

eCards for Donations and Fundraising Campaigns

Doubleknot eCards are a way to enable your website to automatically send online greeting cards. This is beneficial to both your constituents and to your organization. eCards offer a value-added service to your constituents at no additional labor cost to your organization. eCards can be sent when someone gives to your organization as a gift, memorial or tribute to others.

Our eCard tool is fully configurable, allowing you to select and upload the photos, images, logos and other graphics, along with any pre-formatted text and links that you want to appear on the card. Donors can then type and format their own personal message and preview the eCard. Upon completion of payment, the email is automatically sent.

Since eCards can include a message from your organization as well as links to your website, donation page, or event registration page, they are an effective way of spreading the word about your cause and acquiring new constituents.

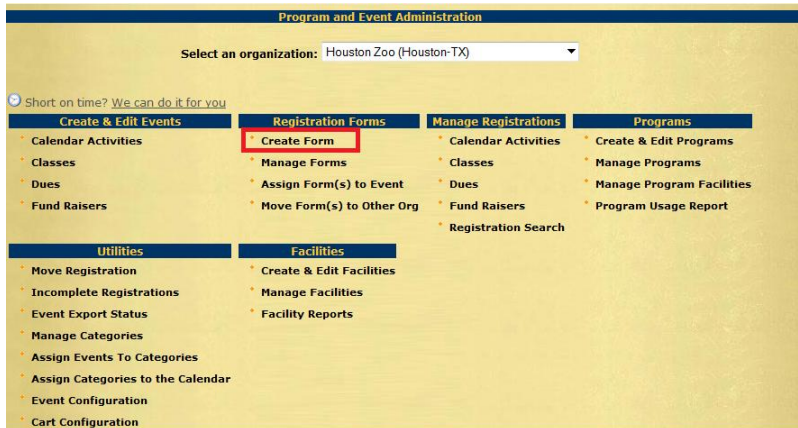
Creating eCards requires creating a form, creating a fundraiser, then linking the form to that fundraiser.

Step by Step Instructions

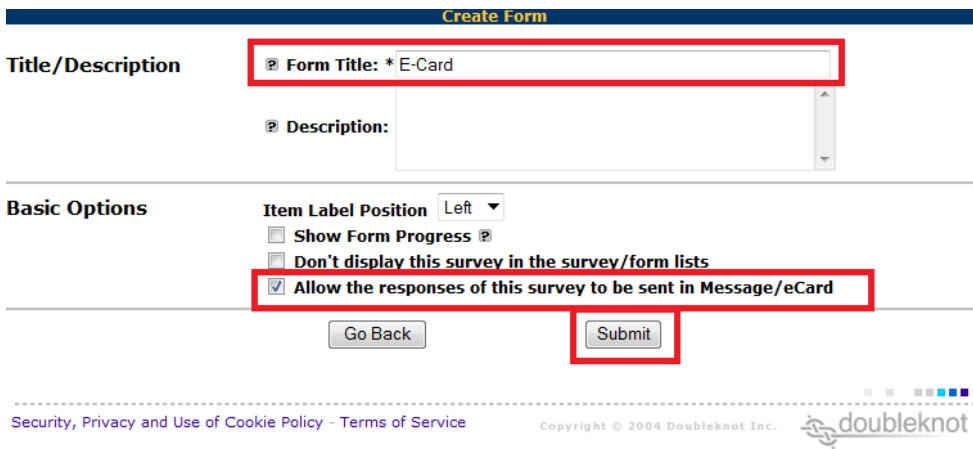
1. From the Feature List, under Administer, click **Manage Events**.



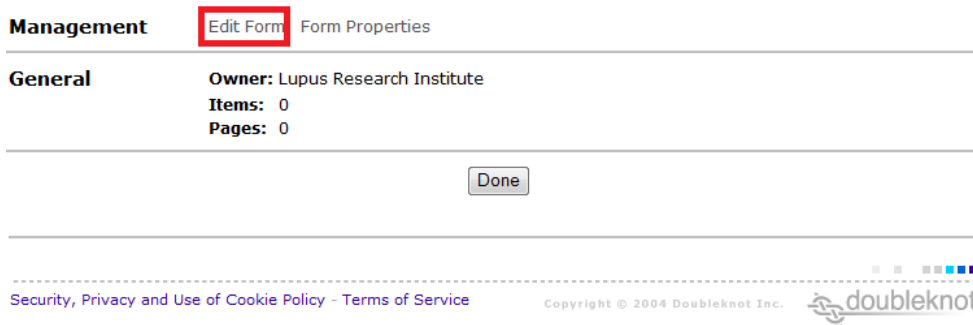
2. Click **Create Form**.



3. Name the Form, then check box '**Allow the responses of this survey to be sent in Message/eCard**' and click **Submit** (Description is optional- can be entered if desired).



