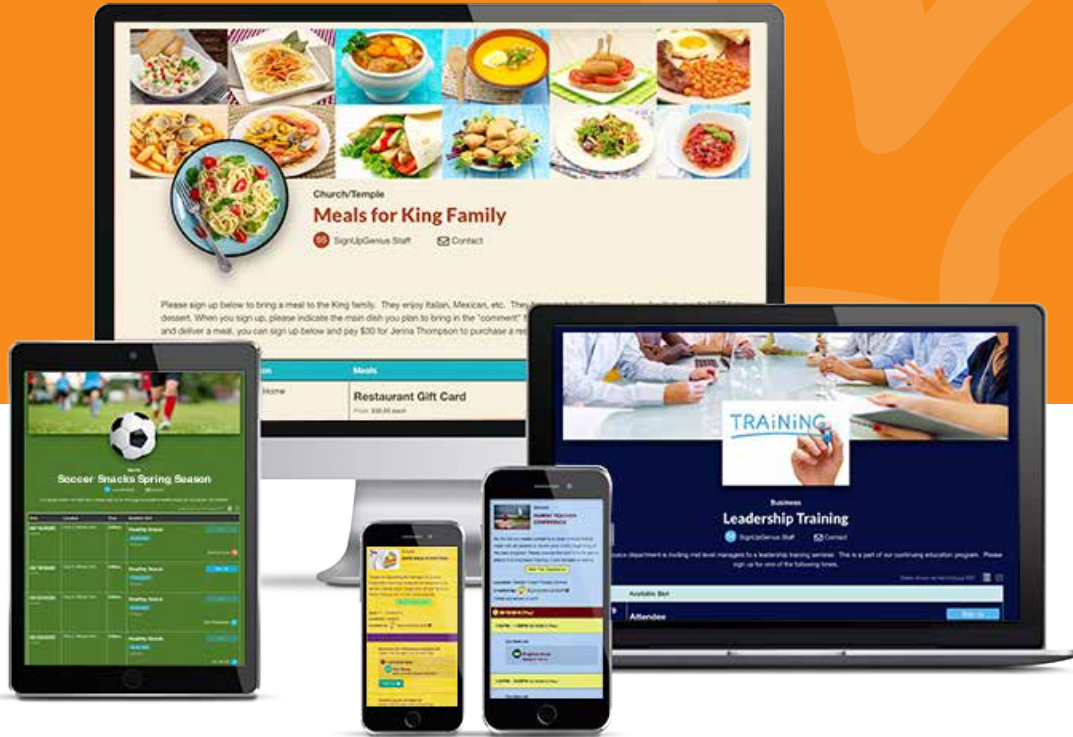




PRESS KIT

Contact us at: press@signupgenius.com





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



1
Build a Sign Up



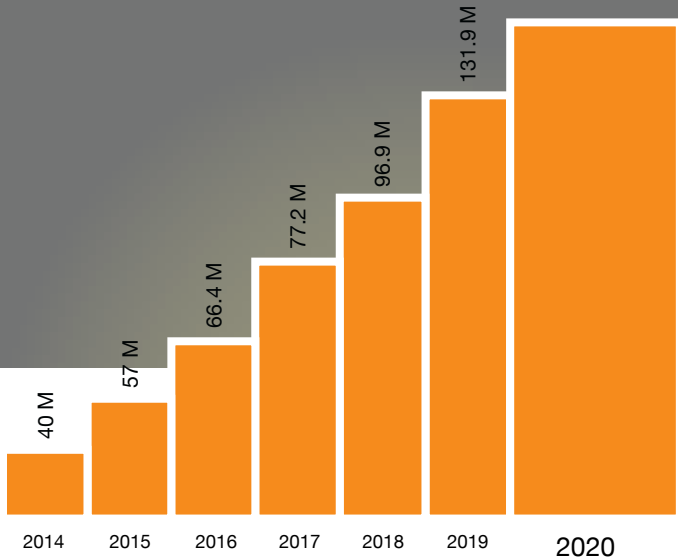
2
Invite Your Group



3
People Sign Up Online



4
We Send Reminders



146.3 Million Unique Users in 2020

SignUpGenius simplifies the process of coordinating events and people by providing 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.

