



# Referral & Swag Rewards





**Hello!**

**I am Natallie Young**  
(AKA: Watson's Mama)

**Demo Race Available with all  
setup steps & information**

@

**[RunSignup.com/Swag](https://RunSignup.com/Swag)**



# Referral & Swag Rewards

*What are they?* *An automated way to reward your customers for referring friends and family!*

# Today's Topics

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- 2020 Referral Stats
- Getting Started
- Promoting your Program
- Finishing Strong
- Other Tips & Tricks



# 2020 Referral Stats

The numbers don't lie: *Referrals went crazy in 2020!*

*17% of all registration dollars came from referrals: up from 7% in 2019.*

# 17% of Registration Dollars are from Referrals when Referral Rewards are enabled

REFERRAL REWARDS RESULTS	2019	2020	% CHANGE
No. Referral Codes	315,631	436,761	43.41%
No. Race Page Views	2,134,756	12,853,014	519.54%
No. Completed Registration Transactions	109,490	232,034	121.75%
No. Completed Registrations	135,486	269,548	108.17%
Completed Registration Amounts	\$6,642,972.09	\$12,123,526.60	92.00%
No. Referral Refunds	10,560	21,937	116.53%
Estimated Referral Refund Amounts	\$136,934.87	\$233,854.27	76.46%
Estimated ROI	\$6,506,037.22, (4.751%)	\$11,889,672.33 (5,084%)	92.33%
Estimated CPA	\$1.01	\$0.87	-14.71%

- Race Page Views: up over 500%
- Referral registrations: up **108%**
- **17% of all registration dollars came from referrals: up from 7% in 2019.**
- ROI UP
- CPA DOWN

# Finding the Referral Sweet Spot

The sweet spot combines these two things:

**High Enough Reward** = Motivation to share

**Higher Threshold** = Difficult, but not impossible to reach

# What does that mean?

*The most successful referral programs offered refunds of at LEAST \$15 for a MINIMUM of 3-5 referrals*

**AND**

*Stacked their program with REFUNDS & SWAG REWARDS*





# Referral Program Setup

Promotion>>Referral Tracking>>Setup

# Turn on Referral Tracking & Automatic Link Creation

## Setup

Help

You can enable referral tracking for your race. This will allow you to generate codes for participating members so you can track the number of registrations from each member.

Allow Referral Tracking

## Referral Options

You can set up unique referral codes for each of the individuals registering into your race. If you choose to enable this feature, then the Facebook and Twitter share links on the registration confirmation page will be updated to include a referral code that will credit the registered participant as the referrer. The registration confirmation email will also contain a unique link that the registrant can share to gain referral credits. Be sure to look at [customizing registration messages](#).

Automatically set up referral codes for Facebook, Twitter, and other shared links.

If you would like to set up referral refunds or rewards you must enable automatic setup of referral codes for shared links above.

- **Enable** “Allow Referral Tracking”
- **Enable** “Automatically set up referral codes for Facebook, Twitter, and other shared links”
- This will create a referral link for every registrant at the time of registration

# Set up Referral Refunds for each Event

Run For the Dogs 5K: Referral Refunds

Refunds Apply to Registrations Before

12/01/2021

America/New\_York Time

Refund Settings

After  registrations using a referral code, refund

Advanced Options ▾

Ensure Registration Balance \*

Do NOT include Add-on purchase amount in registration balance.

ⓘ

Refund won't go below this amount.

+ Add a Refund


- Enter Cut-off Date
- Set Referral Threshold
- Enter Refund Amount
- Registration Balance
- You CAN add additional refund tiers if you would like

# Set up Swag Reward Items

Swag Reward Information

Swag Reward Text \*  
Run For The Dogs Shirt








Upload Image  
Choose File No file chosen



Remove this Image

Swag Reward Description

File - Edit - Insert - View - Format - Tools -

Paragraph - A - B - I - U -       

Total Quantity Available  
100

Available Starting  
mm/dd/yyyy  
At 12:00am America/New\_York Time

Available Until  
mm/dd/yyyy  
Until 11:59pm America/New\_York Time

Require Option Selection  
 Require the registrant to select an option.

