



CHRISTIAN SCIENCE
BOARD OF LECTURESHIP

Event Registration Tutorials

CONTENTS

- [Chapter 1](#) Setting up your Splash account
- [Chapter 2](#) Setting up your event reminders page
- [Chapter 3](#) Setting up your event page
- [Chapter 4](#) Setting up email reminder registration
- [Chapter 5](#) Setting up reminder emails
- [Chapter 6](#) Deleting attendee data

Splash Tutorials

Splash Tutorials Chapter 1 - Setting up your Splash account

Why did we choose Splash?: There are a lot of event registration platforms out there! Feel free to use any of them. Some reasons we like Splash are that it's very easily customizable, and unlike some other event registration platforms, Splash allows you to brand the page so that it feels like YOUR event. You can even use the publicity materials from the Board of Lectureship office.

While the basic version of Splash is free, if you would like to use Splash to send emails to registrants, you may need to purchase additional emails if you exceed sending 50 individual emails. To review the email credit pricing model, [click here](#).

Why use an event registration platform?: 1) If your branch has its own website with a page dedicated to your lecture, a registration platform can act as a tool visitors to your page can use to receive reminder emails about the lecture. 2) If your branch *doesn't* have a website with a page dedicated to the lecture on it, an event registration platform can act as such a page, giving more context than the basic info on the ad, and generally be able to use the same visual publicity materials as your advertising. It houses all of your lecture details and can function as a stepping stone for someone who has just seen an ad for the lecture and would like to find out more about Christian Science and the event, *as well as* act as a tool where visitors can sign up for reminder emails. Event registration platforms can be used for any type of lecture, whether online or in person.

IMPORTANT PRIVACY OBLIGATIONS. In order to send reminder emails about lectures, Splash collects the personal data of individuals who sign up for them. This creates a sober ethical, and in many cases legal, obligation to properly protect that personal data. Personal data includes email addresses, names, other contact information, and other information that can be used to identify an individual. To help churches manage that significant responsibility and limit their exposure to personal data, we are outlining a series of important steps to take when using Splash:

- 1. Carefully follow the instructions in chapters two, three and four for informing registrants how their personal data will be used and obtaining their consent.**
- 2. Do not download, export, or save the collected email addresses. Do not use them for any future event or purpose.**
- 3. Delete all registrant personal data within 24 hours after sending the final splash update email after each lecture.** (See Chapter 6 for how to do this.)
- 4. Follow all laws in your location for handling personal data and sending marketing emails.**

A word about deleting registrants' personal data after the lecture. This tutorial does not include instructions for saving email addresses for future use, whether to contact attendees again about a future lecture or to add them to an email list. Saving email addresses creates additional privacy obligations, and is beyond the scope of this tutorial. This tutorial shows you how to obtain consent to use email addresses only for the current lecture. As a result, using email addresses for any purpose beyond that would be improper, and in many locations, violate privacy laws. To allow for future emailing, additional consents would first need to be obtained and secure data transfer and storage practices would need to be established. We are looking into adding procedures for this in a future tutorial for those churches interested in taking on these additional responsibilities. For now, all attendee data collected through Splash needs to be deleted within 24 hours after sending the final update email after a lecture.

Remember that the goal is to facilitate your attendee's introduction to Christian Science. If you'd like to give them a way to be in touch with you in the future, the most prudent approach is to invite them to contact you.

For example, we recommend sharing the following with your attendees:

- Link to your branch church website
- Branch church email address
- Branch church location and schedule of services
- Reading Room location and hours
- How to purchase Science and Health

