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Overview

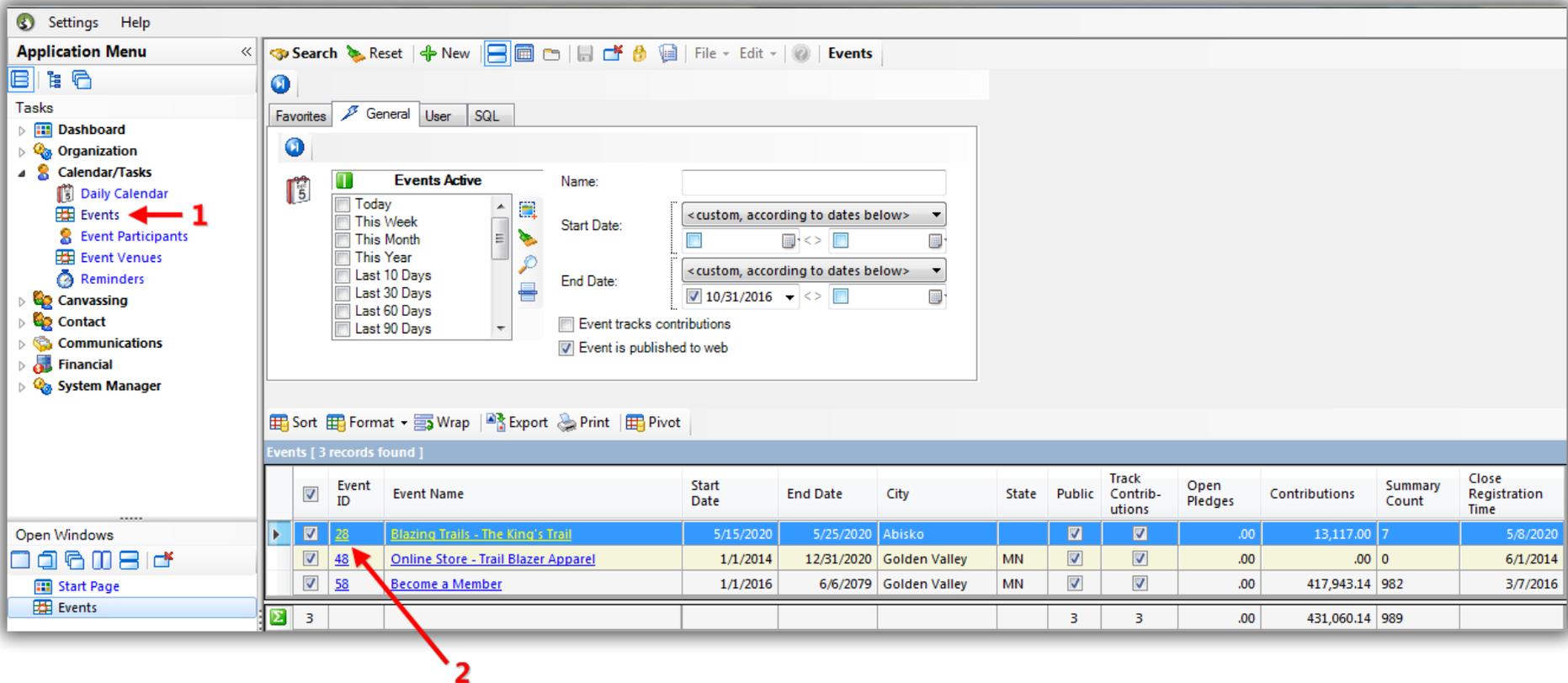
This article shows how to **create promo codes** for [events](#) and the different **options** you have. *As of the time this article was written promo codes offer either a set **amount** or **percentage** off the **ENTIRE** order, it's not specific to a ticket or product.*

 **Tip:** Learn all about **events** (creating, configuring, creating manual purchase orders, etc.) by reading through the [articles](#) we have, and by watching the event [videos](#) on our YouTube Channel.

Steps

Open the event you've [created](#). I used one called "Blazing Trails – The King's Trail" with ID 28.

