

Take Your Events Online

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If you use **Event Management** in Jackrabbit for special events like birthday parties, parent's night out, or workshops, you can display those events on your website and allow online registration and Parent Portal enrollment. *Can you say time saver?!*

- ★ Assign a color to an Event Type to highlight it on the Event Calendar.
- ★ Add a link to your Event Calendar on your website.
- ★ Filter your Event Calendar to display only some of your events, e.g., filter by Location.
- ★ Link directly to a specific event on your website or email the link to your customers.
- ★ Enable Online Registrations for new customers and Parent Portal enrollments for existing customers.

<< Previous Month		February 2022					Next Month >>	
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday		
		1 7:00p Aerial Workshop (5)	2	3	4 6:00p Parent's Night Out (19)	5 1:00p Circus Birthday Party (0) 2:00p Disco Fever Birthday (1)		
6		8	9	10	11 6:00p Parent's Night Out (20)	12 1:00p Circus Birthday Party (2) 2:00p Disco Fever Birthday (1)		
13	14 Closed for Maintenance	15 7:00p Aerial Workshop (5)	16	17	18 6:00p Parent's Night Out (20)	19 2:00p Disco Fever Birthday (1) 2:00p Circus Birthday Party (1)		
20	21 Meet Fees Due Today	22	23	24	25 6:00p Parent's Night Out (20)	26 1:00p Circus Birthday Party (1) 2:00p Disco Fever Birthday (1)		
27	28							

Feb 2022 Go

Use Event Notices to notify customers of important dates.

This event is booked.

of openings in the event.

Color code your Event Type.





Download, print, and review the clickable PDF [Online Events Calendar - Checklist for a Successful Rollout](#).

Expand each section to get an overview of the Online Event workflow and use the links to drill down to the details.

[Expand/Collapse All](#)

Settings for Online Event Registration and Parent Portal Enrollment

There are several settings that control how your events display online and in the Parent Portal.

Event Type > Summary tab

Event Type Circus Birthday Party

[← RETURN](#) [SAVE CHANGES](#) [COPY EVENT TYPE](#) [DELETE](#)

[View Calendar](#) [Add Event \(Date & Time\)](#)

Summary | Description | Questions | Agreements | Dates & Times

Name

Location

Fee

Display On Calendar

Display on Internal Calendar

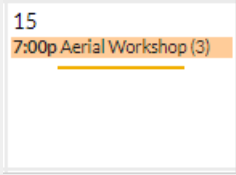
Calendar Label Background Color

Display to Customers

Calendar Header

Online Reg Form Graphic URL

Notification Email(s)

Display on Internal Calendar	Select Yes/No depending on whether this event should display on the internal Event Calendar. This calendar can only be seen by a User logged into Jackrabbit.
Calendar Label	Whatever you add here will display as the event name on the Event Calendar. 
	Click the crayon icon to choose a color or if you know the Hex code, enter it

Background Color

here. This color will display as a background for the Calendar Label on your Event Calendar. We recommend using lighter colors as they make the calendar easier to read.



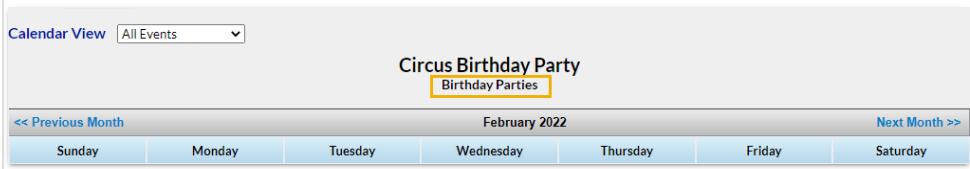
Display to Customers

How do you want this Event Type to display on your Event Calendar:

- Select **No** if you do not want the event to display on your Event Calendar.
- Select **Open Dates Only** if you prefer only open events be displayed on your Events Calendar.
- Select **Open & Booked Dates** if you prefer that both Open & Booked Dates display on your Event Calendar.

