Registration Activity Design

When you aren't interested in **selling tickets**, but you still want an accurate count of people coming to your event, you can create a Registration or RSVP activity. A Registration activity can be very simple, with single entries on a form, to more complex, with just head counts, added names, or even individual tickets.
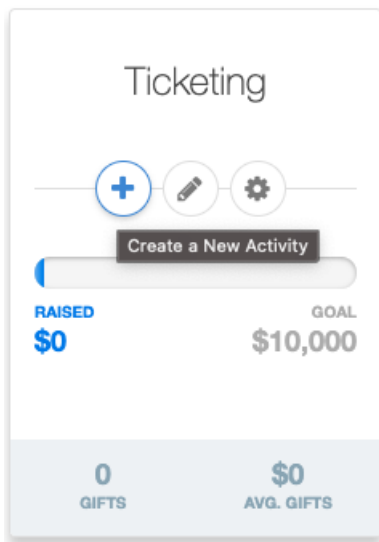

Create a Registration Activity

To create a Registration activity, you need to have a Campaign already created. If you do not have a Campaign or want to add this activity to a new one, click on New Campaign to create one and follow the process of creating a campaign, **as outlined here**.

Then create a new activity from the New Activity button on the dashboard on the right or hover your mouse over the Campaign Tile and click on the Plus icon.

In the pop-up, open the **Online Form** section and select **Registration**.

What kind of activity do you want to create?

Online form
Collect donations, sell tickets, recruit volunteers, and more

Donation

Ticketing with QR code

Registration

Sponsorships

Membership

Volunteer Sign-up

Survey

Petition

Payment Form

Custom Form

Set Up Your Keyword

Name your form

Registration

Keyword

[   ] [Select existing keyword   ▾]

Campaign

[Ticketing   ▾]

Shortcode

[41444   ▾]

Alternate Donation Page (if applicable)

[   ]

[**Save**]

1. Either type in a new **Keyword**, or select an existing one to reset and start from scratch.
2. Select a **Campaign**.
   - If you create your activity from the Campaign Tile or within the campaign, it automatically selects the campaign for you.
3. Choose what **Shortcode** you would like to use: 41444 or 91999.
   - The shortcode of your keyword is the phone number that the donor will text your keyword to. We give you two options to choose from. Since all GiveSmart Fundraise customers share the same two shortcodes, keyword possibilities can be limited. This allows there to be two of the same keyword to exist, just on separate shortcodes.
4. Click Save to create your activity and start personalizing it.

[Detailed Set Up Your Keyword Info]

Initial Set Up / Preparation

The Online Form is where all potential RSVPs will be directed to. This is where you will select what information you collect and how the general experience will feel. As you edit the form, you will see a mobile preview of the changes you make to the right of the editable sections. You can also preview the desktop and tablet views as well.

The Reservation only has a few initial sections to design to collect the basic information from your supporters. One of the special elements of the Registration activity is that it can be either a non-payment or a payment type of activity, meaning you can add the option to collect donations with your registrations if you desire.

Select the type of Registration you would like to create using the drop-down above the sections. By default, a Registration form is designed as Non Payment form.

> **Note**: When switching from Non-Payment or Payment or the reverse, you may need to refresh the page for the design to show or remove the extra sections.

Non-Payment Registration Form	Payment Registration Form
Registration Registration *(default)*	**Registration** Registration *(default)*
Manage Sections ▾	Manage Sections ▾
Non Payment Type ▾	Payment Type ▾
Logo and Branding	Logo and Branding
Contact Information	Suggested Amounts
Footer Message	Matching Donations
Form Submit	Recurring Donations
Receipts and Notifications	Contact Information
Embed Code	Payment Information
	Promotional Codes
	Footer Message
	Form Submit
	Receipts and Notifications
	Embed Code

Non-Payment Registration Setup

Logo and Branding

Change the look of your form with a logo specific to this activity. You can add a background image or color and move the placement of the form on the webpage. You can change the overall color scheme of the form by changing the Button Color by entering a hexadecimal color code, or clicking the color square to use the circle and square to set the color.

[Detailed Logo and Branding Info]

Contact Information

Collect the information about your supporters, such as their name, mobile number, email address, and physical address. We highly recommend that you select one or more methods of communication as a required item so you have at least one way to reach out to them later, so you can remind them about your event and more.

[Detailed Contact Information Info]

Footer Message

The Footer Message Section is a text box to add any last item before the donor submits their

donation. It is not often used, which is why it is hidden by default. Remember to switch it to **Show** if you are using the Footer Message section.