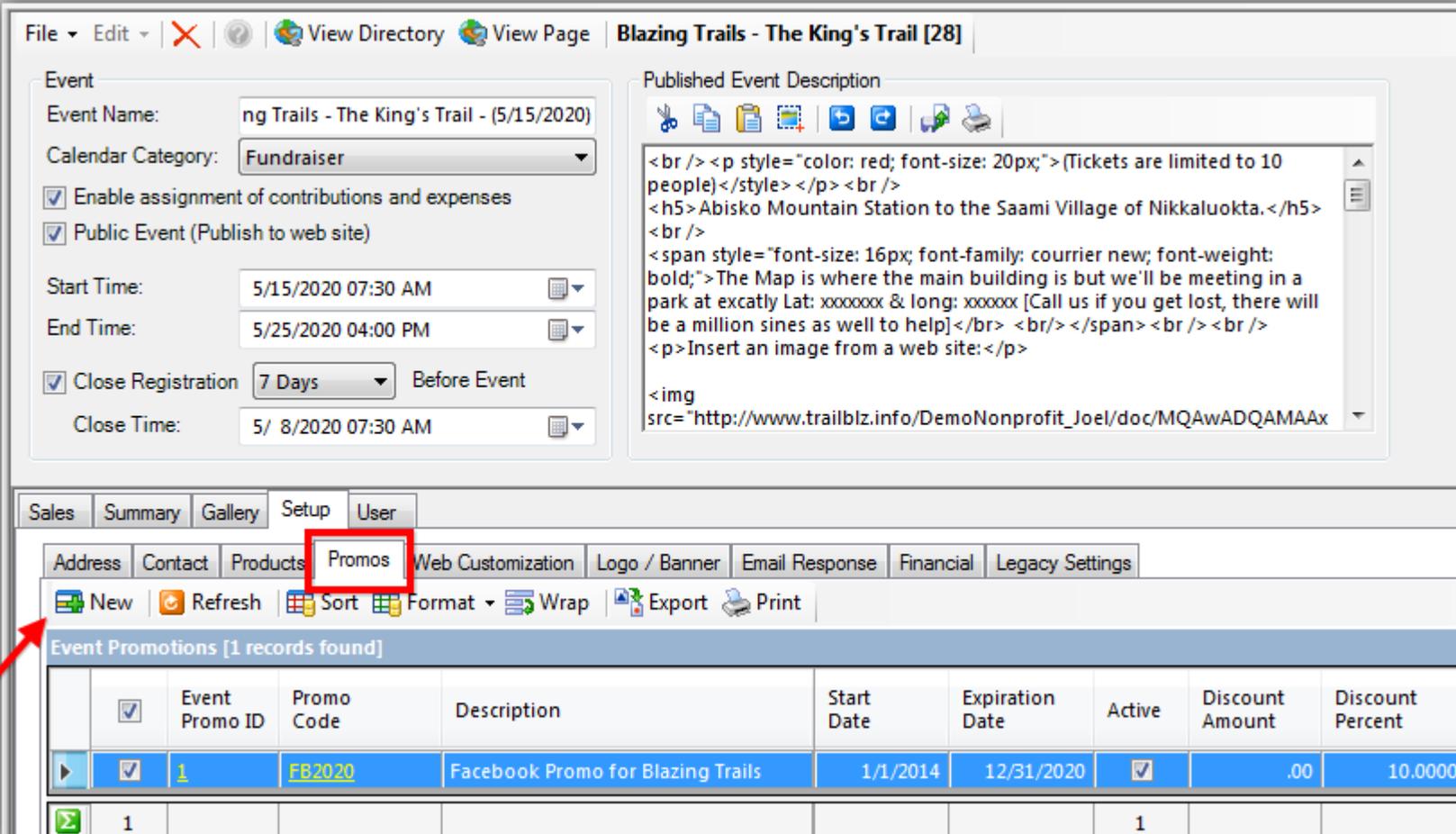
Open the event you want to create promo codes for (or create a new event by clicking [+ New])



The screenshot shows the TrailBlazer Events management interface. On the left is the 'Application Menu' with 'Events' highlighted by a red arrow labeled '1'. The main area shows the 'Events Active' form with fields for Name, Start Date, and End Date. Below the form is a table of events with 3 records found. A red arrow labeled '2' points to the first row of the table, which is highlighted in blue.

