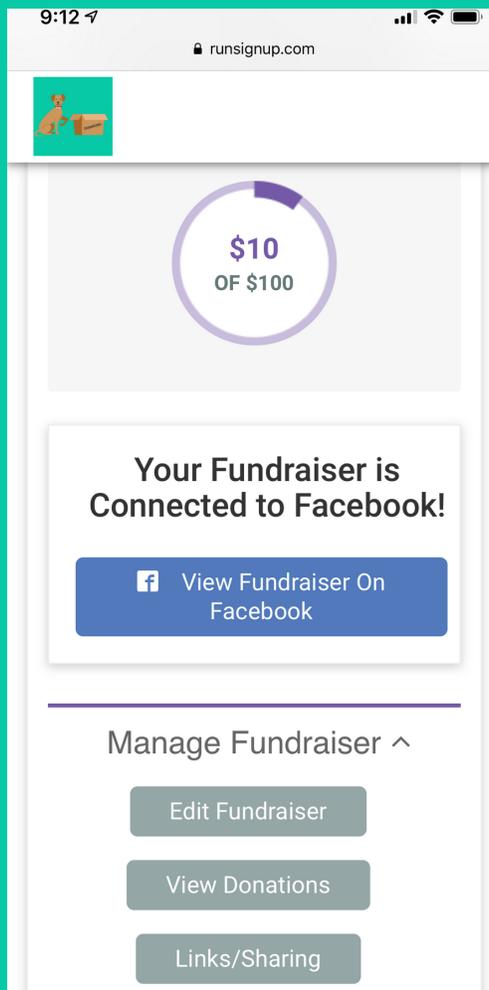
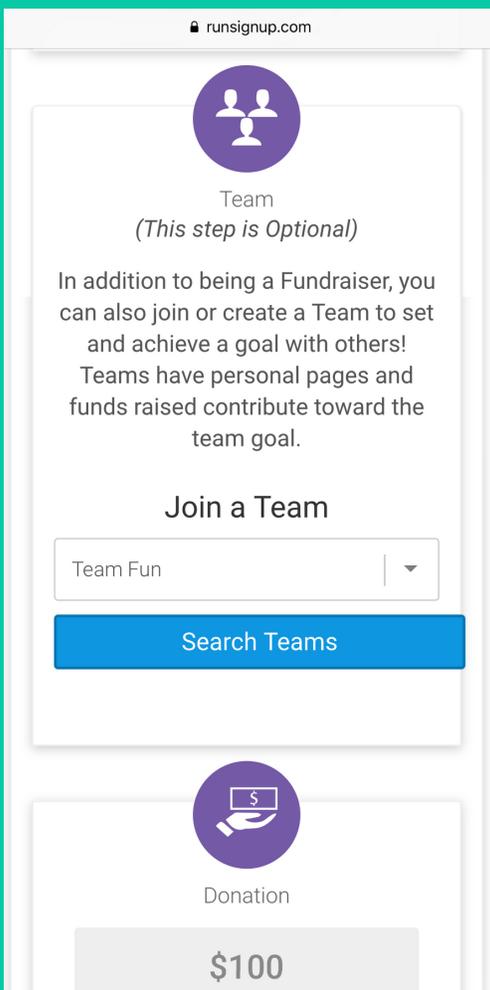
FUNDRAISING AND TEAMS



It's seamless to become a fundraiser and join or create a fundraising team when signing up for a race. RunSignup has fundraiser rewards to incentivize your participants to raise more, including automated fundraiser refunds when a certain threshold raised is met.

Fundraisers can easily update and manage their fundraiser, as well as view reports of all donors.

Your race website can display beautiful scoreboards to highlight your top individual and team fundraisers.



NEW FUNDRAISING PAGES

Fundraisers should have the ability to tell a story with images, words, and clear Calls to Action. RunSignup's new individual and team fundraising pages empower fundraisers to create a slideshow of their journey and reason to run.

Semper Fi Fund Marine Corps Marathon Team 2019

Sat October 26 - Sun October 27, 2019
Arlington, VA US 22102







Individual Fundraiser
Michelle Kinsella [Manage](#) ▼

★★★★★

[Donate](#)

Story

Welcome to my fundraising page!

I'm proudly supporting the Semper Fi Fund as part of the 2019 Marine Corps Marathon Team.

The Semper Fi Fund, a 501(c)(3) nonprofit, is one of America's highest rated charities, dedicated to providing urgently needed resources and support for combat wounded, critically ill and catastrophically injured members of the U.S. Armed Forces and their families.