509+
THOUSAND

Events organized per month

99.2
MILLION

Items signed up for in 2020

3.58
MILLION

Sign up pages created in 2019

UP TO
22
MILLION

Users per month

111
MILLION

Pageviews per month

3.85

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 area of their lives, but they still manage to organize people and their events in order to impact their communities in positive ways.

65%
FEMALE

35%
MALE

63%
of all users
ages 25-54

94%
of all users
reside in the U.S.



Organized

82% of moms manage the family calendar.

Source: Moms on the Motherload from the Research Moms of Edison Research, 2018.



Busy

An estimated 25.1% of U.S. adults volunteered in 2017, contributing an estimated 8.8 billion hours.

Source: National Center for Charitable Statistics



Influential

Women drive **70-80%** of all consumer purchasing.

Source: www.bloomberg.com



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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 D.

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 H.

Jacksonville, Florida

“ Through SignUpGenius, we've implemented a mask assembly line that enables us to pool people's resources, time and talent. Those who have supplies can cut fabric and sew and those who can deliver the finished masks all enroll for their part in the process. As a result, together we have made hundreds of home-sewn masks to be used by the selfless and courageous medical professionals working on the frontline at our local hospital and beyond.

Tracy K. and Lacey R.

Summit Marches On, New Jersey

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 M.

Nibley, Utah

“ Since using SignUpGenius, volunteers have expressed how user-friendly the platform is and we have seen an improvement in volunteer engagement/satisfaction. If you are looking for an easy way to schedule events and share with your clients, then SignUpGenius is the lifesaver you have been looking for.

Andrew G.

Champions for Health, San Diego, California

“ 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 Z.

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.

Simple Pricing. Amazing Value.

Plans for any size business, nonprofit, school or organization. Start for free.

		Best Value	
Basic	Silver	Gold	Platinum
FREE	\$11.99 month	\$29.99 month	\$59.99 month
	<small>Paid annually \$107.89 Annual plan saves \$35.99</small>	<small>Paid annually \$269.89 Annual plan saves \$89.99</small>	<small>Paid annually \$539.89 Annual plan saves \$179.99</small>
Personal or Family Use	Sole Proprietors and Power Organizers	Small Nonprofits and Organizations	Businesses and Large Nonprofits
<ul style="list-style-type: none"> ✓ Automated Email Reminders ✓ 400+ Basic Design Themes ✓ 1,000 Emails per Month ✓ Advertising on Sign Up Pages 	<ul style="list-style-type: none"> ✓ Premium Themes ✓ 2,500 Emails, 150 Texts per Month ✓ 1 Advertising-free Sign Up ✓ Priority Support by Email 	<ul style="list-style-type: none"> ✓ 10 Additional Administrators ✓ Priority Support by Email ✓ 10,000 Emails, 500 Texts per Month ✓ 5 Custom Questions for Participants ✓ 10 Advertising-free Sign Ups 	<ul style="list-style-type: none"> ✓ 20 Additional Administrators ✓ Premium Customer Support - Phone / Chat / Email ✓ 20,000 Emails, 1,500 Texts per Month ✓ 10 Custom Questions for Participants ✓ Unlimited Advertising-free sign ups

All Plans Include

- ✓ Unlimited Sign Up Pages
- ✓ Unlimited Participants
- ✓ Sign Up Themes (400+ designs in basic)
- ✓ Custom Images on Sign Ups (5 in basic)
- ✓ Google Maps Integration
- ✓ Email Invites & Reminders (1,000 in basic)
- ✓ Email Delivery Reporting
- ✓ Social Media Sharing
- ✓ Zoom Integration
- ✓ Export Sign Up to CSV File
- ✓ Standard or RSVP formats
- ✓ Admin Management Tools
- ✓ Calendar Sync for Participant
- ✓ Customer Support via Email
- ✓ Collect Payments on Sign Ups *
- ✓ Enhanced Security Options
- ✓ Unique Link for All Published Sign Ups
- ✓ Fundly Crowdfunding Integration

