



GAMEDAY

How do I create a series of Unique Promo Codes?

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What is a Unique Promo Code?


As a GameDay administrator offering registrations through GameDay, you can add additional payment flexibility for your members or event entrants by offering **Unique Promo Codes**, which allow you to assign specific discount codes for individuals to redeem upon registration.

This article will guide you through the process of creating a series of Unique Promo Codes:

Navigating to Promo Codes

Log into your dashboard and select the **PROMOTIONS** item from the left-hand menu

 Dashboard

 My Organisation ▼

 Finances ▼

 Members ▼

 Membership Forms ▼

 Products & Questions

 Promotions

 Events ▼

 Reports

Select the **Promo Codes** tab, then select the **CREATE NEW PROMO CODE** button

Promotions ²

Discounts | **Promo Codes**

Create New Promo Code | All Status ▼ | All Promo Code Types ▼ | Search...

Promo Code Name	Promo Code Type	Available From	Available To	Status	Usage	Action(s)
Renewing Members Promo Code	Unique	1 April 2024 (AEDT)	31 December 2024 (AEDT)	Active	98 Unredeemed	Edit
Winter Promo	Generic	1 March 2024 (AEDT)	31 August 2024 (AEST)	Active	Unlimited	Edit

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Promo Code Settings

A setup wizard will appear where you can configure your Promo Codes

Let's setup your promo code

Promo Code Type *

Promo Code Name *

Description

Applied Discount Type *

Promo Code Value *

Available from *

Available to *

Status *

- **Promo Code Type:** Select **Unique Promo Code**
- **Promo Code Name:** A simple name for your code to identify it within the database
- **Description:** An optional field that allows you to provide more information about each one
- **Applied Discount Type:** Select either Percentage or Amount (eg a 10% discount code or a \$10 discount code)
- **Promo Code Value:** The value of the discount, as determined by the previous field (percentage or amount)
- **Available From and Available To:** A date range in which the promo code is valid and can be used on registration forms. If a user tries to use the code outside of this date range, they will receive an error and the code will not be applied to their registration
- **Status:** Can be set to Active or Inactive

Once you have filled out these fields, click the **CONTINUE** button in the bottom right corner.

Applying your Promo Code to database assets

On the **Apply To** page, you can determine which assets from your database the promo codes will apply to

Your options are:

Products

You will have the choice of applying this promo code to:

- **All Active Products** in your database

The screenshot shows a mobile application interface for configuring a promo code. At the top, a dark blue navigation bar contains a series of steps: Settings (checked), 2 Apply To (active), 3 Create, 4 Recipients, 5 Review, 6 Messages, and 7 Summary. Below the navigation bar, the main content area is titled 'Apply To'. It features a dropdown menu labeled 'Apply To *' with 'Products' selected. Below this is a section labeled 'Products to discount' with three radio button options: 'Apply to all active products' (which is selected and highlighted in teal), 'Apply to product type', and 'Apply to specific products'. At the bottom of the screen, there is a dark blue footer bar with a 'Cancel' button on the left, 'Back' and 'Continue' buttons in the center, and a help icon (question mark) and a chat icon on the right.

- All products of a specific **Product Type** (i.e. Membership or Event products)

This screenshot shows the same 'Apply To' form as above, but with different selections. The 'Apply To *' dropdown still shows 'Products'. In the 'Products to discount' section, the 'Apply to product type' radio button is now selected and highlighted in teal. Below this section, there is a new dropdown menu labeled 'Product Type *' with 'Membership' selected. The rest of the interface, including the navigation bar and footer, remains the same as in the previous screenshot.

- **Specific Products:** Select one or more products by opening the **Select Product(s)** option, ticking the checkbox for those products, then clicking **Add**

Apply To

Apply To*

Products to discount:

Products* [Select Product\(s\)](#)

Product Name	Price	Action(s)
2024 Senior Membership (State Levy)	75.00	

Show 5
 Showing rows 1-1 of 1

Navigation: |< < 1 > >|

Buttons: Cancel, Back, Continue, ?

