

Frequently Asked Questions:

Fundraising Pro Custom URL (Domain Name) and Custom Sender Email

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1. What is a Custom URL (Domain Name)?

A Custom URL (Domain Name) allows you to replace the FrontStream Domain Name (e2rm) with your own customized domain name. The Custom URL is applied to all current and future events and templates with your account.

For example, our standard event URL looks like this:

<https://secure.e2rm.com/registrant/startup.aspx?eventid=123456>

A Custom URL (Domain Name) allows you to customize the domain name:

<https://secure.charityname.org/registrant/startup.aspx?eventid=123456>

Do I need to own the Custom URL Domain Name?

No, FrontStream can purchase and own the Custom URL Domain Name on your behalf. The cost for a FrontStream Owned Domain Name is less expensive than a Client Owned Domain Name and FrontStream will manage the set up process from start to finish.

Can the Custom URL be an active URL (website)?

No, the Custom URL needs to be a unique URL (domain name) and therefore, cannot be an active website URL. The Custom URL masks the standard URL.

Can we set a French and English Custom Domain Name?

No, you can only set one domain name, but you could try to create a bilingual domain name (e.g. www.marchecancerwalk.com).

After the Custom URL is applied, will the existing links work?

Yes, the existing links will still work but we recommend you update your links on your website.

Can I set a Custom URL just for one event?

No, the Custom URL is applied at the organization level and will be displayed on all events and templates.

Can I apply a sub-domain to just one event?

No, we cannot implement sub-domains for one event, but you can set up an Event Vanity URL redirect for your event(s).

Your Custom URL includes these additional features:

a. Event Vanity URLs

You can define easy to remember, friendly URL redirects for your Event and Locations in both French and English.

Standard Event URL:

<https://secure.e2rm.com/registrant/startup.aspx?eventid=123456>

Event Vanity URLs:

<http://www.charityname.org/eventname>

<http://www.charityname.org/Frencheventname>

Standard Location URL:

<https://secure.e2rm.com/registrant/startup.aspx?locationID=123456>

Location Vanity URLs:

<http://www.charityname.org/eventname/city>

<http://www.charityname.org/Frencheventname/Frenchcity>

Can I use the same Event Vanity URLs for next year's event?

No, therefore, we suggest to change last year's Event Vanity URLs before you close event so that the URLs will be available for next year's event.

How do I set up my Event and Location Vanity URL?

Here are step by step instructions from our Knowledge Base:

<https://artez.zendesk.com/hc/en-us/articles/203643659-Enabling-event-vanity-URLs>

b. Event Register, Search and Donate URLs

Once your Event Vanity URL is defined, you can use these URL redirects for your registration, donation and search pages:

Registration URL:

<http://www.charityname.org/eventname/register>

<http://www.charityname.org/Frencheventname/enregistrer>

Search URL:

<http://www.charityname.org/eventname/search>

<http://www.charityname.org/Frencheventname/recherche>

Donation URL:

<http://www.charityname.org/eventname/donate>

<http://www.charityname.org/Frencheventname/donnez>

Can I change the words register, search or donate?

No, unfortunately these words cannot be customized.

Do I need to set these up in my event?

No, once your Event Vanity URL is set up, these redirects will automatically be available to use.

c. Personalized URLs

This feature enables registrants and teams to choose their own personalized URLs during event registration.

Standard Personal Page URL:

<https://secure.e2rm.com/registant/FundraisingPage.aspx?RegistrationID=1234567>

Personalized Personal Page URL:

<http://www.charityname.org/fundraisername>

Standard Team Page URL:

<https://secure.e2rm.com/registant/TeamFundraisingPage.aspx?TeamID=12345>

Personalized Team Page URL:

<http://www.charityname.org/teamname>

Are personalized URLs unique to each event?

No, personalized URLs are set at the organization level so they are unique across your organization.

If personalized URLs are enabled, can I disable them?

No, once the setting is enabled, it cannot be disabled because then personal and team page links would not be active.

If personalized URLs are enabled, does every participant and team need one?

Yes, once enabled, the personalized URL is mandatory for all participants and teams.

Can a fundraiser use their personalized URL from last year's event?

Yes, when you close last year's event, all the personalized URLs will become available to use again.