4. Click **Edit Form**.



- From the Item Type dropdown, select **Single Line Text Field**.

Add Item to Form

Current Form: test

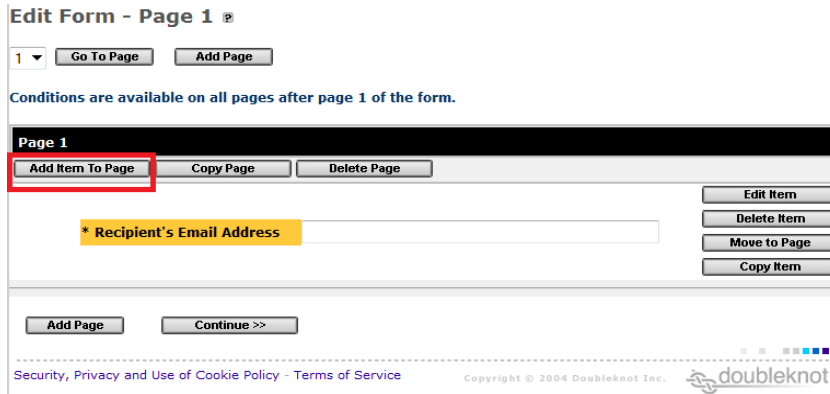
<< Go Back

Item Type	Please Choose	
Checkboxes	<ul style="list-style-type: none"> Please Choose Checkboxes Date Dropdown Menu Header Horizontal Line HTML Image Message Multiple Line Text Area Radio Buttons Single Line Text Field Cost Display Text Display Current Date Display Number of Registrants Captcha 	<p>Answers to the same question. For example, the question "enjoy?" and the answers could be "Reading, golfing, fishing". You can specify which answers are checked by default as well as the number of answers the user can choose. Also, you can specify which answers are displayed, and add number labels for each answer.</p>
Date		<p>You can specify default date, first date allowed, last date allowed, and whether or not a response is required.</p>
Dropdown Menu		<p>Multiple answers without taking up much room on the page. For questions with a large number of potential answers, or for questions or other items. You can specify which answer is required, and you can randomize the order of answers displayed, and add number labels for each answer.</p>
Header		<p>"Header Text" is displayed in large letters while "Sub Text" is displayed in smaller letters.</p>
Horizontal Line		<p>Crosses the screen.</p>
HTML		<p>allows you to add free-form HTML. Will make sure the HTML is in good form to avoid it affecting other HTML in the page.</p>
Image		<p>allows you to specify an image on the web or upload an image for display in the survey</p>
Message		<p>message text is displayed in bold red letters</p>

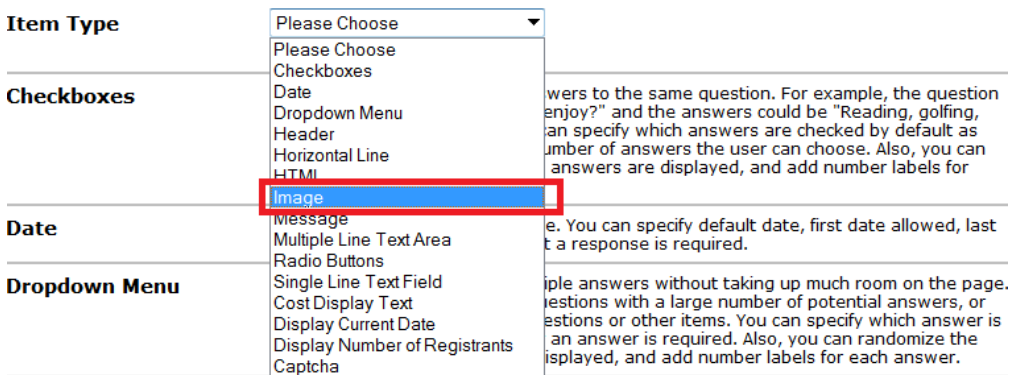
- Write "Recipient's Email Address" in Question/Subtext field. Check box 'Answer Required'. Under "Required Answer Format" dropdown, choose 'E-mail Address Only' and click **Submit Changes**.

Item Type	Single Line Text Field
Item Type Description	Single Line Text Field: users can type in responses. You can specify answer format, minimum value, maximum value, and whether or not an answer is required.
Question/SubText	<p>Question Text: Recipient's e-mail Address</p> <p>Sub Text: (Instructional or other text to appear below the question)</p>
Required?	<input checked="" type="checkbox"/> Answer is Required
Other Options	<p>Required Answer Format: E-mail Address Only</p> <p>Minimum Value: None</p> <p>Maximum Value: Numbers Only</p> <p>Default Value: Integers Only</p> <p>Decimals Only</p> <p>Money</p>
Data Dictionary	Select a description: None E-mail Address Only Limited Number of Characters
E-mail Restriction	<input type="checkbox"/> Allow answer to be included in e-mails
Message/eCard	<input type="checkbox"/> Include Item In Message/eCard
	Submit Changes

7. Now click **Add Item to Page**.



8. From the Item Type Dropdown select **Image**.



- From here you need to upload your image to Doubleknot by clicking **Upload**. Once the upload is complete, click **Add item**.

