



How to create Paid Events in NationBuilder

For every paid event, the site will need an event page that accepts RSVPs, a donation sub-page, and a tracking code.

For the purpose of this document, we will be creating a test event called “Columbia Connects 2015 Test Event”.

Please see the below example of what a live paid event will look like after completing these steps:

HOME EVENTS & PROGRAMS

Columbia Connects 2015 (test Event)

POSTED BY ANDREW IS AWESOME WILSON 4329C ON · FLAG

Greetings! We are planned to announce a new Event! Actually this is a test page for the purposes of Testing only.

WHEN
August 20, 2014 at 6pm - 9pm

WHERE
Columbia Alumni Center
622 W 113th St
New York, NY 10025
United States
[Google map and directions](#)

Will you come?

\$100.00 Late Purchase
A more expensive ticket for (Last Minute purchases (day, of, etc)

\$50.00 Regular Ticket Purchase
This ticket will be purchased at the regular price.

\$25.00 Members Only Ticket
A Discounted Ticket for Members Only...

\$25.00 Early Bird Signup
Discounted Price for Early Signup

Did a host refer you?

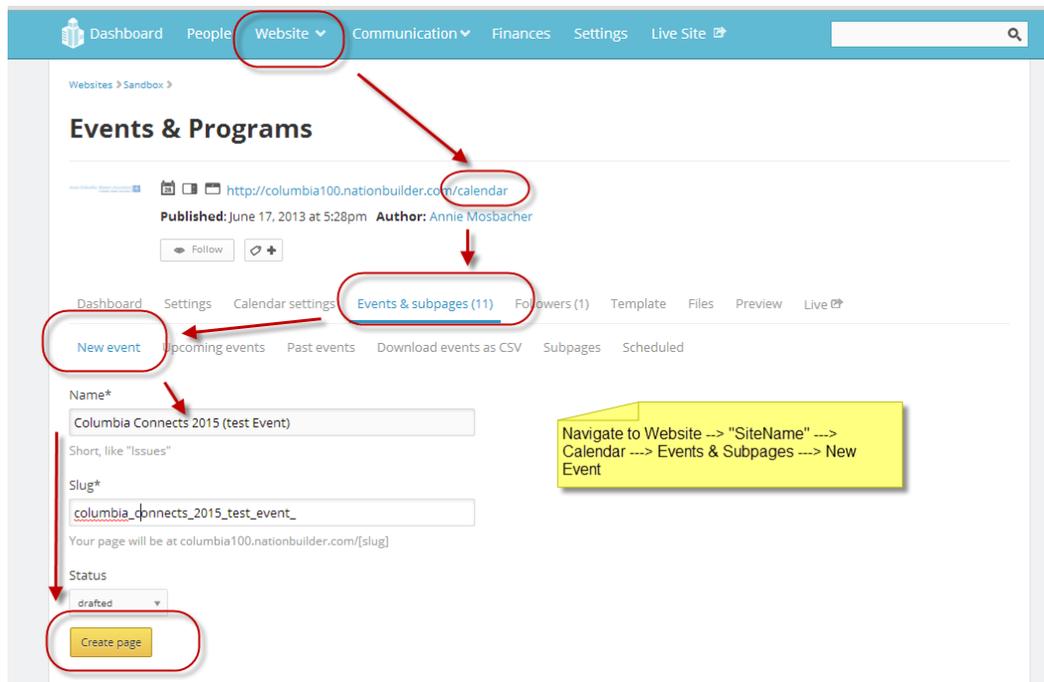
[Purchase tickets](#)

Below are detailed step by step instructions on how to create a paid event:

PLEASE NOTE:

*If not done already, connect the club's bank account to the site: **settings - bank account - new account**. Reference is http://columbia.nationbuilder.com/help_finances#bankaccount.

1. Create a new calendar event: **website - calendar (or events) - events & subpages - new event - create page**
 *Create a descriptive event title - example "Columbia Connects 2015" or "Professor XX 2014"