OPTION	QUANTITY AVAILABLE	
Small		↑ × ↓
Medium		↑ × ↓
Large		↑ × ↓
X-Large		↑ × ↓

ADD OPTION

- Promotion>>Swag Rewards
- Customize Settings
- **NOTE:** Image and Description will show in participant management & in the confirmation email when a reward is earned

# Set up Swag Referral Reward Settings

## Referral Swag Rewards

You can offer automatic rewards to participants when others register using their referral code.

*We highly discourage changing these reward settings after registration has opened. Doing so can result in duplicate or skipped rewards.* Rewards will only be issued for registrations where a new referred registration is completed after rewards have been set up.

### Run For the Dogs 5K: Referral Rewards

#### Rewards Apply to Registrations Before

07/31/2019 11 : 59 PM | ▾



America/New\_York Time

#### Reward Settings

After registrant # ___ registers based on a referral code *	Registrant received the following swag:*
<input type="text" value="10"/>	<input type="text" value="Run For The Dogs Shirt"/>

After registrant # ___ registers based on a referral code *	Registrant received the following swag:*
<input type="text" value="20"/>	<input type="text" value="Run For The Dogs Tote Bag"/>

ADD A REWARD

- Go Back to Promotion>>Referral Tracking>>Setup
- Enter Cutoff Date
- Enter Swag Reward Threshold
- Select Swag Item
- SAVE



# Promoting Your Referral Program

How to promote your program on RunSignup

# Add a Custom Section/Menu Tab

- Sign up for the Run For The Dogs 5K
- Once your registration is complete, you will receive a unique referral link to share with your friends, family or post on social media
- Get 5 friends to sign up using your unique referral link and you will automatically receive a refund of \$25.00. Boom!
- Get 10 friends to sign up using your unique referral link and you will receive an exclusive Run For The Dogs Shirt
- Get 20 friends to sign up using your unique referral link and you will receive an exclusive Run For The Dogs Tote Bag
- Keep Sharing and Promoting your link

*Run For The Dogs Referral Program*  
SPREAD THE WORD & RECEIVE THE LOVE

**CASH BACK**  
REFER **5** FRIENDS  
Receive a \$25 refund of your registration fee!

**REFER 10** FRIENDS  
Receive an exclusive Run For The Dogs Shirt

**REFER 20** FRIENDS  
Receive an exclusive Run For The Dogs Tote Bag

- **Custom Section:** Highlight the benefits of your program
- This will incentivize people to **REGISTER** and **SHARE**

# Customize Your Social Sharing Text & Images



A screenshot of a Facebook post. At the top, it says "Post to Facebook" with a small dog profile picture. The user is "Natalie May Runsignup" and the text says "Me likey". The main image is a promotional banner for "Run For the Dogs 5K". The banner has a purple top section with a circular logo on the left that says "Run For The Dogs" and "EVERYTHING IS BETTER WITH FRIENDS" in white text. Below the logo, the text "It's a Paw-ty!" is written in a white cursive font. Underneath that, there is a photo of a diverse group of dogs of various breeds and sizes. At the bottom of the banner, there is an orange section with the text "Join Me at the Run For The Dogs 5K!" in purple. Below the banner, the text "RUNSIGNUP.COM" is visible, followed by "Run For the Dogs 5K - Swag Rewards Test Race" and "Join Me at The Run For Dogs 5K. Celebrate Big Dogs, Small Dogs, All Dogs!"


- Promotion>>Social Sharing
- Customize Popup & Confirmation Email Text
- Customize Social Sharing Text
- Customize Social Sharing Images
- **BE CREATIVE!**



# Post-Registration Pop-up Message

Refer Your Friends & Earn Cash Back!