Event ID	Event Name	Start Date	End Date	City	State	Public	Track Contributions	Open Pledges	Contributions	Summary Count	Close Registration Time
28	Blazing Trails - The King's Trail	5/15/2020	5/25/2020	Abisko		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	.00	13,117.00	7	5/8/2020
48	Online Store - Trail Blazer Apparel	1/1/2014	12/31/2020	Golden Valley	MN	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	.00	.00	0	6/1/2014
58	Become a Member	1/1/2016	6/6/2079	Golden Valley	MN	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	.00	417,943.14	982	3/7/2016
3								.00	431,060.14	989	

Navigate to the **Promos** tab and click [+ New].



The screenshot shows the TrailBlazer web application interface. At the top, there's a navigation bar with 'File', 'Edit', and 'View Directory' options. Below this, the 'Event' setup section is visible, including fields for 'Event Name', 'Calendar Category', 'Start Time', 'End Time', and 'Close Registration'. To the right, the 'Published Event Description' area contains HTML code for styling text and inserting an image.

Below the event setup, there's a navigation menu with tabs for 'Sales', 'Summary', 'Gallery', 'Setup', and 'User'. Under the 'Setup' tab, there are sub-tabs for 'Address', 'Contact', 'Products', 'Promos', 'Web Customization', 'Logo / Banner', 'Email Response', 'Financial', and 'Legacy Settings'. The 'Promos' tab is highlighted with a red box, and a red arrow points to the 'New' button in the toolbar below it.

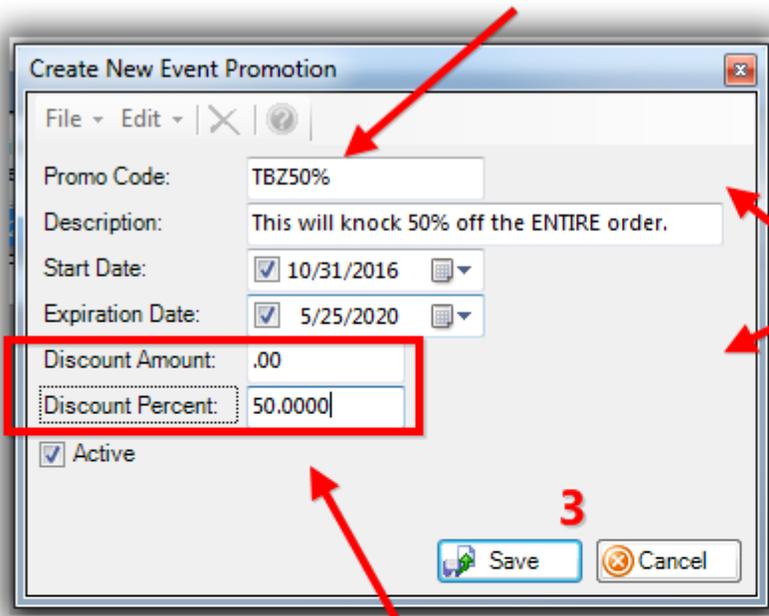
The main content area displays a table of 'Event Promotions [1 records found]'. The table has the following columns: Event Promo ID, Promo Code, Description, Start Date, Expiration Date, Active, Discount Amount, and Discount Percent.

Event Promo ID	Promo Code	Description	Start Date	Expiration Date	Active	Discount Amount	Discount Percent
1	FB2020	Facebook Promo for Blazing Trails	1/1/2014	12/31/2020	<input checked="" type="checkbox"/>	.00	10.0000

Create a **name/code** (which is what you'll distribute to event patrons for a discount), enter all the other required in the form (date, amount off/percentage off, descriptions, etc.), and then click [**Save**].

It's important to note that you can either set a **percentage** or **amount** off the **ENTIRE** order. *My example is below where I created a promo called **TBZ50%** which offers **50%** off the **entire order**.*