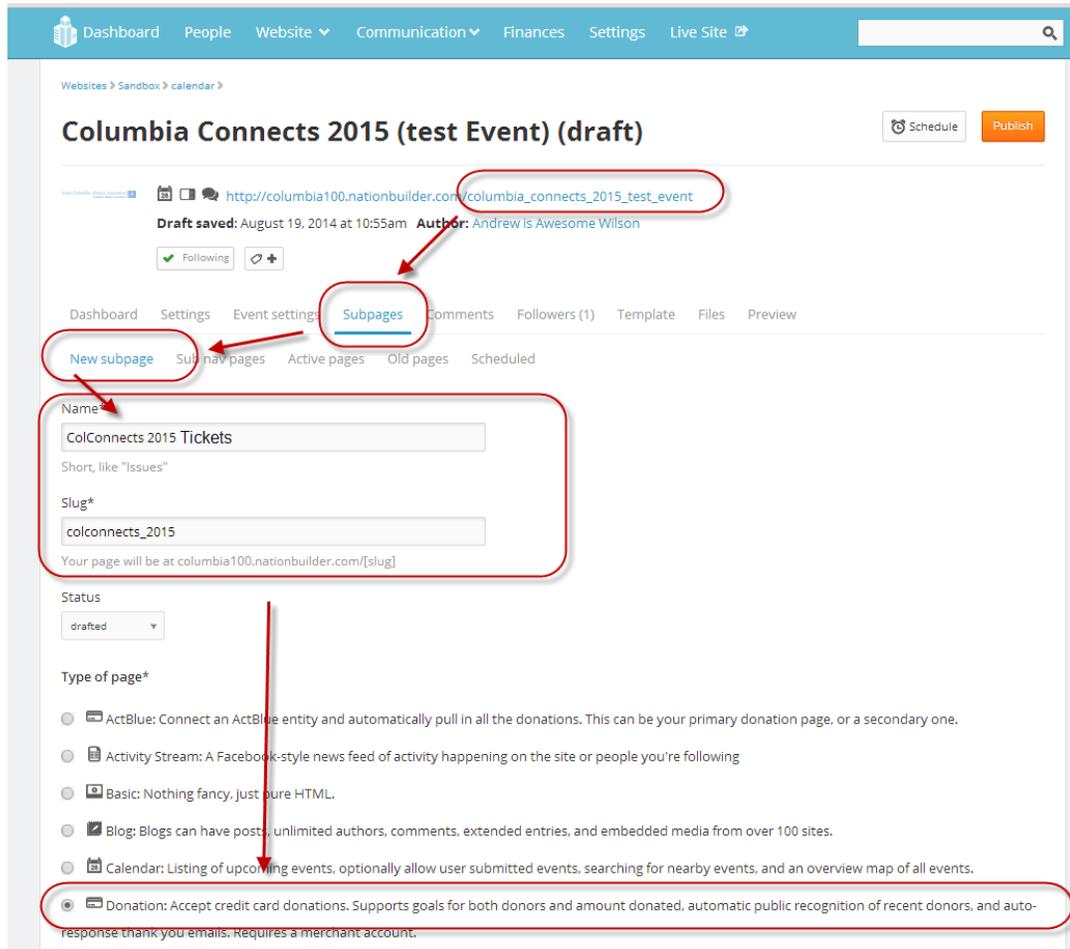
2. After creating the new event page, you will be able to start adding descriptive elements to the event (venue, time, intro, etc). You can do this now or later. For the purposes of this document, we will do so later.

After creating the new event page, create a *donation page* as *subpage* of the paid event to collect funds for this event: **event - subpages - new subpage - save**

*There should be an *unique* donation subpage for each paid event

**Create a descriptive donation subpage title - one that relates to the correlating event page - example "ColConnects 2015 Tickets" or "Professor XX Tickets"

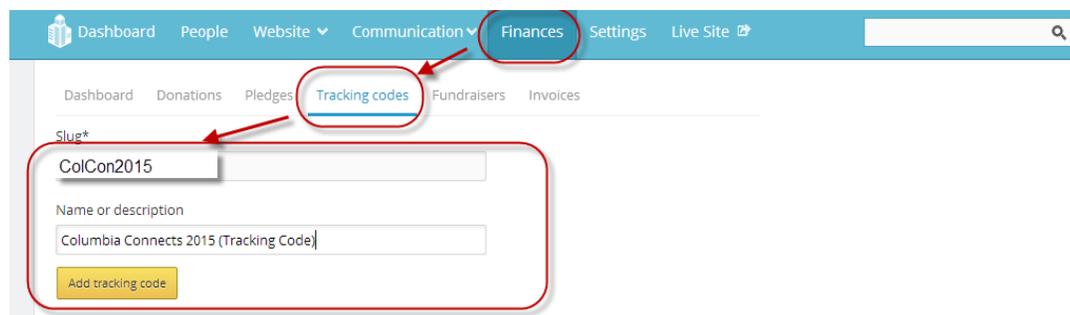
**The donation subpage should not be included in the site's top or support nav (leave this box unchecked when you create the subpage).



3. After creating the event and donation subpage, create a tracking code for event payment: **finances - tracking codes - add tracking code**

*There should be an unique tracking code for each paid event

**Create a descriptive tracking code title - one that relates to the event page and donation subpage - example "ColCon2015" or "Professor XX 2014"



- After the tracking code has been created, connect the tracking code to the donation subpage for the event and complete the pricing information for the event.

To do this, you will have to navigate back to the paid event, then the donation subpage, and then add the tracking code: **website - calendar (or events) - events & subpages - paid event - donation subpage - donation settings - basics - tracking code (select the code just created)- click save.**

*Please note that the donation tracking code should be connected in the donation subpage, not in event settings.