The Semper Fi Fund works to ensure no one is left behind. They apply your donations to comprehensive, proven programs that deliver immediate and long-lasting impact, ensuring service members have the resources they need during their recovery and throughout transition back to their communities.

Please support my campaign by entering an amount in the "Make a Contribution" box below.

Thank you for supporting the Semper Fi Fund and for helping those who have given so much in the name of freedom!

To learn more about the Semper Fi Fund please go to www.semperfund.org.

\$3,000
Raised of \$5,500



TEAM FUNDRAISER
Just Because

SUPPORTING CHARITY
Semper Fi Fund

Help spread the word!

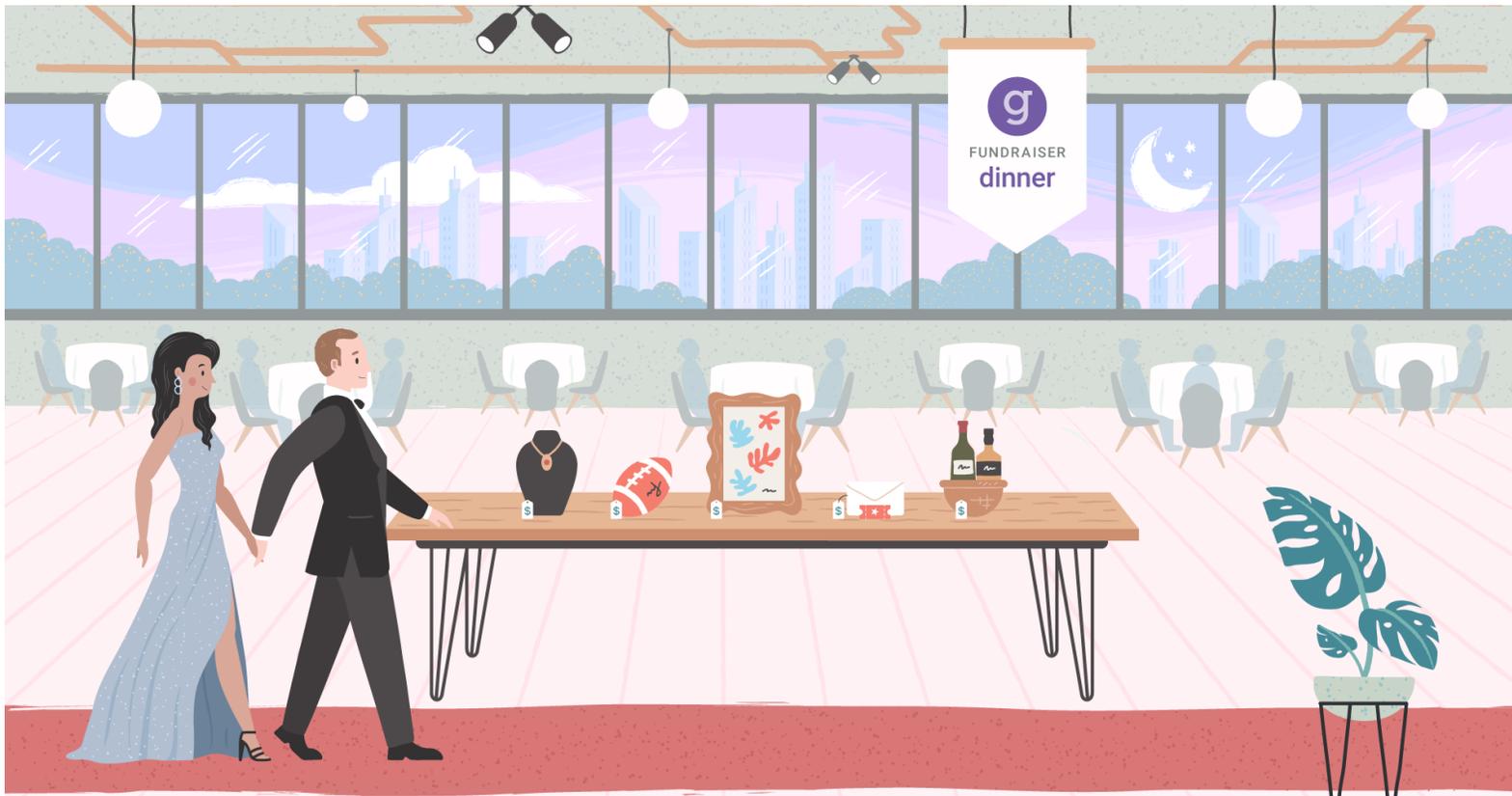


Your Fundraiser is Connected to Facebook!