1. Create a name/code. This is the code you'll distribute to patrons.

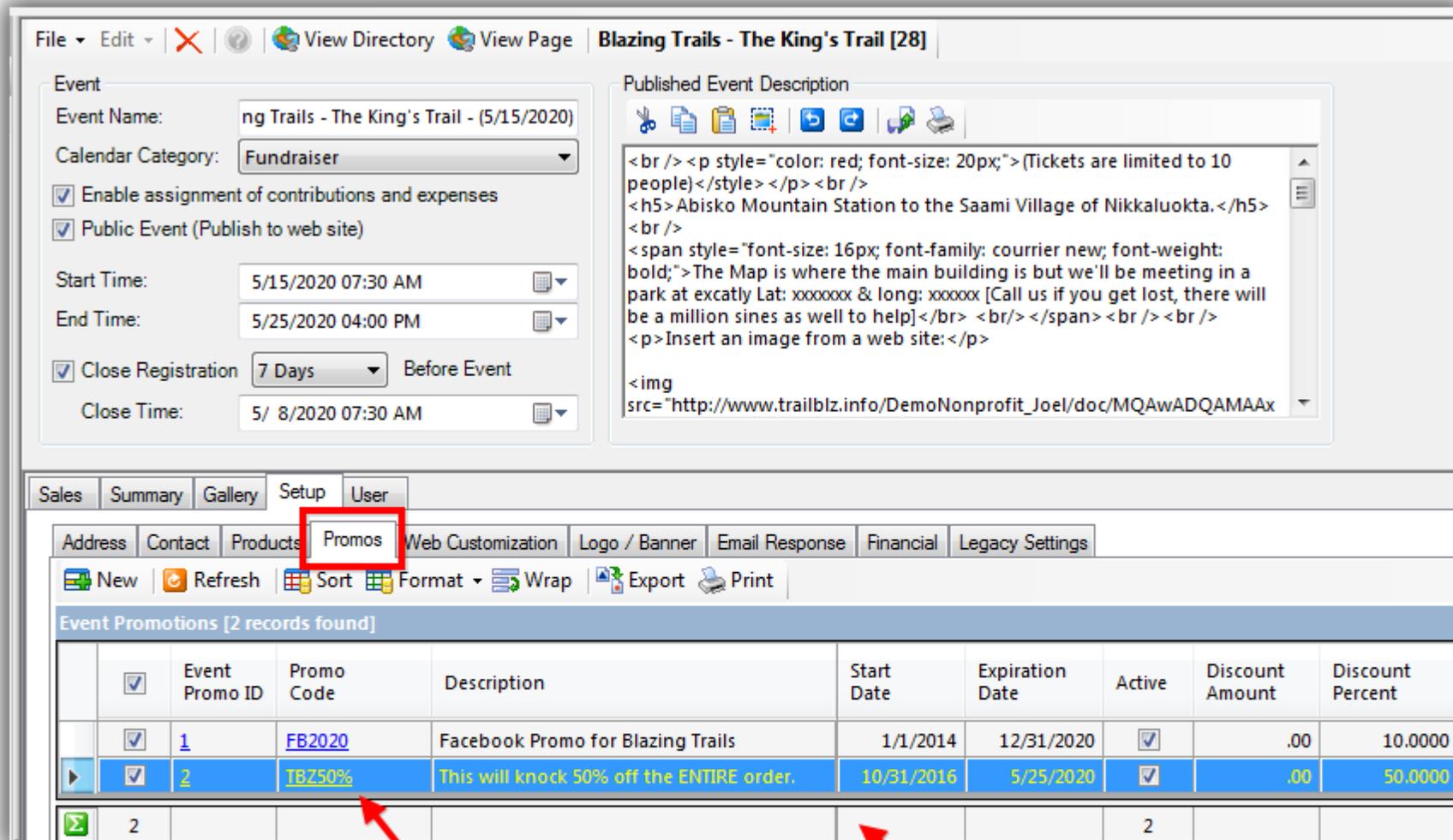


2. Fill out all the details for the promo.

IMPORTANT - you have two options when creating a promo that will affect the ENTIRE order:

- A certain percentage off
- A certain amount off

After you save your promo code(s) they will display in the list with relevant details. *My example is below.*



The screenshot shows the TrailBlazer software interface. The top section is for event setup, including fields for Event Name, Calendar Category, Start/End Times, and Close Registration. The middle section contains navigation tabs like Sales, Summary, Gallery, Setup, and User. The 'Promos' tab is highlighted with a red box. Below the tabs is a toolbar with icons for New, Refresh, Sort, Format, Wrap, Export, and Print. The main area displays a table of Event Promotions with 2 records found.

	Event Promo ID	Promo Code	Description	Start Date	Expiration Date	Active	Discount Amount	Discount Percent
<input checked="" type="checkbox"/>	1	FB2020	Facebook Promo for Blazing Trails	1/1/2014	12/31/2020	<input checked="" type="checkbox"/>	.00	10.0000
<input checked="" type="checkbox"/>	2	TBZ50%	This will knock 50% off the ENTIRE order.	10/31/2016	5/25/2020	<input checked="" type="checkbox"/>	.00	50.0000
Σ	2					2		

Your promo code(s) will display here as you create them.