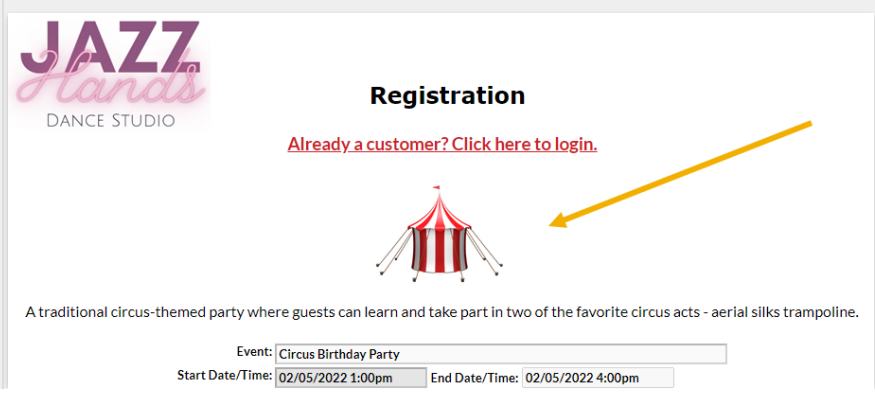
Calendar Header

Create a header for your Event Calendar that displays when it has been filtered for a specific Event Type. The Event Calendar below is filtered for the *Event Type* **Circus Birthday Party**. It has a *Calendar Header* assigned, **Birthday Parties**.



Online Reg Form Graphic URL

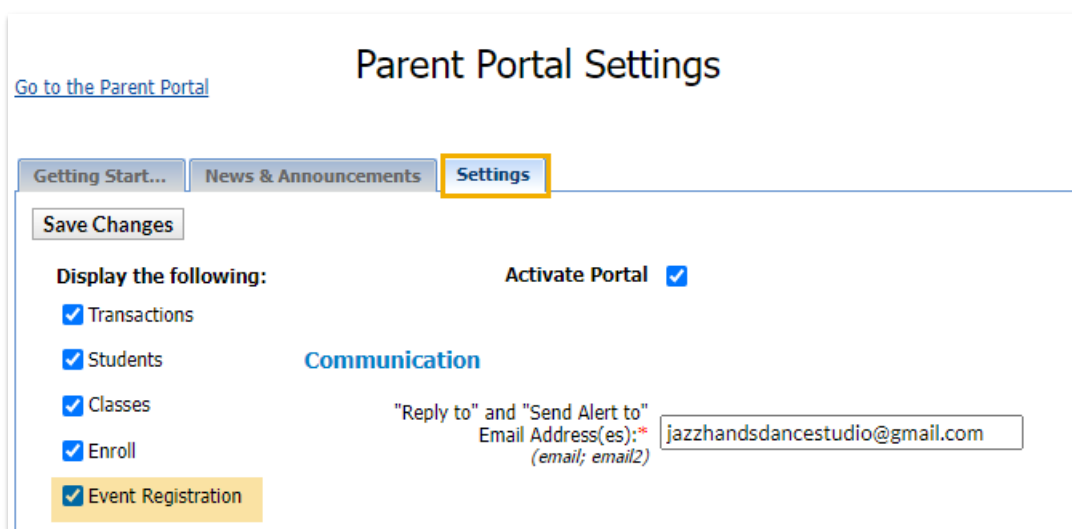
Customize your event registration form with special images or graphics for specific events. In order for the image to be displayed on your registration form, it needs to reside somewhere on the internet and have a URL (a web address that usually starts with https:// or http://). Enter the URL here.



Notification Email(s)	An email notification will be sent to the email address(es) entered here whenever a customer registers for an event. Separate multiple email addresses with a comma.
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[Gear](#) > [Settings](#) > [Parent Portal](#) > [Settings \(tab\)](#)

To allow customers to enroll in events through the Parent Portal, select **Event Registration** from the menu on the left (check the box).



Share your Online Event Calendar

Before you share your Event Calendar online, you'll need to [create your events](#). During that process, you'll customize the registration form for each event (questions, policies, etc.).

When you add your Event Calendar to your website or send the calendar link to your customers in an email blast, customers will be able to register for events no matter what time of day it is! They'll select an event on your Event Calendar which opens the registration form for them to complete and submit. You get a notification that there was an event enrollment online at 3:00am with no need for your staff to be involved = **BAM!**

To share your events online:

Test your Online Event	We recommend you test the online event registration process to understand your customer's experience and make any necessary adjustments before going live. Learn how to test your online event.
Link to your Online Event	Add an HTML link to your website, or send it out in an email blast to your customers. If you have knowledge of using inline frames,

Calendar	you can also embed the calendar directly on your webpage. Learn how to link to your online Event Calendar.
Filter your Online Event Calendar	You can use HTML code to filter your calendar so that it displays only events with a certain Status, Location, Category 1, or Event Type. Learn how to filter your online Event Calendar.
Link Directly to a Specific Event's Registration Form	There may be times when you want to promote just one event (on a specific day/time). Bypass the Event Calendar and create a direct link to the registration form for that event, which you can post on your webpage or send out in an email blast. Learn how to link directly to a specific event.

Online Event Registration and Parent Portal Event Enrollment

The beauty of taking your events online, beyond the time savings for you, is the convenience it provides your customers.