Events

By selecting **Specific Event** in the **Apply To** field, you can select an Event to which the Promo Codes will apply

Apply To

Apply To*

Select Event*

Event Name	Organisation
Athletics Carnival	GameDay Sports

[Please Select an Event](#)

You can refine the application of Promo Codes further by selecting a Product or Product Group within the Event

Apply To

Apply To *

Select Event *

Event Name	Organisation
Athletics Carnival	GameDay Sports

[Please Select an Event](#)

Apply to Products or Product Group(s)*

Add specificProducts

Event Templates

If you wish for your promo code to be available to multiple events that use the same Event Template, you can select this template from the list by first clicking **Please Select an Event Template** and then clicking **Select** on the template you want to use

Apply To

Apply To *

Select Event Template *

[Please Select an Event Template](#)

Registration Forms

With this option, you can apply your promo codes to a specific Membership Form and products within the form. Simply click **Please Select a Form** option and then select the registration form in the popup window that appears

Settings 2 Apply To 3 Create 4 Recipients 5 Review 6 Messages 7 Summary

Apply To

Apply To * Specific Registration Form

Select Registration Form * 2024 Membership

Please Select a Form

Apply to Products or Product Group(s) * Products Product Group(s)

Add productGroups Select Product Group 1

Membership Levies (State) 2 products in group

Add Product Group

Cancel Back Continue

Once you have selected where your promo code will be available to be used, press **CONTINUE** in the bottom right corner.

Defining your Promo Code format

The next page will allow you to create the format of the promo code users will enter when redeeming the code upon registration

You can determine the length of your promo code, as well as an optional **Prefix** and/or **Suffix** to the code

You can also determine how many codes to generate by entering a number in the **Number of Unique Codes to Generate** field.

An example of your code will be shown at the bottom of the page

Settings Apply To 3 Create 4 Recipients 5 Review 6 Messages 7 Summary

Create

Include Prefix?
Prefix

Include Suffix?
Suffix

Promo Code
Character Length*

Number of unique codes to generate*

Your Promo Code

PCG7VSFBISR

Cancel Back Continue ?

When ready to proceed, click **CONTINUE**

Promo Code Recipients

The **Recipients** page is where you select who will receive this unique code.

Click the **Select Member(s)** button and use the checkboxes to select which members you want to receive a code