All the details of the promo codes

That completes the steps to create the event promos.

To run a **test** with your promo code(s), you'll first need to create some **tickets/products** under **Setup > Products**. *My example is below where I created a piece of merchandise and 2 ticket options.*

File Edit View Directory View Page **Blazing Trails - The King's Trail - (5/15/2020) [28]**

Event

Event Name:

Calendar Category:

Enable assignment of contributions and expenses

Public Event (Publish to web site)

Start Time:

End Time:

Close Registration Before Event

Close Time:

Published Event Description



```
<br /><p style="color: red; font-size: 20px;">(Tickets are limited to 10 people)</style></p><br />
<h5>Abisko Mountain Station to the Saami Village of Nikkaluokta.</h5>
<br />
<span style="font-size: 16px; font-family: courier new; font-weight: bold;">The Map is where the main building is but we'll be meeting in a park at excatly Lat: xxxxxx & long: xxxxxx [Call us if you get lost, there will be a million sines as well to help]</br> <br/></span><br /><br />
<p>Insert an image from a web site:</p>

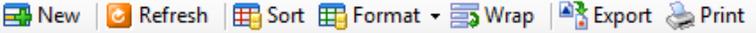

```

Sales Summary Gallery **Setup** User

Address Contact **Products** Promos Web Customization Logo / Banner Email Response Financial Legacy Settings

Reserved Seating Chart:

Merchandise Membership **Tickets**



Ticket Types [2 records found]

<input checked="" type="checkbox"/>	Description	Sequence	Capacity	Quantity Purchased	Quantity Available	Max Order Quantity	Unit Price	Price Level Description
<input checked="" type="checkbox"/>	Roll of 4 Tickets	1	10	0	10	1	400.00	
<input checked="" type="checkbox"/>	Single - 7 Day Guided Hike	1	10	4	6	1	2,500.00	
	2		20	4	16			



 Before you can test your promo codes you'll need to create some products (memberships, tickets, and/or merchandise).

Click on the **[View Page]** button at the top of the event record.

File Edit View Directory **View Page** Blazing Trails - The King's Trail - (5/15/2020) [28]

Event

Event Name: Blazing Trails - The King's Trail - (5/15/2020)

Calendar Category: Fundraiser

Enable assignment of contributions and expenses

Public Event (Publish to web site)

Start Time: 5/15/2020 07:30 AM

End Time: 5/25/2020 04:00 PM

Close Registration 7 Days Before Event

Close Time: 5/ 8/2020 07:30 AM

Published Event Description

 <p style="color: red; font-size: 20px;">(Tickets are limited to 10 people)</p>

 <h5>Abisko Mountain Station to the Saami Village of Nikkaluokta.</h5>

 The Map is where the main building is but we'll be meeting in a park at exactly Lat: xxxxxx & long: xxxxxx [Call us if you get lost, there will be a million sines as well to help]

 <p>Insert an image from a web site:</p>

Sales Summary Gallery Setup User

Address Contact Products Promos Web Customization Logo / Banner Email Response Financial Legacy Settings

Reserved Seating Chart: <No Reserved Seating>

Merchandise Membership **Tickets**

New Refresh Sort Format Wrap Export Print

Ticket Types [2 records found]

	Description	Sequence	Capacity	Quantity Purchased	Quantity Available	Max Order Quantity	Unit Price	Price Level Description
<input checked="" type="checkbox"/>	Roll of 4 Tickets	1	10	0	10	1	400.00	
<input checked="" type="checkbox"/>	Single - 7 Day Guided Hike	1	10	4	6	1	2,500.00	
Σ	2		20	4	16			

Select some tickets/products and continue to the checkout page by clicking on the **[Order and Register]** button.

