



Quick Publish Guide

All Events must be renewed in Salesforce before your event website can be published. Please reference the [QRG How to Renew/Rollover an Event](#) for steps to renew.

Select Edit Event Options from the Event Management Center (EMC)

1. Edit Event Options

Verify Event Goal

2. Location Information

Verify Location Name and Address (Street Address, City, State and Zip) **

Verify Local Office Mailing Address **

3. Edit Advanced Options

Enter email addresses for New Team Notification (*optional*)

4. Edit eCommerce Options

Update the Store ID with the appropriate luminaria store for your event (*optional*)

Edit Milestones

Enter email addresses to be notified when participants reach certain milestone levels (*optional*)

Edit Event Properties

Event Name: Verify Event Name **

Event Schedule: Verify start time of your event **

Event Date: Verify date of event **

Verify Event Location, State and City**

Sponsor 1: Enter SMS textword to turn on opt-in widget

Sponsor 2: Leave as is

Sponsor 3: Update with Twitter URL

Sponsor 4: Update with Facebook ID

Sponsor 5: Update with Instagram album URL or Flickr ID (This field updates Event Photos section)

Edit Event Coordinator Properties

Verify Event Contact Name, Phone and Email **

Send Site Launch Email

Send "Recruitment Email - Websites are Live" to past participants

****If you make a change to any field marked with asterisks (**), see [Event Change QRG](#) for additional *required steps***

If you have any questions, please open a [Salesforce Case](#).

-----| Customization Details |-----

Event Center Customization – Verify Event Details

A. Edit Event Options

1. Edit Event Options

- a. Different Event Fundraising Goal: Enter the volunteer season goal. This will appear on the fundraising progress wheel on the greeting page.
- b. Click 'Next'

2. Location Information

- a. Event Location Details: Verify that the location information is correct. These details automatically show on your website. (Zip code must be entered for the event to appear in the search on relayforlife.org)
- b. Local Office Mailing Address: Verify that the office mailing address is correct. The mailing address will show on your offline donation forms & on the Event Details page.
- c. Click 'Next'

3. Edit Advanced Options

- a. New Team Notification (*Optional*): Enter your email address if you wish to be notified whenever a new team registers for your event. You can enter multiple email addresses by placing a comma between each email.
- b. Click 'Next'

4. Edit eCommerce Options

- a. eCommerce Store Associated With the Event Products: Update the eCommerce store ID with the appropriate luminaria store for your event. Please visit <http://relayforlife.org/LuminariaStores> to see a full list of the available stores.
 - i. If you wish to offer a store that does not appear on this list, please log a detailed [Salesforce Case](#) with a list of the names and prices of the products you wish to offer.
- b. Click 'Finish'

B. Edit Event Milestones

- a. Enter email addresses to be notified when participants reach certain milestone levels (*optional*).
 - i. Click 'Edit' next to the milestone levels you want to receive notifications for. Type the email address and click 'Add'
 - ii. If that person no longer wishes to receive email notifications, you can select that email address from the list and click 'Remove'
- b. Click 'Finish'

C. Edit Event Properties

- a. Event Name: Verify the Event Name is correct
- b. Schedule: Verify the Event Start Time
- c. Date & Time: Verify the Event Date
- d. Event Location Details: Verify that the event location name, state, and city
- e. Sponsor Lines:
 - i. Sponsor name (1): SMS Opt-in Widget. If your event is utilizing SlickText for an event-wide text campaign, enter your textword to turn on the opt-in widget
 - ii. Sponsor name (2): Official RelayForLife.org YouTube Channel. Please leave as is
 - iii. Sponsor name (3): Twitter feed. If your event has a Twitter feed, enter the web address of your twitter feed. Must remain in "https://twitter.com/..." format

- iv. Sponsor name (4): Facebook feed. If your event has a page on Facebook, enter the local Facebook ID (to find your Facebook ID, go to <http://findmyfbid.com/>)
- v. Sponsor name (5): If your event has an Instagram or Flickr account, enter the appropriate ID to display your local photos in the EVENT PHOTOS section on your website. [Click here](#) for detailed Instagram instructions (This field updates Event Photos section)
- f. Click 'Finish'

D. Edit Event Coordinator Properties

- a. Name: Verify ACS Staff Person or volunteer name
- b. Phone: Verify ACS Staff Person or volunteer phone
- c. Email: Verify ACS Staff person cancer.org email or volunteer email
- d. Click 'Finish'

If any of the pre-populated event logistics are incorrect (event name, date, time, location, staff partner), see [Event Change QRG](#) for the steps to submit the correction so it can be updated in all American Cancer Society systems.

***Once Your Website is Updated* Send Site Launch Email**

1. Under the Event Emails tab, search for "RFL CY21 RE01 Recruitment Email - Websites are Live" email
2. Send to all past email participants
3. Check out the [Email Quick Reference Guide](#) for simple steps for setting up and sending your email

Volunteer EMC Access

Volunteers can request EMC access at http://relayforlife.org/EMC_Access

Additional customizations

[Editing your greeting page](#) is easier than ever!

- Event Announcements are a great way to share quick information about your event.
- Add Local Sponsor logos

Resources

Check out <http://relayforlife.org/emcsupport> for the full Event Manager Center guide and help documents.