



PRESS KIT

Contact us at: press@signupgenius.com





We empower people to change the world by making it simple to organize groups.



**Build a
Sign Up**



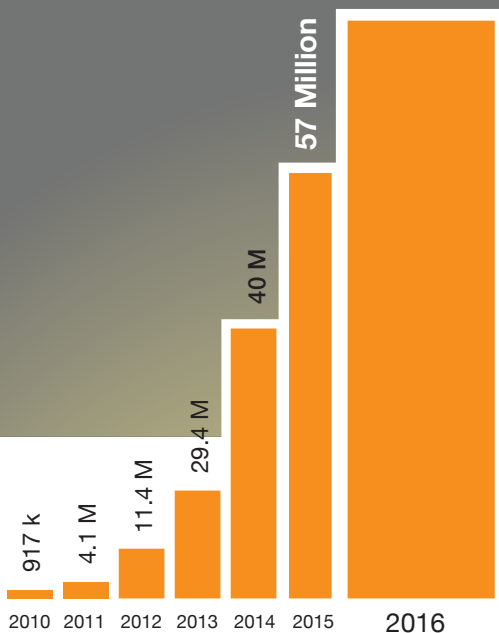
**Invite Your
Group**



**People Sign
Up Online**



**We Send
Reminders**



66.4 Million Unique Users in 2016

SignUpGenius simplifies the process of coordinating events and people by providing free online sign ups for individuals and organizations. Whether a group needs to schedule parent teacher conferences, host a soccer tournament or raise funds for a nonprofit, SignUpGenius is a one-stop solution that does away with the need for paper sign ups, "reply-all" emails and phone trees.

184
THOUSAND

**Events organized
per month**

54.4
MILLION

**Items signed up
for in 2016**

2.3
MILLION

**Sign up pages
created in 2016**

UP TO
12
MILLION

Users per month

71.6
MILLION

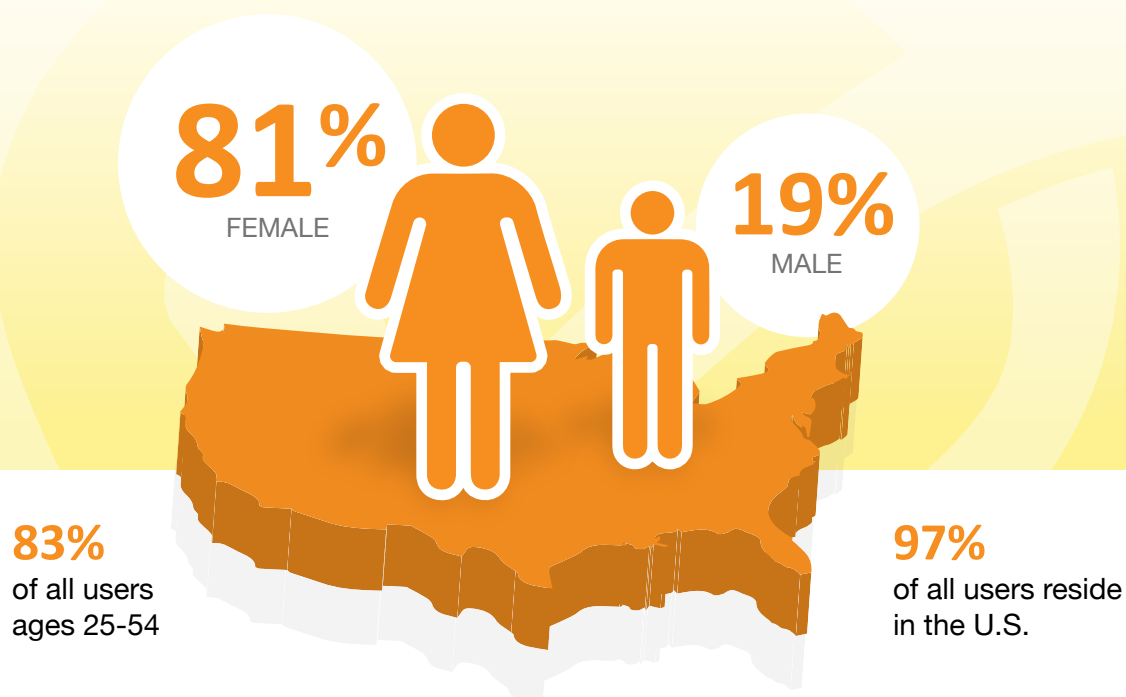
Pageviews per month

4.2

Pageviews per visit

Active women between the ages of 25-54 with school-aged children are the core adopters of SignUpGenius.