* 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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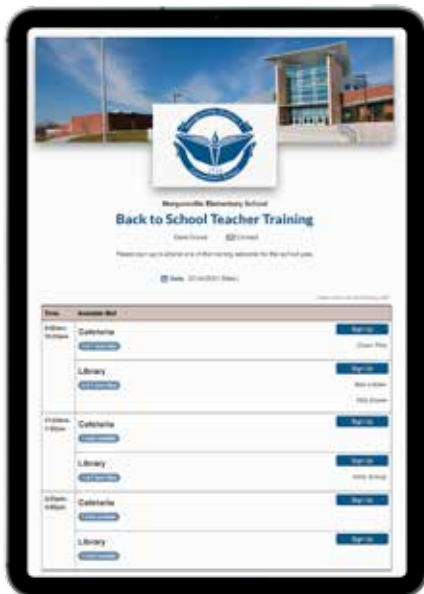
ENTERPRISE

Custom, comprehensive plans for large-scale organizations and events. A powerful solution that is simple to use.



Get access to top-level features.

- ✓ Additional Sign Up Administrators
- ✓ Custom URLs
- ✓ Payment via Purchase Order or Invoice
- ✓ Signed Security Agreements
- ✓ Dedicated Account Manager
- ✓ Custom Landing Pages to Host Sign Ups
- ✓ Remove SignUpGenius Branding
- ✓ Complete Vendor Requests



Customize account options to match your organization's needs.

- **Tailored Sign Ups to Best Serve Your Group:** Create custom sign up designs, unique URLs and collect additional participant data.
- **Shared Responsibilities:** Delegate account access to multiple administrators.
- **Streamlined Communication:** Easily communicate with groups using email, text and social media options.

Boost involvement with a familiar and simple participant experience.

- **Consistent Organization Message:** Remove SignUpGenius branding to reflect your organization's image.
- **Exclusive Portal Page Feature:** Build customized landing pages to easily direct your group to multiple sign up opportunities.
- **Account Not Required:** Quick and easy sign up process.

signupgenius.com/enterprise



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AWARDS



National Customer Service Association

2019 Service All-Stars Award for Service Team of the Year (Small Business)



Stevie Award

Winner: Front-Line Customer Service Professional of the Year - Technology Industries.
(Teresa Clark, Customer Support Manager)



Charlotte Business Journal's Fast 50 Award

Our parent company Lumaverse Technologies ranked #23 in 2020.



The Citizens Awards

Finalist: 2019 Best Corporate Steward - Small and Middle-Market Business Category



CODiE Awards

Finalist: 2020 Education Technology Best Administrative Solution



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MEDIA MENTIONS

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.”



“We’re giving thanks for your newfound ability to delegate. Use online organizing tools. At SignUpGenius.com you can make an invite and specifically ask people to bring side dishes like pumpkin pie or green bean casserole. Yum.”

The Washington Post

“Coordination is a mouse-click away.”



“Reinventing potluck.”

FamilyFun

“Should be in every sports parent’s playbook.”



“Even ... as the pandemic forced the shutdown of schools, offices, group gatherings and events, customers continued to use the platform to organize virtual learning, socially distanced church events and volunteer work.”

THE HUFFINGTON POST

“Thank you to the actual geniuses who invented SignUpGenius.”



“If you’re class mom, PTA president, chair of the neighborhood steering committee and founder of your local political club, you need SignUpGenius. The app makes it easy to get groups of people to sign up for everything from making cupcakes to registering voters.”



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

New Jersey Teacher Rallies Support for Local Front-Line Workers and Restaurants

A teacher in Somerville, New Jersey used SignUpGenius to organize local restaurant meals for healthcare workers.