Thank you for registering for Run For The Dogs 5K!  
Get 5 friends to sign up using your link and you will automatically receive a refund of \$25.00. Boom!  
Get 10 friends to sign up using your link and receive an exclusive Run For The Dogs Shirt  
Get 20 friends to sign up using your link and receive an exclusive Run For The Dogs Tote  
Here is your unique link to share with your friends and family: <https://runsignup.com/Race/CA/SanDiego/IRunFortheDogs>



[Post to Facebook](#) [Tweet](#) [Share via E-mail](#) [Close](#)

***This is the text that will prompt people to SHARE your race after registering, so take the time to customize this message!***

# Finishing Strong

Remind people to share with automated registration  
follow up emails.

Don't forget that you can earn a **\$25 REFUND** of your registration fees by referring 5 friends to sign up and join you on your run! Get even more friends to sign up and earn exclusive **Run For The Dogs Swag!**

All you need to do is share your unique referral link below! You can email, share on social media or text your friends this link.

Here is your unique link: **%REGISTRATION\_REFERRAL\_CODE\_LINK%**

## Run For The Dogs Referral Program

SPREAD THE WORD & RECEIVE THE LOVE



REFER **5** FRIENDS

Receive a \$25  
refund of your  
registration  
fee!



REFER **10** FRIENDS

Receive an  
exclusive Run  
For The Dogs  
Shirt



REFER **20** FRIENDS

Receive an  
exclusive Run  
For The  
Dogs Tote Bag

- Email Marketing>>Automated Emails>>Registration Follow Up
- Use these emails to send program reminders, promote referral refunds, & exclusive swag rewards!

# Setting Up Registration Follow Up Emails

**Registration Followup** 0 Help

**Registration Followup Emails Setup**

Registration followup emails will be sent to participants after the specified interval has passed.

Enable Registration Followup Emails
  Disable Registration Followup Emails

Send emails at day intervals.

Yes
  No

DAYS AFTER REGISTRATION		EMAIL SEND TIME			VIEW / CUSTOMIZE EMAIL	DELETE
<input type="text" value="1"/>	Days after registration to send email. ⓘ	<input type="text" value="10"/>	<input type="text" value="30"/>	<input type="text" value="AM"/>	<a href="#">View / Customize Email</a>	✕
<input type="text" value="5"/>	Days after registration to send email. ⓘ	<input type="text" value="10"/>	<input type="text" value="30"/>	<input type="text" value="AM"/>	<a href="#">View / Customize Email</a>	✕
<input type="text" value="10"/>	Days after registration to send email. ⓘ	<input type="text" value="10"/>	<input type="text" value="30"/>	<input type="text" value="AM"/>	<a href="#">View / Customize Email</a>	✕

[Add Interval](#)

Send emails on a specific calendar date.

Yes
  No

- Send on Specific Date OR # of days after registering
- Customize each email with your own branding, subject, images
- Include `%REGISTRATION_REFERRAL_CODE_LINK%` tag to automatically include each registrant's unique referral code

# Other Tips & Tricks

Oldies, but Goodies.

# FINAL TIPS & TRICKS



## TAKE THE TIME

Take the time to design your program. Decide what to offer and make sure it's clearly displayed on your race page



## KEEP IT SIMPLE, SILLY!

Is it hard for you to explain your own referral program? You should probably make it easier!



## REMIND, REMIND

Registration Follow Up emails are a MUST! Set these up before your program goes live and remind your registrants before your event



## HAPPY SOCIAL SHARING

Does your social sharing image make you happy when you look at it? If not, you should choose a different image



## EXCLUSIVITY

Don't offer swag rewards that you are also selling during registration. "Limited Edition" is key!



## GIRL POWER

Over 70% of referrers are female. Factor that into your swag reward plans!



## STACK THOSE REWARDS

We see the most success when referral refunds & rewards are used together. At a minimum, make sure you promote different thresholds



## MAKE IT FUN

Give your referrers a special name! The Dog Squad, River Run Ambassadors, etc



## START EARLY

Referral Programs work best when they are setup before registration goes live. There are some complications to adding a program halfway through registration.

# Thanks!



Questions?

**Watson has the answers...**