Current Form: test4
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Item Type: Image

Item Type Description: Image: allows you to specify an image on the web or upload an image for display in the survey

Image Options: URL: Upload

Message/eCard: Include Item In Message/eCard

Item Display: Hide Item From End User

Add Item

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Here's an example of an image after uploading to the form



- If you wish to allow users to personalize the message you can add a **Rich Text** Item.

Add Item to Form

Current Form: test
 << Go Back

Item Type	Please Choose	
Checkboxes	Please Choose Checkboxes Date Dropdown Menu Header Horizontal Line HTML Image Message	Answers to the same question. For example, the question "enjoy?" and the answers could be "Reading, golfing, fishing, and swimming." You can specify which answers are checked by default as well as the number of answers the user can choose. Also, you can specify which answers are displayed, and add number labels for each answer.
Date	Multiple Line Text Area Radio Buttons	Multiple choice. You can specify default date, first date allowed, last date allowed, and whether a response is required.
Dropdown Menu	Single Line Text Field Cost Display Text Display Current Date Display Number of Registrants Captcha	Multiple answers without taking up much room on the page. Multiple choice questions with a large number of potential answers, or multiple choice questions or other items. You can specify which answer is required. Also, you can randomize the order of answers displayed, and add number labels for each answer.
Header	Display Registrant Type Variable Cost Display Text	Header Text" is displayed in large letters while "Sub Text" is displayed in smaller letters.
Horizontal Line	Predefined Dropdown Menu	Cross the screen

11. Write “Personalize Message” or other appropriate prompt for the end user in ‘Question/Subtext’.

Question/SubText Question Text:
Personalize Message
 Sub Text: (Instructional or other text to appear below the question)

Required? Answer is Required

Item Options

Default Value:

E-mail Restriction Allow answer to be included in e-mails

Message/eCard Include Item In Message/eCard

Add Item

Now the Users will have an editor and space to personalize the message.

12. You can add other items (HTML, more Images, Dropdown menus etc.) to the form as needed by clicking **Add Item to Page**.

13. After you are satisfied with the form, you can assign the form to a Fundraiser. To do so, go to Manage Events→Fundraisers→ Manage Assigned Forms→OK

Manage Fund Raisers

Sort Fund Raiser List by: Date Descending Date Ascending Description
Show Fund Raisers: Current and Future Past Past 90 days & Future 90 days

Fund Raiser List	Functions
\$25 eCard	<input type="radio"/> New Fund Raiser
\$50 eCard	<input type="radio"/> Edit Fund Raiser
\$100 eCard	<input type="radio"/> Delete Fund Raisers
eCard	<input checked="" type="radio"/> Manage Assigned Forms
Help Claire and Others Fight Lupus Flares	<input type="radio"/> Manage Payment Schedules
Memorial Contributions - LRI Chicago	<input type="radio"/> Manage Price Schedules
Tribute Contributions - LRI Chicago	<input type="radio"/> Manage Prerequisites
Make a Donation	<input type="radio"/> Manage Registrant Ratios
Make a Research Contribution	<input type="radio"/> Display Fund Raiser Specific URLs
Donate to LRI Chicago	<input type="radio"/> Display Change History
Make a Research Contribution 2009	
Memorial Contributions	

OK Done

14. Choose your form from the drop down, click **Assign**.

Assign Forms For Activity/Event eCard

To assign a form to this event, please select one of the following form(s) and click the assign button.

Form: "Life Without Lupus" Awareness Wristband Assign

The following form(s) are assigned to this event. To unassign a form click the associated unassign.

There are no linked forms.

Done

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15. After the form is assigned, click the **Required** checkbox, then click **Done**.

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Assign Forms For Activity/Event eCard

To assign a form to this event, please select one of the following form(s) and click the assign button.

Form: "Life Without Lupus" Awareness Wristband

The following form(s) are assigned to this event. To unassign a form click the associated unassign.

Form Name	Required ¹	Remove
eCard1	<input type="checkbox"/>	[Unassign]

¹ When checked the form is an inherent part of the registration process and the person will not be registered until all required items completed. If there are costs associated with any of the items on the form they are added to the total cost of the registration.

² When checked specifies one form to be completed for each registrant. When unchecked specifies there is one form per each registration regardless of the number of registrants within the registration.

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