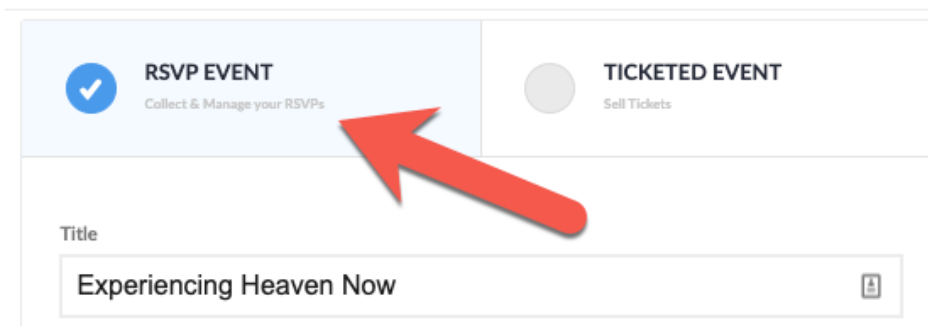
Account set-up

IMPORTANT. Before using Splash, please read and understand any legal terms of service.

These will most likely be found here: [terms of service](#) and [privacy policy](#). Splash may use the personal data of event registrants in ways your branch church does not expect or want. Splash also may not properly protect that data. Splash may not be adequate for your branch church's particular use. The information here and in this tutorial does not constitute legal advice and shouldn't be relied upon as such. To understand your branch church's legal obligations, and if it has any questions or concerns, it should consult a qualified local attorney and other qualified individual(s). If you do not agree to Splash's terms, do not sign up for the product.

How to set up your account:

1. Go to <https://splashthat.com/signup>
 - a. Enter your first and last name, or the name of your branch church
 - b. Enter the email address you would like to associate with the account
 - c. Enter a secure password
 - d. Read and agree to Splash's terms of service
 - e. Click "Sign Up"
2. Set up your first event. Don't worry! You can edit all of this information even after the event has been created.
 - a. Select "RSVP EVENT"



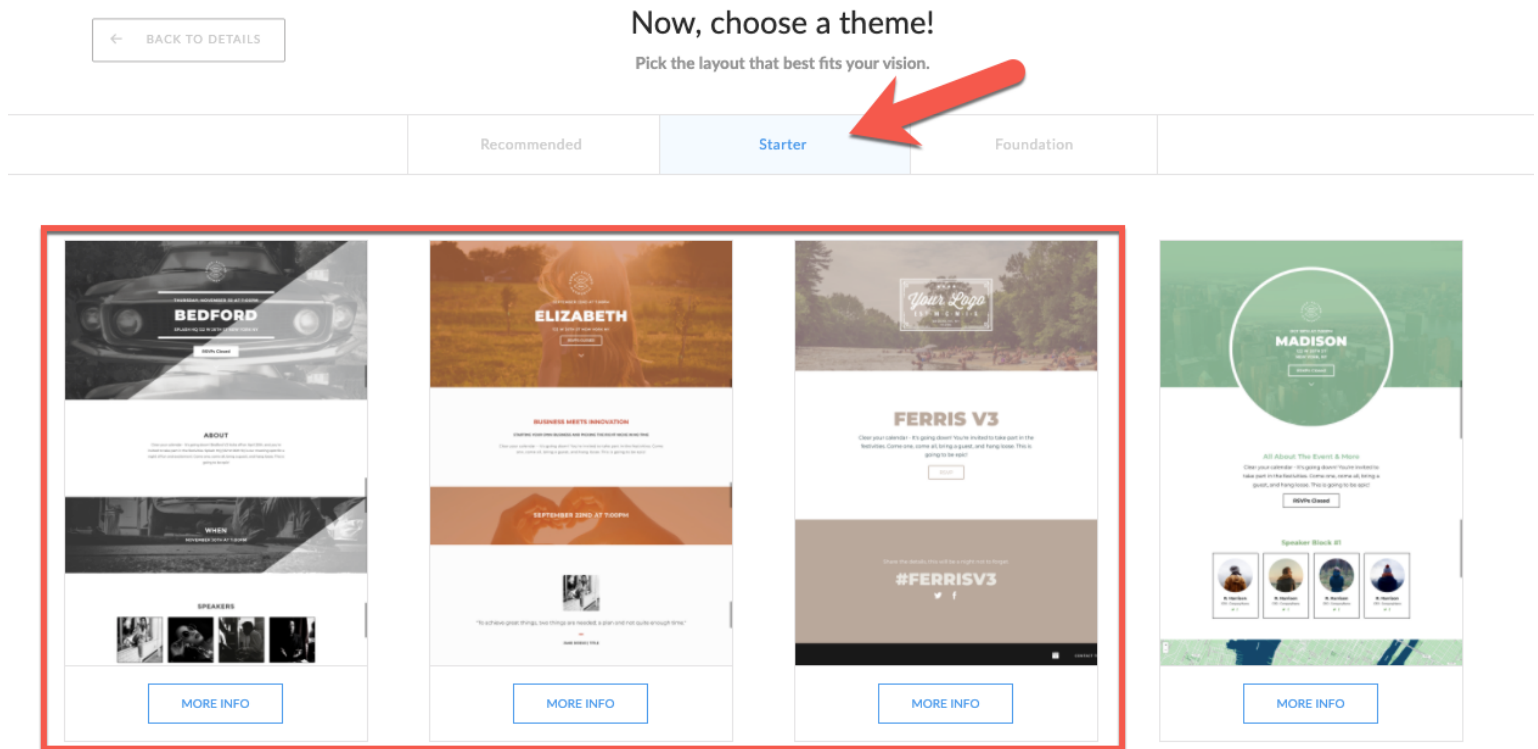
The screenshot shows a web interface for creating an event. At the top, there are two tabs: "RSVP EVENT" and "TICKETED EVENT". The "RSVP EVENT" tab is selected, indicated by a blue checkmark icon and a light blue background. Below the tabs, there is a form with a "Title" label and a text input field containing "Experiencing Heaven Now". A large red arrow points from the bottom right towards the "RSVP EVENT" tab.