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Blazing Trails - The King's Trail - (5/15/2020)

Friday May 15, 2020 7:30 AM to Monday May 25, 2020
4:00 PM

Abisko Mountain Station
Meet at the Trail Head Abisko, 98107

Ticket Information

DESCRIPTION	PRICE	QUANTITY
Single - 7 Day Guided Hike	\$2,500.00	1
Roll of 4 Tickets	\$400.00	1

Product Information

DESCRIPTION	PRICE	QUANTITY
Trail Blazer Hooded Sweatshirt	\$65.00	2

When and Where



Abisko Mountain Station
Meet at the Trail Head
Abisko, 98107

Fri, 15 May 2020 7:30 AM to
Mon, 25 May 2020 4:00 PM
Central Standard Time

[Add to my Calendar](#)

Organizer

Trail Blazer

866-909-8700

Payment Options

2

Order and Register

Description

(Tickets are limited to 10 people)

Abisko Mountain Station to the Saami Village of Nikkaluokta.

1. Select some tickets, and/or products.

Enter your promo code and click **[Apply]**.

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Share:     

 Organize. Leverage. Succeed.

Friday May 15, 2020 7:30 AM to Monday May 25, 2020 4:00 PM
Abisko Mountain Station
Meet at the Trail Head Abisko, 98107

Order Summary

DESCRIPTION	PRICE	QTY	TOTAL
SINGLE - 7 DAY GUIDED HIKE	\$2,500.00	1	\$2,500.00
ROLL OF 4 TICKETS	\$400.00	1	\$400.00
TRAIL BLAZER HOODED SWEATSHIRT	\$65.00	2	\$130.00

Promotional Code **2**

TOTAL DUE \$3,030.00

Have you registered for a *Demo Nonprofit - Joel* event before? [click here](#) to login.

Registration Information

Buyer Information

* First Name

* Last Name

Phone

* Email

Yes, I want to receive future email updates.

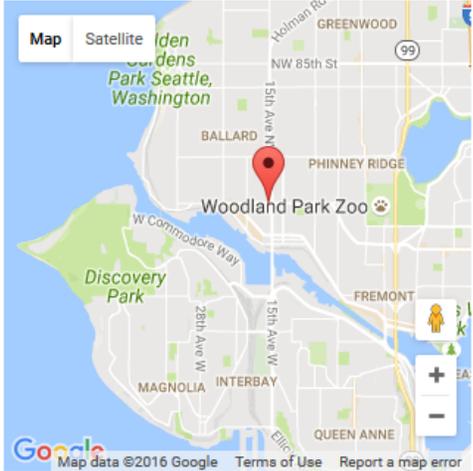
* Employer

* Occupation

* Job Title

Hiking Skill Level Advanced Beginner Intermediate

When and Where



Abisko Mountain Station
Meet at the Trail Head
Abisko, 98107

Fri, 15 May 2020 7:30 AM to
Mon, 25 May 2020 4:00 PM
Central Standard Time

[Add to my Calendar](#)

Organizer

Trail Blazer
 866-909-8700

1. Enter your promo code into this field.

If the promo code worked it will change the **Total Due** to reflect the new amount after the discount was applied.

Friday May 15, 2020 7:30 AM to Monday May 25, 2020 4:00 PM

Abisko Mountain Station
Meet at the Trail Head Abisko, 98107

Order Summary

DESCRIPTION	PRICE	QTY	TOTAL
SINGLE - 7 DAY GUIDED HIKE	\$2,500.00	1	\$2,500.00
ROLL OF 4 TICKETS	\$400.00	1	\$400.00
TRAIL BLAZER HOODED SWEATSHIRT	\$65.00	2	\$130.00
Promotional Code <input type="text" value="TBZ50%"/> <input type="button" value="Apply"/>			(\$1515.00)
TOTAL DUE			\$1515.00

The 'total' will change if the promo code worked correctly.



Have you registered for a *Demo Nonprofit - Joel* event before? [click here](#) to login.

Registration Information

Buyer Information

* First Name

* Last Name

Phone

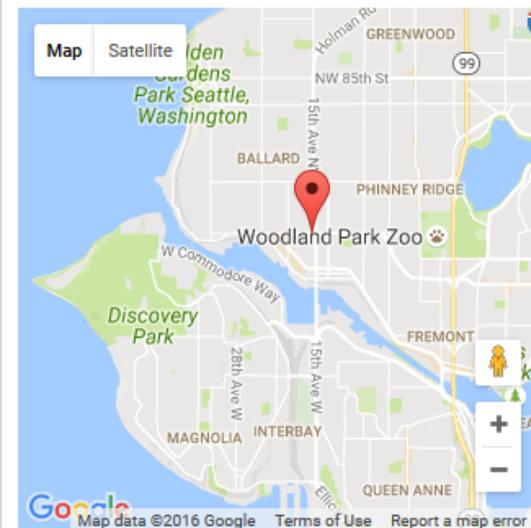
* Email

Yes, I want to receive future email updates.