Online Event Registration	New customers can register for an event even while in their jammies after the kids are in bed by selecting the Event (Date/Time) from the calendar and completing the registration form. Learn more about event registration via the Event Calendar.
Parent Portal Event Enrollment	You can give your existing customers the ability to enroll in an event from their Parent Portals at any time of day! Learn more about event enrollment via the Parent Portal.



By directing your existing customers to register for events through the Parent Portal instead of using the online registration form, you will greatly eliminate the possibility of duplicate family records.

Jackrabbit attempts to prevent possible duplications by scanning your system for a match based on several criteria. Learn more about [preventing duplication of family accounts with online event registration.](#)

Track Online Event Registrations and Enrollment Details

Once those online event registrations and Parent Portal enrollments start rolling in, you'll want to be able to monitor them.

There are two reports in Jackrabbit that can be used to display information about your online event registrations and Parent Portal enrollments.

Online Event Registrations Report

The **Online Event Registration** report displays registrations in chronological order of the date and time they came in. To generate the report go to the *Events* menu > *Reports* and select *Event Online Registrations*.

Online Event Registrations

← RETURN

Last Registered	Family	Balance	Address	City	Home Phone	Students	
2/18/2022 9:07 AM	Reed	25.00	753 Sycamore Avenue	Vancouver	(604) 555-1212	Maddox	Enrolled Events
2/18/2022 8:55 AM	Barrett new	125.00	6540 Sellers Street	Vancouver	(604) 555-3369		Enrolled Events
2/18/2022 8:52 AM	Morris new	50.00	4678 Fir Street	Vancouver	(604) 555-8778	Ryan, Toby	Enrolled Events
2/17/2022 9:00 PM	Aser	215.00	2016 Hummingbird Crescent	Vancouver	(604) 555-1200	Dani, David	Enrolled Events
2/14/2022 9:54 PM	Devon	195.00	336 Hammond Road	Vancouver	(604) 555-8787	Nadine	Enrolled Events
2/14/2022 8:49 PM	Carter	508.75	4221 River Road	Vancouver	(604) 555-7984	Austin	Enrolled Events

- This report can be printed or exported to Excel.
- The links take you to the *Event* tab of the family's record where you can view the enrolled events.
- The word **new** will display next to the family name to indicate they are new to your facility. This column will be blank for your existing customers.

Event Detail Report

The **Event Detail** report provides information about the enrolled family/students for each Event (Date/Time). To generate the report go to the *Events* menu > *Reports* and select *Event Detail Report*.

Parent's Night Out - 02/18/22 6:00pm

Location: JHD **Room:** Floor B **Date:** February 18, 2022
Desc: **Times:** 6:00 PM - 10:00 PM
Max Size: 20

Instructors: Livy W.

Customer Comments: **Internal Notes:**

#	Name	Age Gender	Home Phone	Enroll Date					
1	David Ager Allergies/Spec Needs: Notes:	13/M	(604) 555-1200	2/18/22					
2	Rayan Morris Allergies/Spec Needs: Notes: Enrolled	11/F	(604) 555-8778	2/18/22					
3	Toby Morris Allergies/Spec Needs: Notes: Enrolled	11/M	(604) 555-8778	2/18/22					

Family: Ager **Home #:** (604) 555-1200
Question: Additional Information **Answer:** David will bring his guitar.

- There are several options for the format of the report: PDF, Excel,

HTML, Word, Text, and Tiff.

- The report criteria defaults to display events with an *Event Status* = *Booked*. To view events that are only partially booked (still have openings), change the *Event Status* to *Open*.
- A separate page is created for each Event (Date/Time).

Frequently Asked Questions

Q. *Why are there only fields for family information and not student information when a new family registers on our Event Registration form online?*

A. The Event Type defaults to family enrollment, however, you can change this so that students can enroll. On the *Event Type > Summary* tab, set *Default Allow Enrollment For:* to **Student** to allow students to enroll (each student filling 1 event opening). If you want the event fee to post automatically, you may also want to consider changing *Post Event Fee on Reg?* to **Student** as well. Be sure to Save Changes.

Q. *Can I edit the email confirmation message that is sent for online event registrations?*

A. The event registration confirmation email messages are standard and can not be changed.

Q. *Do you have any examples of how other Jackrabbit Users are displaying their calendars?*

A. **American Twisters** hosts birthday parties every weekend. View their [party webpage here](#). As above, their webmaster has embedded the calendar directly into the bottom of the page using an iframe. Notice they give all the party details in text at the top of the page.

Precision Gymnastics uses the Event Calendar to showcase all their various Events. View their [Event Calendar page here](#). They use it mostly for Birthday Parties and Tumbling Clinics.

Q. *Can I add the option for families to pay by e-Check when registering for an event?*

A. At this time, the option to pay by e-check is not available.