RSVP EVENT	TICKETED EVENT
Collect & Manage your RSVPs	Sell Tickets

Title

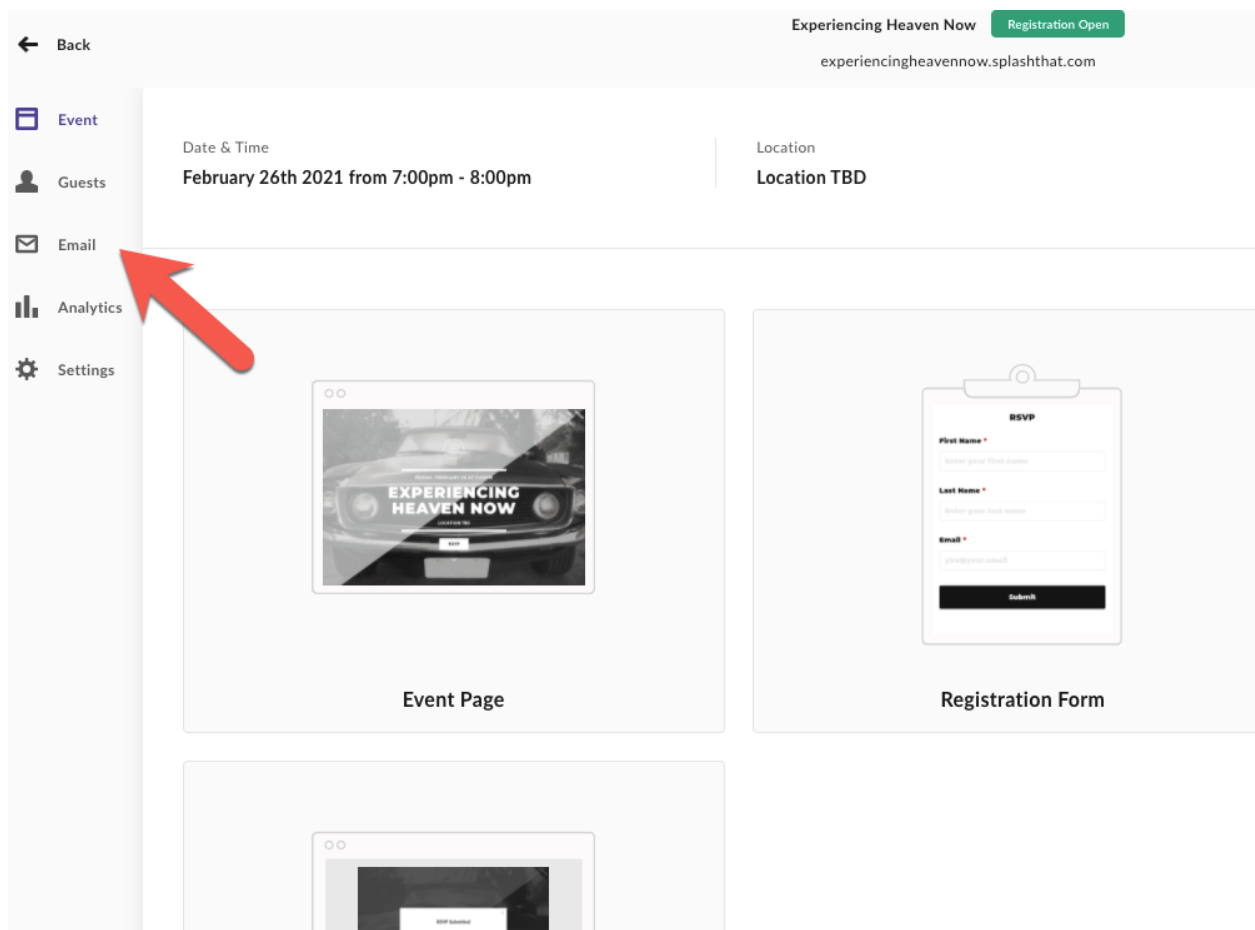
Experiencing Heaven Now

- b. Enter the title of your lecture. This will determine your “Domain,” or the URL of your event.
 - c. Select “Other” under “Event Type.” Then type “Christian Science Lecture” in the field that appears below.
 - d. Choose the location. If your lecture is online-only, leave “Location” blank.
 - e. Select the date and time of your event.
 - f. Select the correct time zone
 - g. Click “Next: Choose Theme.”
3. You will now see several design themes on your screen under the “Starter” section.