[Donate with Facebook](#)

GIVESIGNUP

RAISE MORE. SAVE TIME. EASY.



TICKET EVENTS

GiveSignup is the only ticketing platform built for nonprofits, giving nonprofits the technology and full control to grow events and raise more. Automated referral rewards and fully customizable event websites increase attendance, and integrated one-time and recurring donations cultivate nonprofits' donor pipelines.

Flexible and beautiful donation websites have clear calls to action, simple donation forms for one-time



DONATION WEBSITES

and recurring donations, and free domains and subdomains to elevate nonprofits' brands and convert visitors to supporters.

The Nonprofit Dashboard gives nonprofits the intelligence to optimize fundraising efforts and engage supporters through easy-to-understand real-time financials, analytics and a powerful CRM.



NONPROFIT DASHBOARD

RACE DAY



"I wanted to say to the entire RSU team 'thank you' for the offline check in app! We have used it at our past 3 races with tremendous success. Our events are held on farms and orchards with little to zero wifi or cell access. Being able to go offline and check in makes our morning 10x easier!"

- Erik Y, Riff Raff Productions

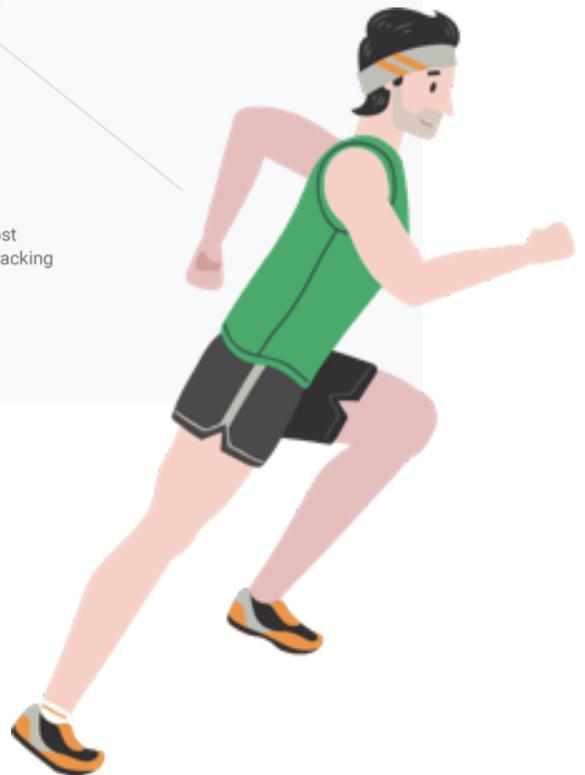
RunSignUp has the technology that you need on race day. From corrals to dynamic bib assignments to race day registration to check-in apps, your race will have the tools you need for a smooth race. Our RaceDay Scoring team is building the RaceDay tools of the future, and...

The Future is Now

RaceDay Scoring is the modern approach to scoring software. RaceJoy is a live GPS tracking app. The full RaceDay Suite makes RunSignUp the smart solution for your most important day: RaceDay.

RACEDAY TECHNOLOGY SUITE

THE FUTURE IS NOW



RACEDAY TOOLS

Keep registration open until the gun goes off.

We have the tools to keep RaceDay registration, CheckIn, and Bib Assignment easy.

01

EASY MOBILE REGISTRATION

Sign up on phones to keep lines short.

02

FAST REGISTRATION

Set up fast registration with limited data collection for RaceDay and mobile.

03

EXPO MODE

Flexible options for RaceDay registration on your race's tablets or mobile devices.

04

DYNAMIC BIB ASSIGNMENT

It's simple to assign bibs to RaceDay registrants.

05

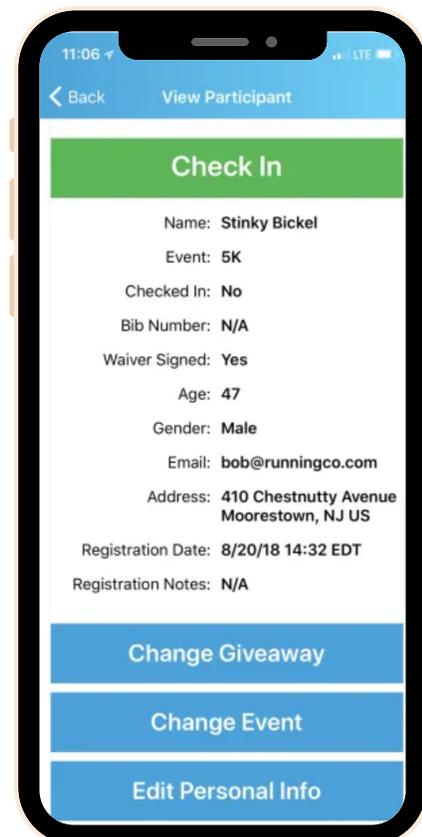
CHECKIN APP

Speedy participant CheckIn - easy for volunteers to use.