*Payment should be indicated as a one-time payment

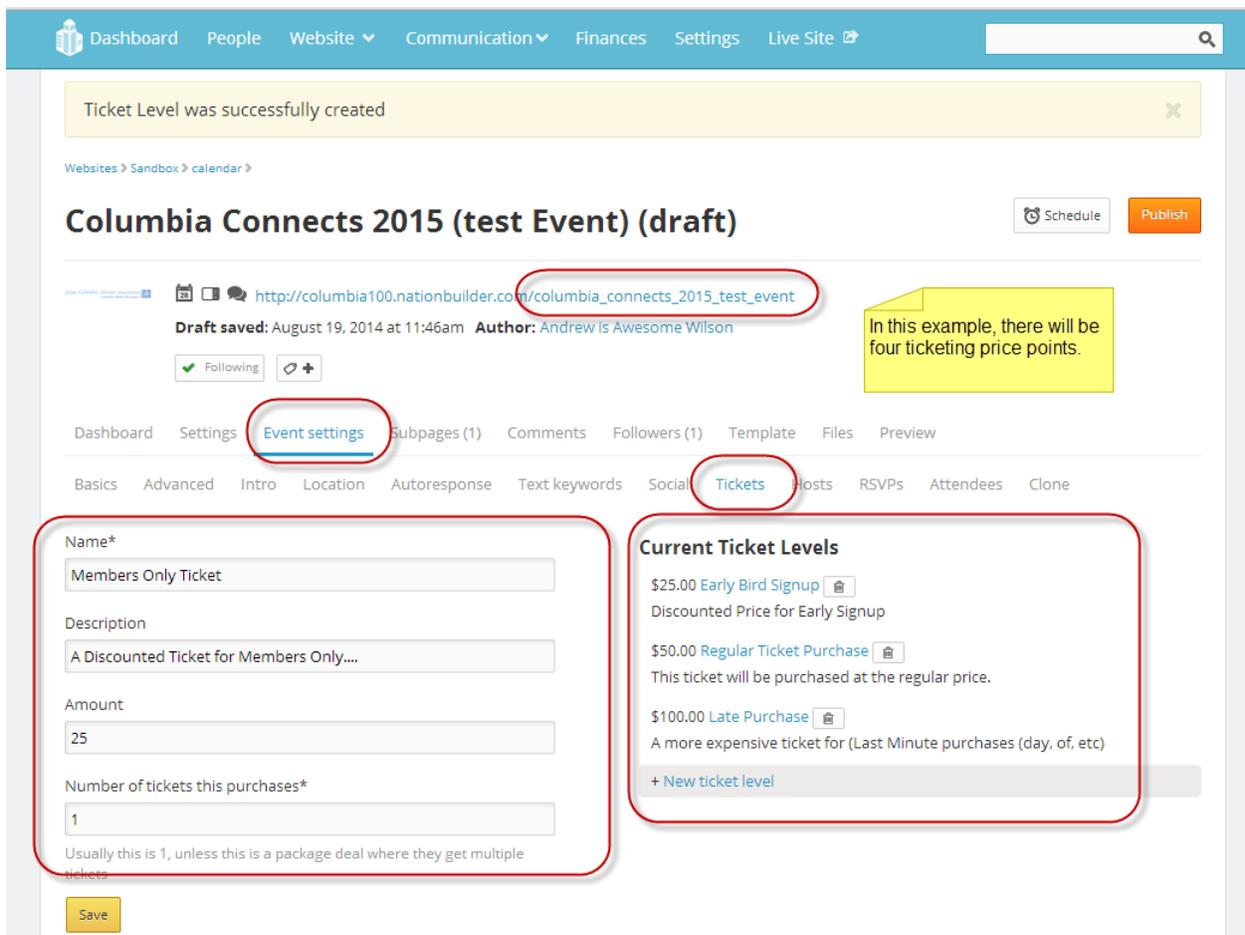
*If there will be multiple ticket prices, indicate “accept multiple amounts” and indicate the different price points - for example “10, 15”

*Choose a landing page for users to land when they are done purchasing tickets.

The screenshot shows the NationBuilder interface for editing a donation subpage. The main heading is "ColConnects 2015 Tickets (draft)". The "Donation settings" tab is active, showing options for "one-time payment" (selected) and "Accept multiple amounts" (checked). The "Accept multiple amounts" field contains "25, 50, 100, 250, 1000, 2500". The "Tracking code" dropdown is set to "colcon2015 - Columbia Connects 2015 (Tracking Code)". The "After donating, what page should they land on next?" field is set to "calendar".

- Remember to check the auto-response in the donation page for action taken

6. After completing all donation settings, go back to the main event settings page, complete the event information and be sure to indicate “sell tickets”. The redirect to purchase tickets will then appear - select the donation subpage created for the event.
7. In the event settings page, be sure to indicate “accept RSVPs” for registration to appear on the live event page
8. In the event settings page, under the “tickets” tab, add the ticket prices. Be sure to add the different ticket levels including the price point and ticket description. The amounts should match what was indicated in the donation subpage.



*Please note - if a ticket level includes to option to purchase paid membership - this requires an additional separate donation subpage within the paid event, but can be linked to the same tracking code for the event.

9. Remember to check the auto-response in the event page for action taken
10. Preview your event set-up and publish the event

COLUMBIA *alumni* ASSOCIATION



To see a sample of how the page(s) look live, visit San Diego's site:

http://sandiego.alumni.columbia.edu/columbia_connects_2014

Other support documents related to events:

http://nationbuilder.com/how_to_start_an_event

http://nationbuilder.com/how_to_calendar

http://nationbuilder.com/how_does_event_ticketing_work