They are busy in every arena of their lives, but they still manage to organize people and events in order to impact their communities in positive ways.



Busy

50% of women say they don't have enough free time.



Organized

84% of mothers bear the main responsibility for planning their children's activities.



Influential

Women make or influence **85%** of all purchasing decisions.



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USER REVIEWS

“ We have found SignUpGenius makes our jobs more efficient. SignUpGenius is used in our business most often to organize employee events, provide special needs students in our community with opportunities to attend various events or conduct employee incentive drawings. SignUpGenius enables us to offer more events to both the community and our employees because it streamlines the invitation process.

Pam Dymecki

Superior Plumbing Services, Atlanta, Georgia

“ Thank you for your easy-to-use, organized and fool-proof service. As the concessions director at our ballpark, finding bodies to volunteer in our stand couldn't be simpler using SignUpGenius. I work 40+ hours at my day job and then set up and shut down the stand at the park. Time is precious. Thank you so very much for helping me get help AND, most importantly, support our neighborhood kids!

Kris Hawes

Jacksonville, Florida

I wanted to thank you...

“ I'm a huge fan of SignUpGenius and have been able to accomplish so much with it. It's always quick to load and easy to use. I have used SignUpGenius to coordinate hundreds of volunteers, and it's always easy and reliable for both them and me. Thank you for your wonderful product!

Heidi Carson

Cupertino, California

I'm a huge fan of
SignUpGenius and have
been able to accomplish
so much with it.

“ I have loved SignUpGenius. It's so easy to reach people, and I love that it's email based and they don't have to create an account or anything to use it. The admin tools are awesome — I can still make calls to the elderly and add their name in, which is so nice! In the last two and a half years, I have used it to organize four funeral luncheons, five sets of meals for new mothers, 11 sets of meals post-hospital visit and a few other situations like nursing home visits.

Michelle Martineau

Nibley, Utah

“ SignUpGenius is the perfect software package for those nonprofit organizations with budget challenges. It provides the functionality needed to manage volunteers and events without huge expense. The less we have to spend on administrative costs, the more funds can go back into the community.

Ann Cooper

River Region United Way, Montgomery, Alabama

“ Our school started using this last year for parent teacher conferences. This has saved our teachers and parents so much time, and, best of all, it saves paper. The only way to sign up for parent teacher conferences.

Michelle Zaloudek

Enid, Oklahoma



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ORGANIZE EVERY GROUP



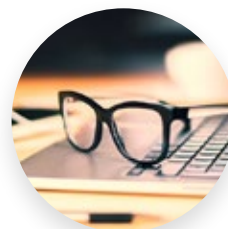
School Sign Ups

Manage parent teacher conferences, class parties, book fairs, PTA-PTO volunteers, wish lists and more.



Family Events

Coordinate party RSVPs, meals for friends, bridal and baby showers, neighborhood cookouts and more.



Business Schedules

Manage training sessions, conferences, staff schedules, office socials, meetings and more.



Volunteer Sign Ups

Organize donations, event volunteers, schedules, fundraisers, raffles, carnivals and more.



Sports Events

Organize game snacks, swim meets, concessions volunteers, carpools, event registrations and more.



Church & Temple

Schedule nursery workers, small group snacks, greeters, service projects and more.



Potluck Invites

Coordinate neighborhood block parties, progressive dinners, holiday potlucks and more.



Fundraising

Manage capital campaigns, blood drives, 5K races, Girl Scout cookie booths and more.



College Activities

Schedule office hours, Greek life events, class presentations, study groups and more.