06

VOLUNTEER CHECKIN

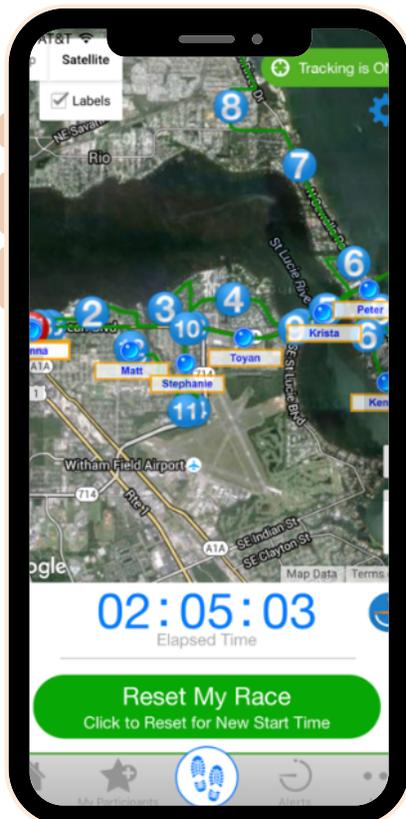
A new app to check in your volunteers on RaceDay.



RUNNER TRACKING OPTIONS

Runners today expect instant results. In addition to posting results through RunSignup's RaceDay Results, live leaderboards, and results kiosks, you can also allow participants (and their family and friends) to sign up for instant text and email result notifications.

RaceDay RESULTS



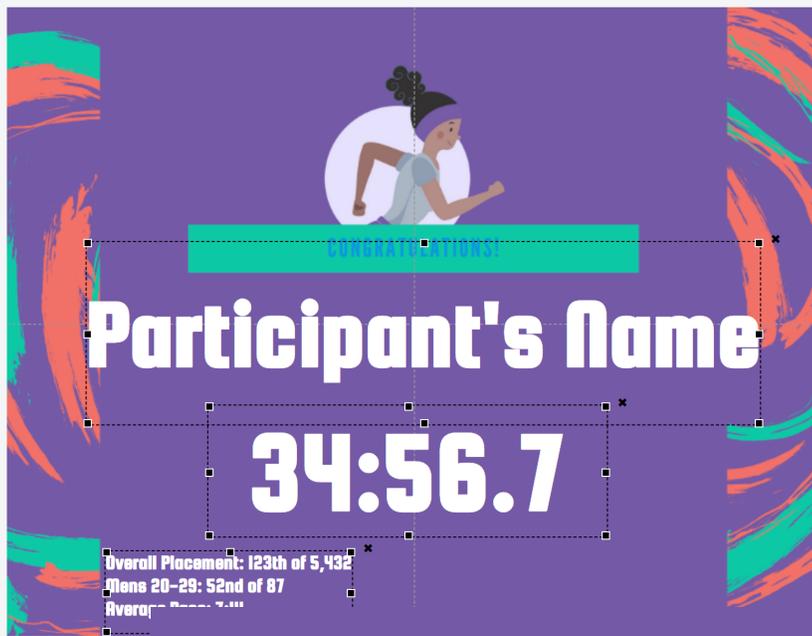
RaceJoy changes the Race Experience with live GPS tracking and interactive cheers and notifications. Some of the highlights of RaceJoy include:

- Real-time location view on course map
- Cheer-sending
- Progress & near-me results
- Off-course alerts
- Communication



FINISHER CERTIFICATES

- Go Race Day
 - Bibs >
 - Corrals >
 - Race Day Registration >
 - RaceDay CheckIn >
 - Race Divisions >
 - Results >
 - Enhanced Virtual Race >
- RaceJoy
 - Participants
 - Reports
 - Email Marketing
 - Promotion
 - CRM
 - Donations/Fundraising
 - Store
 - Financial
 - Volunteers
 - Sponsors



Design custom finisher certificates that automatically appear as a downloadable (and printable!) option when runners check their results on RunSignup.



RunSignup

We look forward to working with you!

