

Making the most of Race Roster: Tips for new and experienced race directors

1st tip: Race Roster has a very good resource library on their website, and excellent customer service. Can't find what you're looking for? Email them!

| Topic | Tips and tricks |
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| Registration questions | <p>Race Roster has built-in registration questions, and the option to create custom questions.</p> <p>Personal information: Choose what you actually need from this list. A race will generate a ton of information so pare down to only what you want.</p> <p>Gender: Best practice is not to collect this information if you don't need it. The reality is that in most races, prizes and recognition are split into male/female categories. The MRA supports gender inclusivity and encourages all race directors to choose this option: Gender ('man', 'woman', 'non-binary, gender fluid, gender non-conforming, or gender queer', or 'prefer not to disclose').</p> <p>Considerations when choosing this option:</p> <ul style="list-style-type: none"> - Use a custom question in registration to let folks know how their answer to this question will influence their eligibility for prizes or awards. We recommend providing the option for someone to identify as they wish, and then choose a prize category in which to compete (if relevant). - The MRA includes a nonbinary category for the Classic Series - ask Kathy for more details. - Talk to your timer to ask them in advance how their system may work with runners who choose the non-binary/gender fluid/ gender non-conforming/gender queer category. In most cases the timer will be able to display overall results regardless of gender option chosen, but may not be able to easily produce sub-categories without advance notice. <p>There was a short presentation on gender inclusivity in road running at the November 2022 Race Directors' meeting. You can view it here (beginning at TIME or clip it to start at that time).</p> <p>Custom questions: Create your own questions to ask at registration. Do not put product/merch questions here, save those for the product section where they can be better managed.</p> <p>Here you might ask things such as how they heard of your event, if this is the first time participating, and so on. Ask meaningful questions that will provide clear and actionable information that is useful to your event.</p> |

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| <p>MRA Discount & club affiliation</p> | <p>When you affiliate with a club (the MRA) you can let Race Roster do the verification for you when a registrant wants their MRA discount when they register for your event (only required when the regular price for the event is more than \$25).</p> <p>On your dashboard type Clubs into the search bar and open the result. Type Manitoba Runners Association (and the appropriate year) into the search bar and choose it. Click Add Club. A message is sent to the MRA and upon approval by them you will be affiliated - this may take a day or two, it's manual and not immediate. Kathy will be in touch if she has any questions.</p> <p>Once approved, go back to the Clubs menu and build in the discount (\$5), and choose which sub events it will apply to.</p> <p>Make sure to check this box: <i>Show join club button on event details page</i>. Soon you'll see how to edit that button to change it to "Join the MRA" but this enables participants to join the MRA at the same time as they register for your event, which gets them their discount and increases membership numbers, yay!</p> <p>To avoid confusion, change the text on the button (it will display on the right sidebar underneath your logo): go to your event page (option along the top menu bar of your dashboard). Click the circle with the pencil button in the bottom left of your screen. Anything that is editable will now have a little pencil beside it. Click the "Join club" button and change it so say Join the MRA. Click Update, and then click the green button with a checkmark in the bottom left corner of the screen. Changes may take a few minutes to reflect on the page but they will show up.</p> |
| <p>Volunteer recruitment and management</p> | <p>Save yourself a lot of headaches and use the Volunteer options to manage and recruit volunteers. Set up jobs, describe roles and start times, list how many people you need in each role. Volunteers can sign up with their contact info, sign a waiver, and you can assign jobs and communicate with them directly from Race Roster. It's a beautiful thing.</p> |
| <p>Waivers</p> | <p>Make use of customized waivers in RR. The MRA provides one, and you can easily incorporate it (customized with your own details) into the registration process.</p> <p>You can have a separate waiver for virtual participants who won't be on-site on race day, and add the virtual-specific details (such as no traffic control, no aid stations, and so on).</p> |
| <p>Sub events</p> | <p>This is where you set up your individual events. Be consistent with your descriptions. Keep it clear but concise.</p> <p>Do:</p> <ul style="list-style-type: none"> - Group sub-events for easier reading, example 5K youth, 5K adult, 5K family would be separate sub events grouped together under a 5K title, so anyone looking for that distance can see the options open to them. <p>Don't:</p> <ul style="list-style-type: none"> - Don't create separate sub-events at different price points, example |