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PRICING

Packed with Features	Basic	Pro Silver	Pro Gold	Pro Platinum
	Free	\$9.99/Month	\$24.99/Month	\$49.99/Month
Annual Pricing	Free	\$107.89 /year	\$269.89 /year	\$539.89 /year
700+ Visual Designs Themes	✓	✓	✓	✓
Unlimited Participants	✓	✓	✓	✓
Collect Payments on Sign Ups *	✓	✓	✓	✓
Email & Text Reminders	✓	✓	✓	✓
Admin Management Tools	✓	✓	✓	✓
Social Media Sharing	✓	✓	✓	✓
Sync Items to Calendar	✓	✓	✓	✓
Email Delivery Reporting	✓	✓	✓	✓
No Advertising on Sign Ups		5	15	Unlimited
Multiple Sign Up Administrators		5	25	50
Customer Support	Email	Priority Email	Chat/Email	Phone/Chat/Email
Custom Questions for Participants	1	5	10	25
Email Tool for Invites & Thank You's	1,000/Mo.	5,000/Mo.	10,000/Mo.	20,000/Mo.
Multiple Admin Email Notifications		5	25	50
Admin-Only Hidden Fields		5	10	15
Upload Logos/Images on Sign Ups	5	25	50	250
Design a Custom Sign Up Theme		1	Unlimited	Unlimited
Cloud File Storage		500MB	1GB	3GB
Volunteer Hours Reports			✓	✓
Back to Website Button			✓	✓
Email Open & Click-Through Tracking			✓	✓
Email Scheduling			✓	✓
Sync Entire Sign Up to Calendar		✓	✓	✓
Sign Up Tabbing		✓	✓	✓
Auto-Hiding of Dates on Sign Ups		✓	✓	✓
Sign Up Start/Stop Dates		✓	✓	✓
Sign Up Locking by Date		✓	✓	✓
File Attachments on Sign Up		✓	✓	✓
Advanced Email Sending Functionality		✓	✓	✓
Email Attachments		✓	✓	✓
Themed Email Invites		✓	✓	✓
Advanced Quantity Limits		✓	✓	✓

* There is no monthly flat fee to collect money on SignUpGenius. We charge a use-based fee equal to 5% of the money collected plus \$0.50 per transaction.



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AWARDS



American Business Awards Stevie Award

Customer service department of the year
and web writing and content



Charlotte Business Journal's Fast 50 Award

12th fastest-growing company



Mom's Choice Awards

Gold distinction for family-friendly website



Parents magazine Best of the Web 2016

Get It Done – Problem-Solve



Best Employers in North Carolina

20th best place to work in North Carolina
among small-to-medium-sized companies



Golden Bridge Awards

Gold winner for Website of the Year
Best Product/Service Site



Interactive Media Awards

Best in Class for Web Design/Development



WebAwards

Outstanding Computer Software Website



NC Tech Awards

Finalist: Software Company of the Year and
Small Company of the Year

Parents

“ Whether you need to wrangle donations for a class party or round up volunteers for the soccer fundraiser, this service will help you blast out the info, get commitments and send reminders in a fraction of the time of doing it individually or, ugh, sending home a sign up sheet.

The Washington Post

“ Coordination is a mouse-click away.

FamilyFun

“ Should be in every sports parent's playbook.

THE HUFFINGTON POST

“ Thank you to the actual geniuses who invented SignUpGenius.

SCHOLASTIC

“ To make requesting and managing parent/community volunteers painless and efficient, I use SignUpGenius.

AP

“ Danielle Blundell, senior home editor for Family Circle magazine, says the best way to wrangle a block party is digitally: Send email invites. Keep track of the potluck offerings and supplies using a master list at a website like signupgenius.com.

USA WEEKEND

“ Reinventing potluck.

faithvillage.com

“ Top Online Tools for Your Small Group.

Debt-Proof LIVING Since 1992

“ Debt-Proof Living Pick of the Month.

National Multiple Sclerosis Society Raises \$20.3 Million with Assist from SignUpGenius

The National Multiple Sclerosis Society uses SignUpGenius to coordinate 3,500 volunteers across 150 miles of trail to organize one of the largest cycling fundraisers in North America.

You probably wouldn't guess that the National Multiple Sclerosis Society organizes one of the largest cycling fundraisers in North America.

The society, with a mission to raise money to research a cure for multiple sclerosis, has held the annual two-day bike ride BP MS 150 through Texas for 32 years. About 13,000 cyclists participate in the event annually, and most recently the event raised \$20.3 million dollars for MS research.

Coordinating such a large event with thousands of volunteers across multiple locations in the state requires a lot of organization. Inefficient spreadsheets and an in-house system that didn't let volunteers sign up for their preferred locations and shift times were among the problems.

"We were pulling our hair out trying to keep it all organized," says Melanie Zumdieck, a marketing engagement specialist for the society.

Eager for a solution, the team turned to SignUpGenius to coordinate their 3,500 volunteers and 150 miles worth of trail.



"The successful use of SignUpGenius for the BP MS 150 and the lift it brought to our volunteer engagement team has led us to incorporate the use of this tool for all events in our region going forward," Zumdieck says. "This includes over 28 Walk MS events, nine Bike MS events, as well as DIY and other volunteer events."