Here is an example of what registrants and Team Captains will see during registration:

PERSONALIZE YOUR FUNDRAISING PAGE URL

Create a personalized web address for your personal donation page (e.g. my.frontstream.com/janesmith).
Please choose carefully as you will not be able to change this later.

http://my.frontstream.com/

Create a personalized URL for your team donation page

Please choose carefully as you will not be able to change this later. (e.g. my.frontstream.com/teamjane)

http://my.frontstream.com/

2. What is included in the cost of a Custom URL (Domain Name)?

The cost includes the purchase of the domain name (if required), the SSL Certificate, verifying, installing and updating the DNS, QA, implementing the SSL Certificate and domain name and ongoing monitoring.

The cost is determined by three factors:

1. Domain Name Owner (FrontStream or Client) – there is additional effort required during the process of verifying, installing, updating the DNS and QA if the domain name is owned by the client
2. SSL Certificate – term length (1, 2 or 3 years) – there is a multi-year discount on the SSL Certificate
3. SSL Certificate – Country (Canada/US, Australia, UK)

How much does a Custom URL cost?

Please request a quote from your Account Manager or the Sales team.

Can I set up my own Custom URL (Domain Name)?

No, FrontStream sets up the Custom URL internally. Our IT Team needs to manage it in the FrontStream database, configure the firewall, and perform the IP association and the SSL binding.

What happens if I decide not to renew my Custom URL?

You will need to update all your links as they will no longer work. The visitor will receive a page not found error.

3. How long does it take to implement a Custom URL?

It typically takes us 10-15 business days for us to implement a Custom URL or a Custom URL and Custom Sender Email.

4. What information do you need to set up a Custom URL?

Step 1: Choose your Domain Name

A domain name is a unique name that identifies a website within a URL. (URL stands for Uniform Resource Locator and is the address of a specific website or file on the Internet – this is what you see in your browser address bar).

For example in this URL <https://admin.e2rm.com/Start.aspx>, the domain name is .e2rm.com.

When selecting a domain name, please make sure it is unique or not already in use (we often use <https://www.whois.net/> to see if it is available). As well, please remember that this domain name will be applied to all current and future events and templates in your account.

Here are a few examples:

- charityname.org
- charityevents.com
- charity-events.org
- charityfundraising.org
- charitycountry.com
- charitydonate.com

Step 2: Confirm if your organization or FrontStream will own the domain name

Option 1: FrontStream-owned Domain Name

- We will purchase the SSL Certificate and register the domain name on your behalf as well as manage the security and maintenance requirements
- We will verify, install, update the DNS, implement and QA the SSL Certificate
- This option is less expensive as it is faster and more efficient for our IT Team to manage the implementation

Option 2: Client-owned Domain Name

- We will purchase the SSL Certificate as well as provide the necessary DNS changes
- You will own and register the domain name and manage the security and maintenance requirements (we will provide hosting)
- We will install and QA the SSL Certificate
- We will need help from your IT Team to manage the validation process, verify the SSL request, and make DNS changes

Step 3: Choose your Secure and Non-Secure hostnames

1. Secure URL hostname
 - a. Secure pages include personal and team pages with the personalized URL setting enabled, event home page, registration pages, donation form, tribute form, purchase form, etc.
 - b. Please choose a hostname that will sit in front of the root domain name – most choose “secure”
 - c. Note: the Secure and Non-Secure hostnames must be unique
 - d. Examples:
 - i. <https://secure.charityname.org>
 - ii. <https://secure.charitynameevents.org>
2. Non-secure URL hostname
 - a. Non-secure pages include personal and team pages without personalized URL setting enabled, Event Vanity, Location and Register, Search and Donate page redirect URLs
 - b. Please choose a hostname that will sit in front of the root domain name – the majority choose “www”
 - c. Examples:
 - iii. <http://www.charityname.org>
 - iv. <http://support.charityfundraising.org>
 - v. <http://donate.eventname.com>
 - vi. <http://fundraise.charityname.org>
 - vii. <http://event.charityname.org>

Step 4: Choose your term

- You can purchase a Custom URL and/or a Custom Sender Email for one, two or three years

Step 5: Provide Custom Sender Email Address (optional, additional fee)

- Please provide an active email address to mask the system default email address (message@e2rm.com)
- We suggest that this email address is not a personal email address
- We suggest that the email mailbox is monitored on a regular basis as it will receive these types of emails:
 - Out of office emails from registrants and donors after a system-generated email is sent
 - Any other type of bounce back email after a system-generated email is sent