Settings Apply To Create 4 Recipients 5 Review 6 Messages 7 Summary

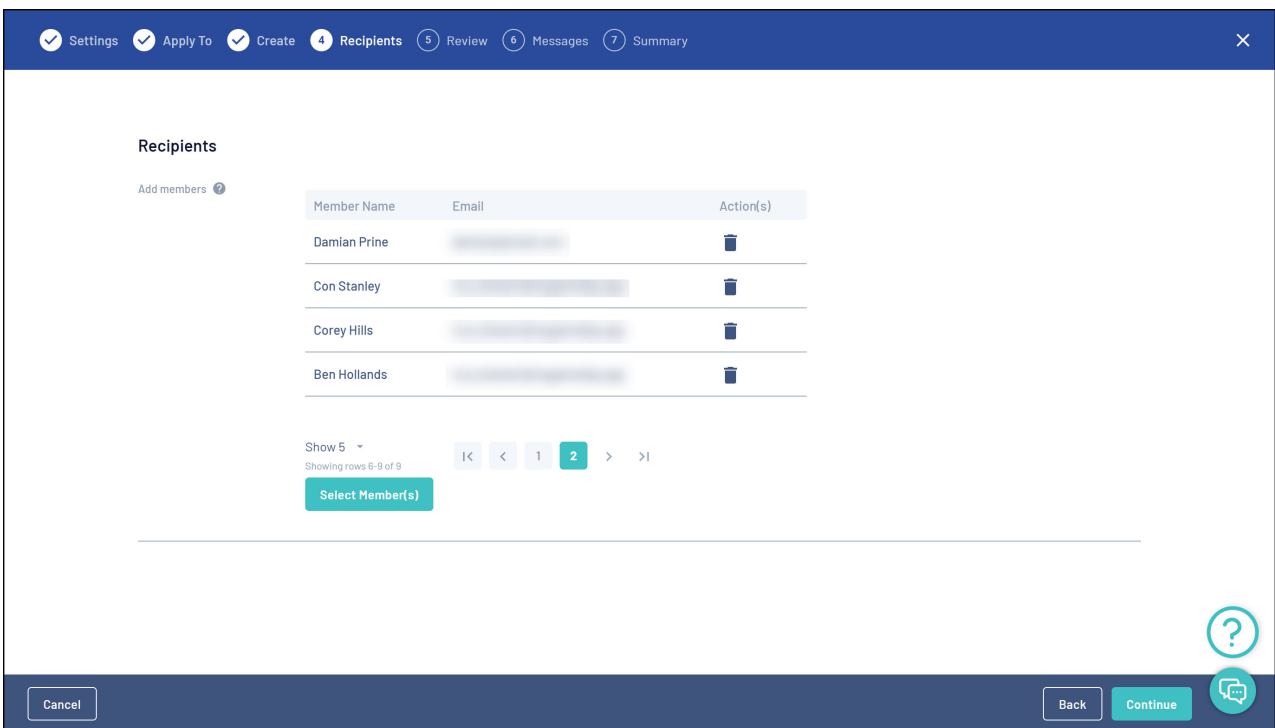
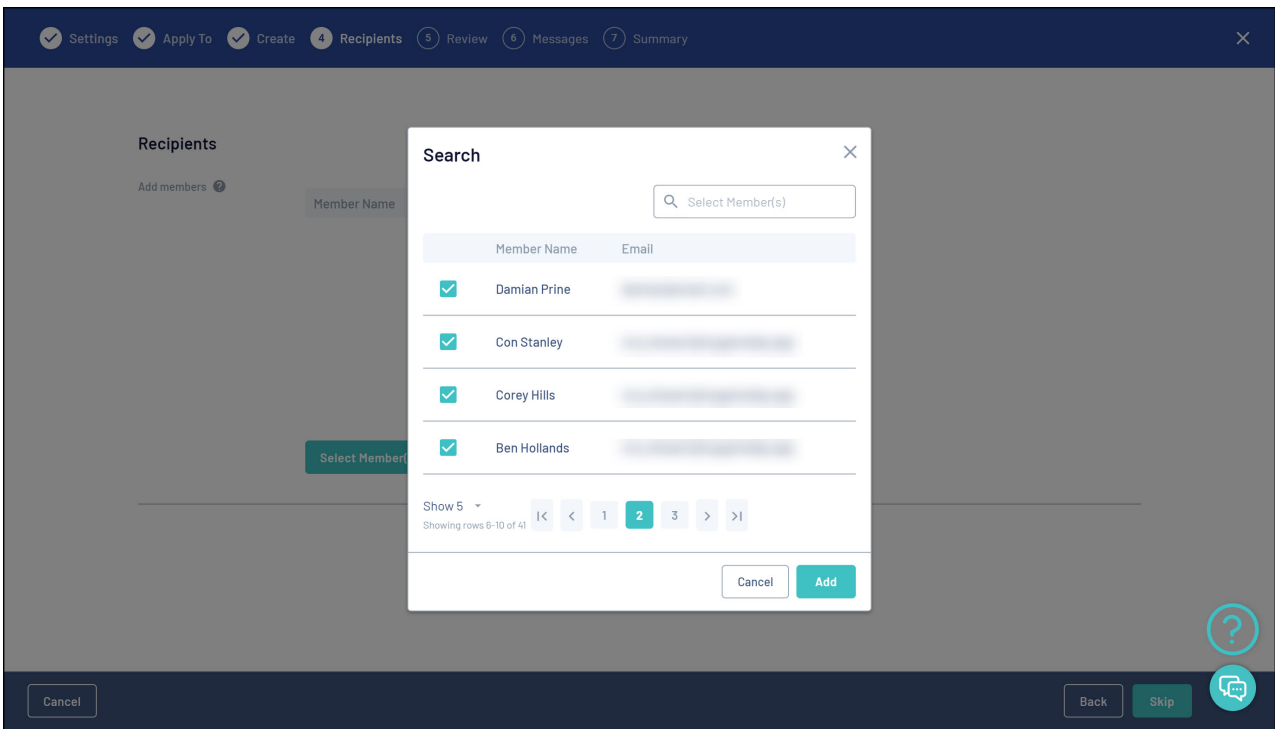
Recipients