* Employer

* Occupation

When and Where



Abisko Mountain Station
Meet at the Trail Head
Abisko, 98107

Fri, 15 May 2020 7:30 AM to
Mon, 25 May 2020 4:00 PM
Central Standard Time

[Add to my Calendar](#)

The **discount amount** will reflect on the **receipt** that gets **emailed** out when people make a purchase. *My example is below.*

[Store Copy] Order Confirmation for Blazing Trails - The King's Trail - (5/15/2020) - Message (HTML)

File Message

Ignore X Reply Reply All Forward More Meeting Archive To Manager Team E-mail Move Rules OneNote Actions Assign Policy Mark Unread Categorize Follow Up Translate Zoom

Delete Delete Respond Quick Steps Move Tags Editing Zoom

ⓘ If there are problems with how this message is displayed, click here to view it in a web browser.

From: Demo Nonprofit Joel <jkristenson@trailblz.com> Sent: Tue 11/1/2016 10:19 AM
 To: Joel Kristenson
 Cc:
 Subject: [Store Copy] Order Confirmation for Blazing Trails - The King's Trail - (5/15/2020)

Ticket Summary

Joel Kristenson **Type:** Single - 7 Day Guided Hike

Joel Kristenson **Type:** Roll of 4 Tickets

Billing **Contact**

Joel Kristenson **Phone:**
 9110 Golden Valley Rd **Email:** jkristenson@trailblz.com
 Apt 10
 Golden Valley MN 55427

Item	Name	Unit	Qty	Total
22	Single - 7 Day Guided Hike	\$2,500.00	1	\$2,500.00
40	Roll of 4 Tickets	\$400.00	1	\$400.00
23	Trail Blazer Hooded Sweatshirt	\$65.00	2	\$130.00
Subtotal				\$3,030.00
Discount				(\$1,515.00)
Balance Due				\$1,515.00

The receipt that gets emailed out will reflect the discount amount off the entire order.



Take a look at the **related resources** below to learn more about the event system.



Trail Blazer™

- YouTube Channel
- Knowledge Base Articles
- 3rd Party Resources

Related Resources

Article: [Events 2013 | Coupon promo code error messages](#)

Article: [Events 2013 | How to Create an Event with Tickets and Merchandise](#)

Article: [Purchase Orders – Manually Enter an Order for Tickets, Products, or Memberships from within an Event, and Record the Related Contribution Record](#)

Article: [How to Setup Different Payment Schedules for Events or Memberships – Ex \(Monthly, Quarterly, or Bi-Weekly\)](#)

Article: [How to Create Custom Email Responders for Specific Events – New 2016 Feature Upgrade](#)

Article: [How to Print or Re-Print Event Tickets and Event Order Receipts from your Database](#)

Article: [How to Add a New ‘Event’ to the Drop-Down List for Entering Contributions](#)

Article: [Manually Assigning Tickets to Specific Event Attendees \(Ticket Holders\) after the Original Order has been Created](#)

Article: [How to Style your Event Pages – 4 Example Mock Events – Sample CSS Code with Descriptions](#)

Article: [Events 2014 – Part I](#)

Article: [Events 2014 Part II](#)

Article: [Display your Logo as a Redirect Link for an Event](#)

Video: [Events 2013](#)

Video: [Events – Remove Person from Event](#)

Video: [Events – pay for an event online](#)

Trail Blazer Live Support

☎ Phone: 1-866-909-8700

✉ **Email:** support@trailblz.com

f **Facebook:** <https://www.facebook.com/pages/Trail-Blazer-Software/64872951180>

t **Twitter:** <https://twitter.com/trailblazersoft>

** As a policy we require that you have taken our intro training class before calling or emailing our live support team.*

[Click here](#) to view our calendar for upcoming classes and events. Feel free to sign up other members on your team for the same training.

** After registering you'll receive a confirmation email with the instructions for how to log into the [GoToMeeting](#) session where we host our live interactive trainings.*

** This service is included in your contract.*