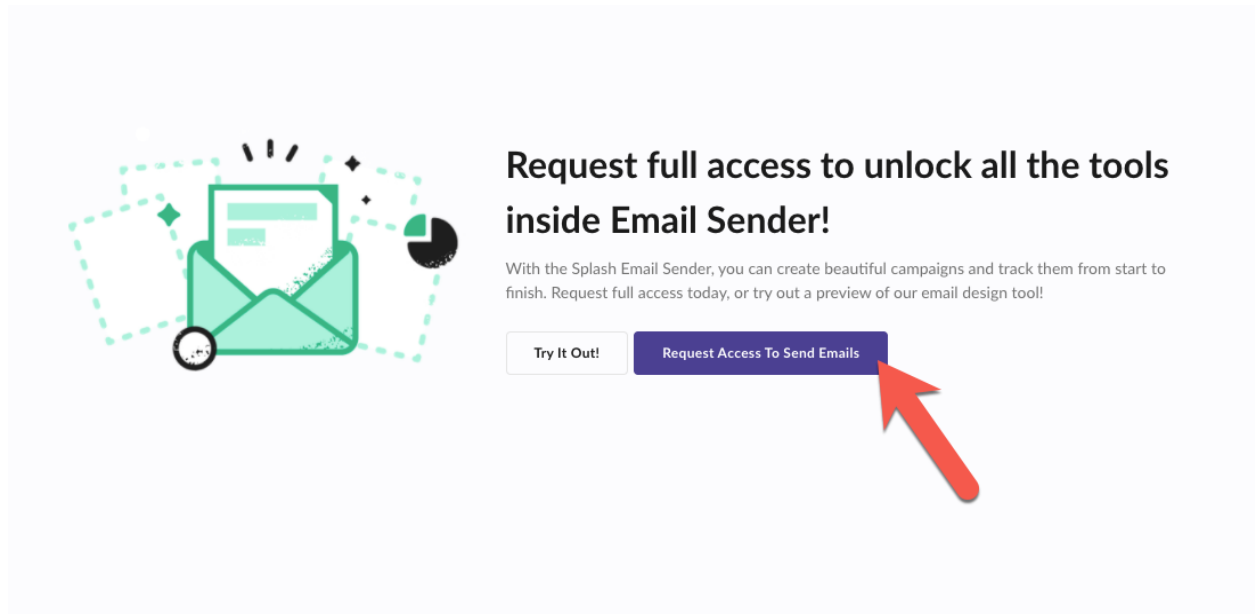


- a. Choose one of the preset themes. We recommend one of the three outlined in orange above. For the purposes of these tutorials, we will be using
 - i. The black and grey theme (far left above) if your branch church does not have a website, and you will need to create a detailed event page on Splash.

- ii. The beige theme (to the right of the orange theme) if your branch church does have a website, and will only need to create a registration page on Splash.
 - b. You will now be in the event dashboard. You should see tiles labeled “Event Page,” “Registration Page,” “Share Card,” and “Confirmations.” Before we dive into these, please proceed to the next section!
4. Before personalizing your event, we need to verify your account so you have the ability to send emails. We recommend doing this a couple of weeks before you publish your Splash page.
- a. Click “Email” on the right-hand column of your dashboard



- b. Click “Request Access To Send Emails.” Why? ALL accounts in Splash need to be verified. This is to ward off people who might use Splash to send out spam.



- c. Complete this form:
- Enter your name, email address associated with the account, phone number, company (not required as this is not associated with the branch church work), select “Which Best Describes Your Role” (select “Event Planner” or “Other”), select “# of