We are honored to be able to help the National Multiple Sclerosis society as they work toward curing MS. That's genius! ■



Mind Dance Marketing Helps Chick-fil-A and Ringling Brothers Find a Genius Solution

Mind Dance Marketing uses SignUpGenius to coordinate circus nights at Chick-fil-A restaurants before Ringling comes to town and to send restaurant employees to the big top for shows.



When the circus comes to town, Mind Dance Marketing isn't far behind. The Houston-based marketing firm attracts crowds to the Big Top through a fun partnership between Ringling Bros. and Barnum & Bailey Circus and fast food chain Chick-fil-A. The restaurants are a natural fit to promote the circus because they cater to families and attract millions of customers each year.

Before the three-ring shows begin, Chick-fil-A restaurants host Family Night and transform into a mini-circus — complete with clowns, face painting, balloon animals and popcorn. Chick-fil-A returns the favor by supplying food, cows and sponsorships around the circus arena. The partnerships are active in about a dozen markets across the country, including Atlanta, Denver, Dallas and New Orleans.

Mind Dance Marketing turns to SignUpGenius to ensure logistics run smoothly behind the scenes. "Since we do so much event execution and activation we use SignUpGenius to help us organize and coordinate teams across the country for market-specific events," says brand manager Shannon Edmonds. "I use it mostly for the sponsorship with Ringling to deploy

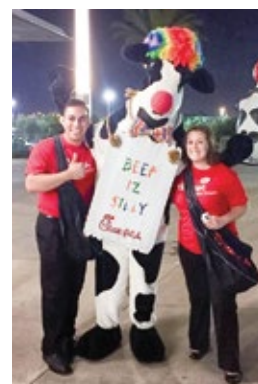


team members from Chick-fil-A restaurants to come and work on site at the circus. Other MDM team members use SignUpGenius to help staff other events around the city. Really every event we do involves SignUpGenius."

**We use
SignUpGenius to
help us organize
and coordinate
teams across
the country for
market-specific
events.**

The reporting available in her SignUpGenius account helps keep Edmonds organized with a Reports section that lets her view names, numbers and other pertinent information. "It helps me consolidate my staff, get shirt sizes for ordering purposes and streamline event communication in one place," she says.

"(SignUpGenius) is really great for all occasions: business, personal, etc. My recommendation is to really use it to its fullest potential with all of the filters to be 100 percent successful." ■



The Dallas Cup Coordinates 3,000 Volunteers with Ease

International Youth Soccer Tournament Uses SignUpGenius

Coordinating 3,000 volunteers for the oldest international youth soccer tournament in the United States is no small feat. With 160,000 spectators coming to watch the games during the week between Palm Sunday and Easter each year, the tournament's small staff rely on volunteers for almost every facet of the event.

That's why organizers of the Dallas Cup turn to SignUpGenius for assistance. "With SignUpGenius, I can take my 25 committees, divide everyone up and fill all of the volunteer time slots," says Dallas Cup Volunteer Coordinator, Jolyne Doyle, says. "It's nice to put in all of the information that's needed for one committee on a sign up and send out a different one for each committee. It lets me see when a sign up is full, and I can go into my SignUpGenius account and have all of the information in one spot."

Just wanted to say I love love love the new SignUpGenius...it's GENIUS!! Looks great and super easy! Whoever found this site is brilliant.

It wasn't always this easy. The Dallas Cup is more than 30 years old and, until recently, relied primarily on spreadsheets, bulk emails and shared online documents to coordinate the massive event. "(SignUpGenius) probably takes away a month's worth of work for me," Doyle says.



The Dallas Cup is a unique event to coordinate because 40 percent of teams are from other countries. Only 20 percent of the teams are local to the Dallas area. Organizers are not only coordinating the games and receptions, they're also organizing places for many of the out-of-town attendees to stay.

Doyle said she's received positive feedback from volunteers. One emailed her to say, "Just wanted to say I love, love, love the new SignUpGenius ... it's GENIUS!! Looks great and super easy! Whoever found this site is brilliant."

Assisting groups like the Dallas Cup help their communities is why SignUpGenius exists. When families have more time to do things together, everybody wins. ■



tripadvisor® Organizes Company Perks with SignUpGenius

Employees Relax with In-Office “Getaways”

TripAdvisor, a leading travel website that offers trusted advice from real travelers, is considered a go-to site for those wanting to take a trip or getaway. The company is also known for offering employees special perks to reward them for their hard work.