Detailed Footer Info

Form Submit

The Form Submit section is the last section to personalize on your form that is visible on the form itself. The main function of the Form Submit section is to show the total donation and the SUBMIT button. Change the wording of the button to make it more personal.

Detailed Form Submit Info

Receipts and Notifications

The Receipts and Notifications section of your form configuration allows you to control the automated communication with your constituents. You can choose to use both texting (SMS) and/or Email. Both forms of notification are enabled by default.

Detailed Receipts and Notifications Info

Embed Code

Use the code in the Embed Code section to embed the form on a secure webpage on your site.

Note: if you do not have a secure webpage and are not looking for one at this time, you can simply link to the form with (preferably) a Sponsor button on your site.

Detailed Embed Code Info

Payment Registration Setup

The Payment Registration Setup uses the same settings above for the Non-Payment version, but also includes the different sections for payment processing. Remember that the primary purpose of this activity is to collect numbers for your event, so the payment features should be additions and not as prominent as the payment features, so you will likely want to suppress some of the payment options.

Also the Payment version is essentially the same thing as a Text to Donate activity, so if you have created a donation page, you are already familiar with these sections.

Suggested Amounts

The Suggested Amounts section gives you three donation buttons and an Other button to provide your supporters a choice of amounts to donate.

Most often for Registration designs, you will want to **turn off the buttons by clicking the Show/Hide button since it is not the primary focus of the form**. You may also want to reword the Section Heading, such as "Consider Adding a Donation.

This will leave you with a box to manually add a donation, so your supporters can donate as well as register for your event. You will likely want to set the Default Donation **Amount** to 0.

Detailed Suggested Amounts Info

Matching Donations

If you are signed up to use Amply and the Matching Donations option, you will have this section available. If it is not set up, then you will not even see it.

If you feel this may be too much for a Registration form, you can**turn off Matching Donations by clicking the Show/Hide switch for Match Donation**.

Detailed Matching Donations Info

Recurring Donations

Recurring Donations are likely to not be used with Registrations, so **turn off the section by clicking the Enable/Disable switch**.

Otherwise, if it doesn't confuse the message of the form, you can include Recurring Donation options.

Detailed Recurring Donations Info

Payment Information

The Payment Information gives you options for the payment transaction. If you have**PayPal** connected to your account, then you can choose a default payment method. You can choose to give your sponsor the option to cover the payment processing fee with their donation.

If the only payment method you have on your account is for credit or debit card, then the section is listed as **Card Information** instead of Payment **Information**.

Detailed Payment Information Info

Promotional Codes

You may have some sort of promotional discount to offer your supporters when they buy tickets or purchase some kind of good or services.

Since this is an added donation to a registration form, you will likely not use Promotional Codes.

Personalize Your Confirmation Page

The Confirmation Page thanks your registrants and provides different calls to action for them. There are only two sections in the Confirmation Page:

- **Content**
    - This is where you can thank your sponsors by name, let them know their payment has been billed and provide text, images and/or videos.
- **Actions**
    - Here, you can add buttons to direct your sponsors to other pages, such as a site to upload a logo or include calendar link for them, etc.

Adding Registration Options

Now that you've set the basics for your Registration form, it is time to make personalize this into a more versatile page.

There are generally two main methods of creating Registrains pages, but there's no reason you can't come up with your own style.

The different styles we see used:

1. **Items/Ticketing Activity**: Use Item types to select levels (generally the prettiest of the choices), or use the Ticketing activity and call it Registraions, if there are tickets to be tracked for an event.
2. RSVP Section: Add an RSVP Section, to get a more general count of your registrants.

Registration Using Item Form Element

This design of a Registration form used the Item type of Form Element. If you are familiar with creating Ticketing activities, this will be very similar. Otherwise, simply create a Ticketing Activity, Rename it "Registration" and set the price of the tickets to $0.

Registration Using an RSVP Section

The manual creation method adds a pre-designed RSVP section to allow you to collect a headcount and names of those wishing to attend. While it is not as granular as a Ticketing Activity, it may be all you need with a shorter form than using Item Elements.

Reporting and Stewardship

Whichever method you choose for your Registration form, you will need to make sure you are in communication with your registrants, before, during and after your event. You will need to run reports to view the collected information from your form so that you can continue the relationship with the registrants and provide reminders about your event and more.

How to Run a Report