Events Per Year” (number of lectures your branch church hosts), and finally fill out “What type of email are you planning on sending out.” For the last section indicate that you are hosting a lecture, and you would like to send reminders and a followup to registrants.
 - Check reCAPTCHA box
 - Click “Request Email Access.”
- d. You will be notified when your account has been approved. You can complete Chapters 2 and 3 prior to your account’s authorization.

Splash Tutorials

Splash Tutorials Chapter 2: Setting up your event reminders page

Why use this tutorial?: If your branch has its own website with a page dedicated to your lecture, a registration platform can act as a tool visitors to your page can use to sign up to receive reminder emails about the lecture

Steps to setting up your event page:

1. Log into your account at <https://splashthat.com/login>
2. You are now in your event dashboard. Click the title of your upcoming event.
3. Click the “Event Page” tile. Time to get creative!

Seminars & Workshops - RSVP Event - #458070990

Experiencing Heaven Now TEST

View As Guest

Date & Time

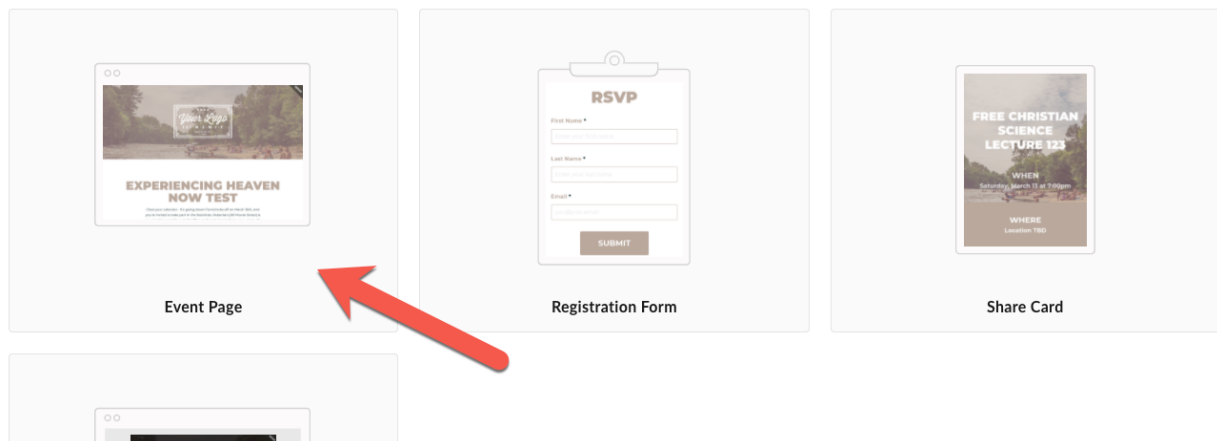
March 13th 2021 at 7:00pm

Location

Location TBD

Host

Lena Carlson



4. The customization features of Splash can seem daunting at first, but they're actually really simple. Let's go through creating the banner of your event step by step.