Add members ?

Member Name	Email	Action(s)
No Data		

Select Member(s)

Cancel Back Skip ?



Note: Unique Promo Codes can only be used once. Unique Promo Codes assigned to a particular member may be used by another member when registering.

Once you have selected the members, click **CONTINUE**

Reviewing and Sending your Promo Codes

You can now verify all of the information entered so far before finalising your promo

code.

At this stage, once you are happy with all of the details, you can either click **Save and Exit**, which will create the promo codes but will not notify the members selected, or click **Save and Email Members**, which will create the codes and email those members with the promo code applied to them.

The screenshot shows a multi-step process for creating promo codes. The current step is 'Review', indicated by a circled '5' in the top navigation bar. The navigation bar includes: Settings (checked), Apply To (checked), Create (checked), Recipients (checked), Review (5), Messages (6), and Summary (7). The main content area is titled 'Review' and contains the following sections:

- Promo Code Settings**
 - Promo Code Type: unique
 - Promo Code Name: Promo Codes - 2024 Senior Members
 - Description: Unique Promo Codes for renewing senior members registering for the 2024 season
 - Applied Discount Type: Amount
 - Promo Code Value: 15
 - Available from: 01/04/2024 (AEDT)
 - Available to: 06/04/2034 (AEST)
 - Status: Active
- Apply To**
- Rules**

At the bottom of the screen, there are three buttons: 'Cancel', 'Back', and 'Save and Email Members'. The 'Save and Email Members' button is highlighted with a red box. There are also help icons (a question mark and a speech bubble) in the bottom right corner.

If you select **Save and Email Members**, this will take you to the **Messages** page where you can edit the email message that will be sent out.

Here, you can enter a custom message and a template of the email will be displayed on the right-hand side of the screen.

Settings Apply To Create Recipients Review **6** Messages 7 Summary

Messages

Subject
You have received a promo code!

Custom Additional Message

Paragraph **B** *I*

As a Senior member, you are eligible for this Promo Code which entitles you to \$15 off your 2024 membership registration

Hey {Member Name},

You have received a promo code from {Organisation Name}

As a Senior member, you are eligible for this Promo Code which entitles you to \$15 off your 2024 membership registration

Your promo code is:
41O2YYCEA6JU

This promo code is valid from 1 Apr 2024 to 6 Apr 2024.

Yours sincerely,
{Organisation Name}

Cancel Back Continue

After clicking **CONTINUE**, you will be taken to the **Summary** page, where you will see any email recipients (if you have chosen to email members), as well as the email message being sent.

To finish the process, click **CONFIRM AND SEND**. This will create your promo codes and notify any members selected to receive the email.

Settings Apply To Create Recipients Review Messages **7** Summary

Emailing 9 Recipients

Member Name	Email
April Jones	[Redacted]
Aaron Johnson	[Redacted]
Ben Hollands	[Redacted]
Arran Batish	[Redacted]
Belle Allsop	[Redacted]

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Subject
You have received a promo code!

Message

Paragraph **B** *I*

As a Senior member, you are eligible for this Promo Code which entitles you to \$15 off your 2024 membership registration

Cancel Back Confirm and Send

Related Articles