- Registrants who copy and paste the email address into the email “To” field
- Donors who copy and paste the email address into the email “To” field

Step 6: Sign and return PSA

- We will send a Professional Services Agreement and ask you to confirm the following:
 - Secure hostname (URL)
 - Non-Secure hostname (URL)
 - Custom Sender Email Address (if applicable)
 - Term (number of years)
 - Administrator Contact information for the person who has the authority to verify the SSL request
 - This is the person who is listed/recognized as the domain registrant/owner/administrator or the domain contact
 - Technical Contact information for the person who has the ability to update DNS information

5. How do you implement a Custom URL?

Step 7: Purchase and validate the SSL Certificate

- SSL (Secure Sockets Layer) is a secure process created to send information securely over the internet (e.g. the “s” in a URL indicates a website is secure – e.g. <https://www.charityname.org>)
- FrontStream purchases and manages the SSL Certificates from Comodo
- Comodo will first validate your organization through a third party like Dun & Bradstreet
- Comodo will then contact the domain registrant/administrator to validate the purchase by email and then by phone
- FrontStream will receive and install the SSL

Can we purchase our own SSL Certificate?

No, FrontStream purchases the SSL Certificate in order to ensure proper implementation, management and monitoring.

Step 8: DNS updates

When you access a website, the domain name is translated to an IP address (e.g. from www.example.com to 12.34.56.78). Computers access Internet devices by their IP addresses and the translation from Domain Name to IP address is performed dynamically by a service called DNS (Domain Name System). This allows users to visit websites by typing in the domain name (e.g. www.example.com) instead of the IP address (12.34.56.78).

DNS updates need to be made to add the necessary IPs to allow for the proper addressing for the domain name.

- FrontStream will make updates to the DNS if the domain is FrontStream-owned
- If you own the domain for the Custom URL, we will contact you with the IP info to update your DNS and then perform testing to ensure it has been inserted correctly

Step 9: Custom URL is live

- FrontStream will configure, implement and test the Custom URL
- Your account manager will let you know it is live and will send you a list of helpful tips and reminders

6. What is a Custom Sender Email?

You can customize the sender email address to replace the system default email address. Your Registration Confirmation, Donation Thank You and all other system-generated emails will appear to come from your own custom sender email address.

System default email address:

message@e2rm.com

Customized email address:

info@charityname.com

Can we have a Custom Sender Email if we don't have a Custom URL?

Yes, with a small additional set up fee.

Can we set up different Custom Sender Emails for different events?

No, Custom Sender Emails are set at the organization level and will be applied to all emails in all events and templates.

Will the Custom Sender Email be applied to old email addresses?

Yes, it will be applied to all old and new email addresses.

Can I choose the Email sender name and reply to email address?

Yes, you set the sender name and the reply to email address in the Manage Reply To & Sender Name section in Emails.

Do I need to own the Custom Sender Email Domain Name?

No, FrontStream can own the Custom Sender Email Domain Name on your behalf. FrontStream will manage the set up process from start to finish.

Who manages the Custom Sender Email mailbox?

If you own the Custom Sender Email Domain Name, then you will manage the mailbox. However if FrontStream owns the Custom Sender Email Domain Name the mailbox will not be managed.

7. What is included in the cost of a Custom Sender Email?

The cost for this service is based on a fee to connect to the Email Deployment Tool which is provided by a third party (SendGrid) and the implementation of your custom email address. Once the Custom Sender Email has been enabled, the Email Dashboard is activated. The Email Dashboard allows your organization to track important KPIs such as delivery, bounce, open and click rates.

8. How long does it take to implement a Custom Sender Email?

It takes about 5 days to implement a Custom Sender Email without a Custom URL and approximately 10-15 business days to implement a Custom Sender Email and a Custom URL at the same time.

9. How do you implement a Custom Sender Email?

We connect the Custom Sender Email to the Email Deployment Tool (SendGrid). We then provide the DNS changes to be implemented if it is a client-owned domain or implement the changes ourselves if it is a FrontStream-owned domain. Finally, we configure, implement and test implement the email address in our database and the Email Dashboard is enabled.

If you have any further questions, please send us an email at CustomURLs@frontstream.com or contact your Account Manager or the Fundraising Pro Sales team.