



RACE ROSTER



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



Jen Shapka

- Former race director of Run Sage Creek (retired)
- Assisted/supported on a variety of other races at the admin level
- Current RD for Beat The Cold Winter Triathlon
- Highly organized and learn as I go!

About Race Roster:

- Easy-to-use online event registration and management platform
- Solves event organizer problems
- Works on mobile browser (no app)
- Works well for you, for athletes, for fundraising, for volunteers, and more



Easy is good for everyone



Aim to make the user experience as easy as possible - for everyone involved in your event.

Future you will be glad.

Affiliate with the MRA (please)



- Race Roster will automatically cross-check MRA membership (to apply a discount) with a few simple steps
- Promotes MRA membership - they can pay at checkout if they aren't already members
- Makes it easy for participants to access the discount

Customize this button

- Request to “join club” - MRA 2024 probably
- Kathy approves your request
- Customize the text on this button for clarity (default is JOIN CLUB --> possibly confusing for athletes)



Run 4 Your Cause - 2023

MRA is proud to present the 2023 Run 4 Your Cause featuring the fun Prediction 5K!

ONLINE REGISTRATION
CLOSED

JOIN THE MRA

DONATE NOW

Pricing management



- A range of pricing structures are available:
 - scheduled (early bird, regular)
 - block pricing (tiers sell out, the price goes up)
- Do incentivize and advertise for earlier registrations; don't offer late deals that effectively penalize people who registered early

Logos, banners, and branding



- Race Roster can colour-match your logo to style your registration page
- Prioritize high-contrast colour combinations for more accessible reading
- If your logo isn't a square: make it so before uploading so it displays properly on all devices

Participant waivers



- Customize the MRA waiver
- Auto-populate as needed with participant/event info
- Options for teams/families/minors needing parental consent

Customize your registration questions



- Save time and confusion by choosing smart registration questions - and collect only the data you need
- Add custom questions (and apply them only to specific sub-events)
- Ask meaningful questions that will provide clear and actionable information that is useful to your event

Group and organize sub-events



- Consider the flow or thought process when someone registers - will they find they they are looking for?
- Don't have the same event at different price points here (early bird vs reg)

Email campaigns



- Email participants any time with different triggers
- Customize by event
- Avoids missing registrants who have previously opted out of marketing emails (important!)

Swag/merch management



- Sell or give merch at the time of registration
- Enable “come back and shop” so someone can add on products after registration
- Set up variations for size, colour, style - and track inventory!
- Can limit to sub-events
- Provide a size chart (I AM BEGGING YOU)

Fundraising



- Race Roster handles this too!
- Donor pays the fee (or you can)
- VERY easy setup and sharing for participants; Race Roster collects funds and pays you (or a recipient) out
- Can be set up to automatically generate receipts for income tax purposes

Transfers (run as yourself!)



- Enable transfers so athletes can manage bib sales/transfer on their own
- Almost free - set a \$2 transfer fee to cover what RR charges for this
- Secure, easy, straightforward --> RR handles the process and the funds

Recruit and manage volunteers



- Advertise jobs (and how many you need in each role!)
- Add a volunteer button to your landing page
- Collect volunteer waivers
- Communicate easily with email campaigns



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Other features to explore

- Coupon code for free/discounted merch/event
- Giving your timer access to your event
- Event caps so you don't over extend yourself
- Adding FAQs, maps, and so on to your event page
(you don't *need* a separate website)
- Displaying sponsor logos
- Displaying a social media feed
- Linking to or uploading results

Race Roster support:

- Excellent support library with step-by-step instructions
- RaceRoster.com/contact
- Follow up by phone or email