By offering employees monthly chair massages, TripAdvisor offers another kind of “get away” for those sitting at a desk all day. The company extends opportunities like the massages to help workers de-stress and unwind. Says TripAdvisor Benefits Specialist Shawn Rauhala, “TripAdvisor wants to have the best benefits to help attract and keep the best talent. So having chair massages is just one of the perks, among many, that we have for employees. Employees, it seems, are often rewarded with food and the chair massages are a relaxing, stress-relieving perk that is outside the norm. Not only do you not gain weight, but it is also healthy to relieve some stress that people often carry around as tension in their bodies!”

With close to 500 employees to inform about the opportunity, in addition to scheduling and managing the changes to the schedule, Rauhala notes it was far too difficult with an old-fashioned paper sign up sheet. “I took over organizing chair massages on a monthly basis back in October 2012,” shares Rauhala. “I had asked my Director if he knew of an electronic scheduling tool we could use to cut out the manual work. He had used SignUpGenius when his kid’s school had Parent/Teacher meetings, so he suggested I check it out. I did and it was EXACTLY what I was looking for. We have used it since.”

Volunteer thank you appreciation sign up Rauhala has found that using SignUpGenius for his scheduling has offered more freedom, allowing employees to book the first come, first serve chair massages as soon as possible. The online sign up saves him time by taking him out as the middle man. The system handles changes



Group Name
SIGN UP SHEET

This area allows you to enter some descriptive text about your sign up. Use it to give your members instructions or to clarify on the details of the event. Enter as little or as much text as you need to get your message across.

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CREATED BY: Dan Rutledge [CONTACT ME](#)

Date	Location	Item to Bring
11/19/2009 (Thu.)	Location 1	Drinks (2) Snacks
11/23/2009 (Mon.)	Location 2	Drinks (2) Snacks
11/30/2009 (Mon.)	Location 1	Drinks (2) Snacks
12/7/2009 (Mon.)	Location 3	Drinks (2) Snacks
12/19/2009 (Sat.)	Location 1	Drinks (2) Snacks

and cancellations for him. “This is an extremely popular activity. Once I send out the e-mail the two days of slots fill up in less than 10 minutes. If it weren’t for this site, I would have to have people manually sign up and then manage it from there,” says Rauhala. “I would have to maintain a waitlist in case someone cancels, which would then involve contacting the people on the list. By using the site, I pretty much just send the link out and everything with cancellations is handled within the site. Employees can then check on their own if slots open up without me being involved.”

Rauhala is impressed by how quickly he was able to get started with his first SignUpGenius sign up and also how easily he can create a new monthly sign up. “If there is one thing I can say about [SignUpGenius], it is really intuitive. I went on the site and got what I needed setup in no time without any instruction. The site has a lot of great features but I think the ‘copy signup’ helps me the most. We have the massages once a month and being able to copy over the previous event and just change a couple small pieces is a big time saver for me.”

TripAdvisor plans to increase the days and times they offer chair massage perks to their employees, and they have found that SignUpGenius will allow them to do this without requiring the use of additional admin support in scheduling.

SignUpGenius Powers Leukemia and Lymphoma Society-IHOP National Pancake Day Partnership

The Leukemia and Lymphoma Society's mid-Atlantic region partners with IHOP on National Pancake Day, using SignUpGenius to send volunteers into restaurants to solicit donations, raising more than \$2 million over 12 years.

Free stacks of pancakes are a no-brainer to attract crowds, and The Leukemia and Lymphoma Society's mid-Atlantic region takes full advantage of thousands of hungry stomachs, partnering with IHOP on National Pancake Day to raise more than \$2 million over the past 12 years.

While pancake lovers dine, hundreds of volunteers fill shifts across 42 IHOP locations and ask patrons if they'd like to donate to the society by purchasing a special paper icon with a value between \$1 and \$20.

"This year's event was a complete success — we significantly surpassed last year's total. The success of the campaign largely centers around mobilizing a large volunteer base on National Pancake Day," says Judy Irvine, campaign manager for retail partnerships with the LLS chapter. "Our volunteers are crucial as much of the funds from the campaign are raised on this day."

SignUpGenius powers the volunteer coordination process, aiding the scheduling of volunteers on National Pancake Day and training sessions beforehand.

Irvine likes that she can export her sign ups into Excel, giving her comprehensive spreadsheets in just a few clicks. "(They) enable us to see how many volunteers we have, where we have holes to fill, volunteer contact information and more."

Sign up templates also allow LLS to maintain consistent branding and look professional. Email notifications keep organizers up to speed about volunteer needs in real time.

"SignUpGenius is a fantastic option for groups, especially nonprofits such as LLS, who need affordable and effective ways to organize their volunteers," Irvine says.