People organized extraordinary efforts to support their communities during the COVID-19 pandemic. Even with social distancing, groups found meaningful ways to connect and care for others.

Shawn Temple, a high school English teacher, wanted to show appreciation to the front-line essential workers in her hometown of Somerville, New Jersey. She started a local chapter of FLAG (Front Line Appreciation Group) to provide meals to staff at Robert Wood Johnson University Hospital in Somerville. The original FLAG group started in the Madison/Chatham area nearby, and chapters opened have around the country.

FLAG Somerville supports local restaurants as well as healthcare heroes. Temple was familiar with SignUpGenius from her class events and used the site to create a sign up with slots for breakfast, lunch and dinner. Volunteers sign up to sponsor 10-20 meals prepared by a local restaurant and delivered directly to RWJ Somerset hospital. The group's hospital contact delivers the meals to staff in particular departments based on need.

"Right now, we have various COVID-19 units (in the hospital), so they are very busy and swamped," says Temple. "The food delivers both nutrition and hopefully a little increase in morale — just to know that the community cares so much and thanks them so much."

Organizing with SignUpGenius helped Temple see the enthusiasm for her idea and gave her confidence to establish the FLAG Somerville group. Volunteers powered the new chapter with excitement to help both local healthcare staff and businesses.

"What I enjoyed so much about SignUpGenius was the ease to create a sign up and the ability to email the participants," says Temple.



"The features really allowed me to communicate with others (who I don't know) and to get the word out there. The social media feature is also key because it was easily shared among friends and community members."

FLAG Somerville doubles its impact with a mission to uplift front line workers and local restaurants. We're inspired to see their volunteers grow a movement of generosity during this critical time. "Our teachers were able to quickly and easily sign up to attend the conference. They could see names of other teachers attending, which helped build excitement as the event approached,"

Farran says. "We were also able to send updates about the conference via email, and it worked great!"

SignUpGenius is proud to help teachers equip students with the skills needed to succeed in a high-tech world. That's genius!



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USER SPOTLIGHT

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!



Virtual Angel Tree Brings the Giving Spirit to Indiana Nursing Home

A therapist used SignUpGenius to gather Christmas gifts for nursing home residents in Indiana.

Lena Goffinet, a mental health therapist, wanted to bring joy to a special group of people in her Indiana community during the holidays. She created a virtual Angel Tree to benefit residents at a local nursing home facility, requesting gift donations with SignUpGenius.

Lena chose a Gold premium plan to access advanced features, and she found the site easy to use as an organizer and for participants. A few volunteers needed help with the Internet, so she signed them up for gift donations herself. Lena tracked sponsors on the sign up, and the email feature helped planning and communication go seamlessly.

“I just wanted to say thank you because the software and tools made organizing and arranging the entire gift drive manageable and it went off without a hitch.”

“I just wanted to say thank you because the software and tools made organizing and arranging the entire gift drive manageable and it went off without a hitch,” Lena shared. “You all helped make Christmas extra special, holly jolly, magical for a bunch of elderly residents who had been very isolated due to COVID.”

With generous public support, there were gifts under the tree for all 65 residents in the nursing home. Dressed in pajamas, the staff joined residents to celebrate as they opened their gifts. The group included National Guardsman (also dressed in pajamas!) activated in the State of Indiana and assigned to the nursing homes to assist during with staff shortages.



Lena shared that some of the nursing home patients said, “I never have gotten this much for Christmas.” and “This is the best Christmas ever.”

Lena sent an online survey for feedback on what went well and what could be better, and there were no suggested changes or complaints. She recommends utilizing SignUpGenius to coordinate Angel Trees and to benefit nursing homes in the future.

These neighbors embraced the Christmas spirit to uplift senior citizens face isolation during the pandemic. It's a gift to see how people are using SignUpGenius to support each other when it's safer to stay apart.



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USER SPOTLIGHT

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.