Frequently Asked Questions – Artez Custom URL (domain name)

1. What is a Custom URL (domain name)?

A Custom URL (domain name) allows you to enhance your brand by masking the FrontStream generic 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 mask the generic domain name with your own domain name:

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

Do I need to own or purchase the Custom URL domain name?
No, FrontStream can purchase/manage the domain name on your behalf or if you choose to purchase/manage the domain name, you will be expected to have the necessary technical expertise to implement the required DNS changes and maintain domain validity.

Can I use the active domain name that is used for our charity website (e.g. charityname.org)?
Yes, however you will be required to have the necessary technical expertise to implement the required DNS changes as they are communicated to you. For this to work, you will be required to use unique hostnames that will be added your DNS (e.g. **secure**.charityname.org and **give**.charityname.org).

Can we set a French and English Custom domain name?
No, you can only set one domain name, but you could try 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. Also, if a registrant or donor begins their registration or donation process with either the standard URL or the Custom URL, they will continue the whole process with that domain.

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 existing and future 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 set up easy to remember URL redirects for your Event and Locations in both French and English. Once you type in an Event Vanity URL in your address bar, the URL will automatically redirect to the secure event page URL.

Standard Event URL:
https://secure.e2rm.com/registrant/startup.aspx?eventid=123456

Event Vanity URLs:
http://**give**.charityname.org/eventname
http://**give**.charityname.org/Frencheventname

Standard Location URL:
https://secure.e2rm.com/registrant/startup.aspx?locationID=123456

Location Vanity URLs:
http://**give**.charityname.org/eventname/city
http://**give**.charityname.org/Frencheventname/Frenchcity

Can't I use the Custom URL I've chosen without adding the Vanity URL?
No, these URLs are being used for all of your events and therefore cannot be used as an active URL. The alias is used because it creates a new URL and identifies the specific event.

Can I use the same Event Vanity URLs for next year's event?
No, the same URLs cannot be used on more than one event. We suggest changing last year's Event Vanity URLs before you close event. This means 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://frontstream.zendesk.com/hc/en-us/articles/204354075-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://**give.charityname.org/eventname/**register
http://**give.charityname.org/Frencheventname/**enregistrer

Search URL:
http://**give.charityname.org/eventname/**search
http://**give.charityname.org/Frencheventname/**recherche

Donation URL:
http://**give.charityname.org/eventname/**donate
http://**give.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/registrant/FundraisingPage.aspx?RegistrationID=1234567

Personalized Personal Page URL:

http://**give.charityname.org/fundraisername**

Standard Team Page URL:

https://secure.e2rm.com/registrant/TeamFundraisingPage.aspx?TeamID=12345

Personalized Team Page URL:

http://**give.charityname.org/teamname**

Are personalized URLs unique to each event?
No, personalized URLs are set at the organization level so they are unique across all your forms and templates.

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.

Is there a way to set a personalized URL in the Fundraising Hub or in the Relationships tab after registration?

No, you can only set personalized URLs during registration.

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.frontsteam.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.

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 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:

- o charityname.org
- o charityevents.com
- o charity-events.org
- o charityfundraising.org
- o charitycountry.com
- o charitydonate.com
- o supportcharity.ca

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

Option 1: FrontStream-owned domain name
- o We will purchase the SSL Certificate and register the domain name on your behalf as well as manage the security and maintenance requirements
- o We will verify, install, update the DNS, implement and QA the SSL Certificate

Option 2: Client-owned domain name
- o You will own and register the domain name and manage the security and maintenance requirements (we will provide hosting)
- o You will be required to make the required DNS changes
- o You will be required to validate the purchase of the SSL certificate once initiated by FrontStream (information will be sent to the email address and phone number associated with domain)
- o FrontStream will install the SSL certificate and perform QA

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 are used for Event Vanity, Location and Register, Search and Donate page and personalized redirect URLs
    b. Please choose a hostname that will sit in front of the root domain name
    c. Examples:
        iii. http://**give**.charityname.org
        iv. http://**support**.charityfundraising.org
        v. http://**donate**.eventname.com
        vi. http://**fundraise**.charityname.org
        vii. http://**event**.charityname.org
    d. Note: if you choose www.charityname.org, users will need to type the "www" in front of the domain. For example, if a personalized URL is www.charityname.org/sally, charityname.org/sally will not work. Alternatively, you could set your non-secure URL up without a hostname such as charityname.org but then if a user types in a personalized URL such as www.charityname.org/sally, that will not work.

Step 4: Choose your term
- o You can purchase a Custom URL for one, two or three years

Step 5: Provide Custom Sender Email Address (optional, additional fee)
- o Please provide an active email address to mask the system default email address message@e2rm.com or we can create an email address using the purchased domain
- o If you provide us with an email address, we will provide you with the DNS updates that will need to be added to your domain
- o We suggest that this email address is not a personal email address
- o We suggest that the email mailbox is monitored on a regular basis as it will receive these types of emails:
    - o Out of office emails from registrants and donors after a system-generated email is sent
    - o Any other type of bounce back email after a system-generated email is sent
    - o Registrants who copy and paste the email address into the email "To" field
    - o Donors who copy and paste the email address into the email "To" field

- o Note: for existing events, all reply to email addresses in "Show Additional Options" in each email for each event, will be overwritten with the new email address
- o Please see Custom Sender Email FAQ document for more information

Step 6: Sign and return PSA
- o We will send a Professional Services Agreement and ask you to confirm the following:
  - o Secure hostname (URL)
  - o Non-Secure hostname (URL)
  - o Custom Sender Email Address (if applicable)
  - o Term (number of years)
  - o For client owned domains, we also ask that you confirm:
    - o Administrator Contact information for the person who has the authority to verify the SSL request
    - o This is the person who is listed/recognised as the domain registrant/owner/administrator or the domain contact
    - o Technical Contact information for the person who has the ability to update the DNS

5. How do you implement a Custom URL?

Step 7: Purchase and validate the SSL Certificate
- o 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)
- o FrontStream purchases and manages the SSL Certificate from the Certificate Authority (CA)
- o CA will first validate your organization through a third party like Dun & Bradstreet
- o CA will then contact the domain registrant/administrator to validate the purchase by email and then by phone
- o Once completed, CA will issue the certificate and FrontStream will receive and install the SSL

Can we purchase our own SSL Certificate?
Yes, however it will be a joint effort between FrontStream and your technical personnel. You will need to provide us with the pertinent information in generating the CSR (Certificate Signing Request). Once the CSR has been generated, FrontStream will forward for you to start the SSL purchase. For this to be successful, you will need the required expertise.

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 hostname to the corresponding IPs to allow for proper addressing for the domain name.

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

Step 9: Custom URL is live
- o FrontStream will configure, implement and test the Custom URL and provide you with a list of helpful tips and reminders

If you have any further questions, please contact your Account Manager or the Sales team.