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| | 5K early bird price should <i>not</i> be a separate sub event from 5K regular rate (you can do that elsewhere) |
| Email campaigns | Use Race Roster to email participants! You can have the email auto-populate with the participant's own details (example their event and start time), and have the email trigger with whatever you set it for. You don't have to download lists and do it manually, and you can customize the email with all sorts of things. You can send a separate email to people who are fundraising, or those only in a specific sub-event. Use this feature, it's a good one! |
| Fundraising | Race Roster can handle fundraising for you, complete with instructions for how participants can set up their own custom fundraising page. |
| Timer access | Info at: https://support.raceroster.com/hc/en-us/categories/201589903-Timers |
| Swag/products | <p>Whether you are including swag/merch with registration or offering them for sale, you need to tell people what they are getting. If the item is a surprise then no photos are needed. If you have images - even mockups - people like to see what they're getting. If you have a size chart, sweet mother of pearl, please include it. There is nothing worse than picking the wrong size of shirt, but you're stuck with it once race kit pickup comes around. Work with your supplier to accurately describe and size your options and include a size chart either as an image or as a clickable link in your item description.</p> <p>If you have limited quantities of items you can track the inventory so you don't oversell size small or a particular colour.</p> <p>You can also use the products menu to have people choose options that are either free or for sale, such as VIP parking, a gluten-free snack, or post-race massage.</p> <p>You can make product selection mandatory or limited to certain sub events. Is it only 3K family fun run participants who get to choose between a buff and a ball cap? Require them, and only them, to choose as part of the registration process.</p> |
| Logos, banners, and branding | <p>Logo:</p> <ul style="list-style-type: none"> - It will display in a square. If your logo isn't square (or round) make a new version of it on a white (or other colour) square so it always displays nicely and nothing gets cut off <p>Banner:</p> <ul style="list-style-type: none"> - Use RR's safe zone template to make sure nothing important gets cut off <p>Branding:</p> <ul style="list-style-type: none"> - Use RR's built in tools to choose colours that coordinate with your event's logo. Choose high contrast colours for easy readability. Don't know your hex codes? No problem. Upload your logo first and RR will pull from there when suggesting options. <p>View design tips and image sizes here.</p> |

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| Social media | <p>Tie your Facebook and/or Twitter feed to display directly on your RR home page. Go to your Event Dashboard and type social into the search bar. "Social media and analytics" will appear - add it. Fill in the blanks with your handles (@YourEventName)</p> |
| Pricing | <p>There are a few ways to manage pricing. Don't forget that if your event is more than \$25 (regular price) then you must offer a \$5 discount to MRA members at registration. See above (MRA Discount) for a very easy way to do this.</p> <p>Tips: don't offer late discounts, coupons, or other price incentives to effectively penalize people who registered early. This may anger your participants and it might result in people delaying registration in future years if they were burned before. Do everything you can to encourage earlier registration, while keeping things fair for everyone.</p> <p>Traditional pricing structures:</p> <p>Fixed pricing (no change throughout). Easy. But creates no incentive for people to register sooner, which you want! It's better for the stress level to know your numbers earlier in your planning stages.</p> <p>Scheduled: early bird, regular, late price points - set dates at which the price goes up. Choose whether to publicly display the countdown to the next increase. Make sure these dates just precede deadlines for other aspects of your race (any ordering deadlines for example). Tie the cut-off to your social media and/or email marketing and you will undoubtedly get a bump in numbers as the deadline approaches.</p> <p>Block pricing: Less common but can incentivize and motivate people. The price goes up as the blocks sell out, and not at a certain date. Tie your social media/email marketing to these blocks, example "first 50 registrants save \$25"</p> |
| Event Caps | <p>Do you need to cap your event? You can do it in Race Roster so that you don't oversell one event, or you can cap the entire thing without limiting any one sub event.</p> <p>Do the math to make sure any informally grouped sub events are counted as one (for example if you have 100 medals for your 5K, make sure the in-person and virtual caps don't exceed 100 combined).</p> |
| Event page settings | <p>This is your home page/landing page when someone comes to your event. Sometimes this is the only place a participant will go and may bypass your website entirely. It can also be set up with enough information that you don't need a website.</p> <p>Put the most important, and most engaging stuff up top. We know that people don't read, so help them increase the chances of seeing the most critical pieces. You can choose custom content (type text, add images, etc) or use widgets such as a countdown clock to race day or when registration closes.</p> <p>You can also use RR's built-in extra pages option, or link to your website or another page using buttons and menus. This page has helpful step-by-</p> |

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| | step info. |
| Transfers | We all know how important it is for people to run as themselves - make it super duper easy for them to transfer their registration to another runner by enabling this feature. Race Roster does all the work for you. Make sure to add a very small fee for this to cover what Race Roster will charge you. |
| Sponsors / other logos | You can include sponsor logos on your Race Roster home page. |
| Results | Use Race Roster to display your results, which is particularly handy if you don't have your own website. |
| Coupons | Use coupons to give free or discounted access to events and/or products and avoid having to handle this manually. |