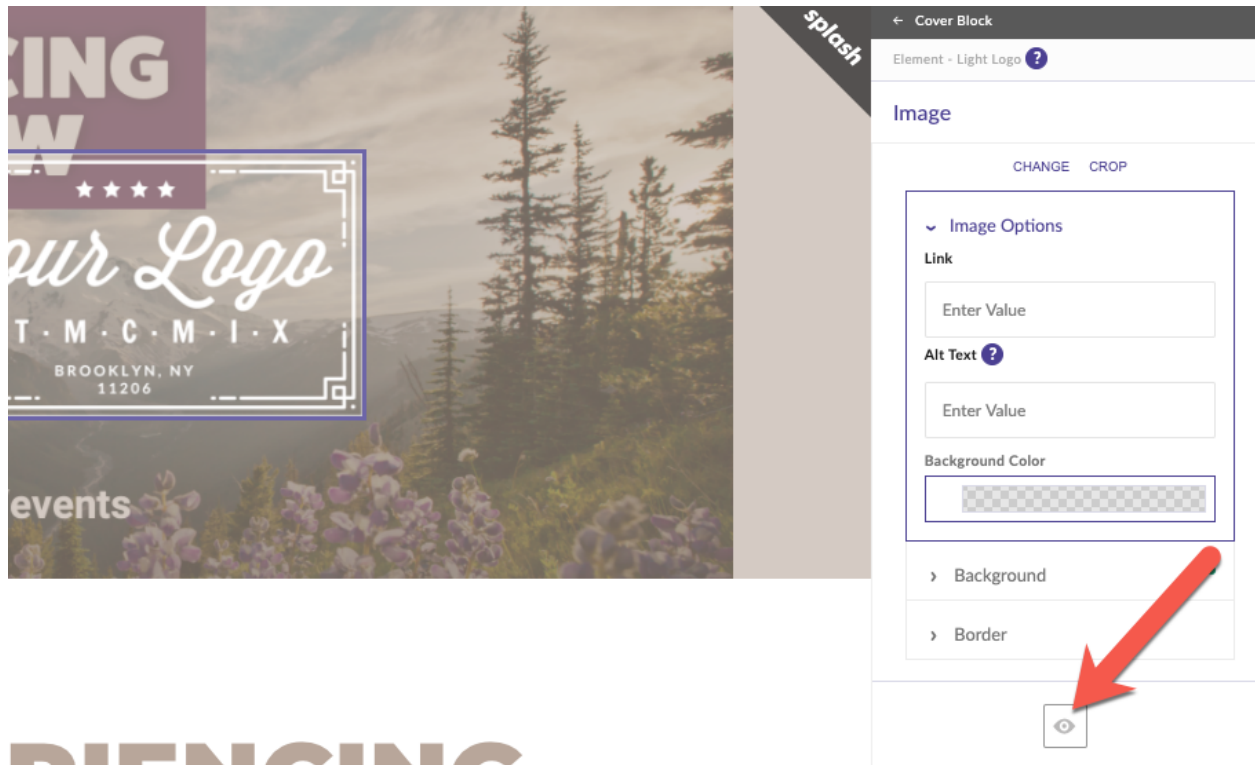
- a. First, make sure you have a banner image for your lecture. This would be provided by either your lecturer or the Board of Lectureship. It may be helpful to have the image saved and named so you can find it easily.
- b. Before you begin your work, make sure to check “Autosave” on the upper right side of the screen! Saving your work regularly is very important.



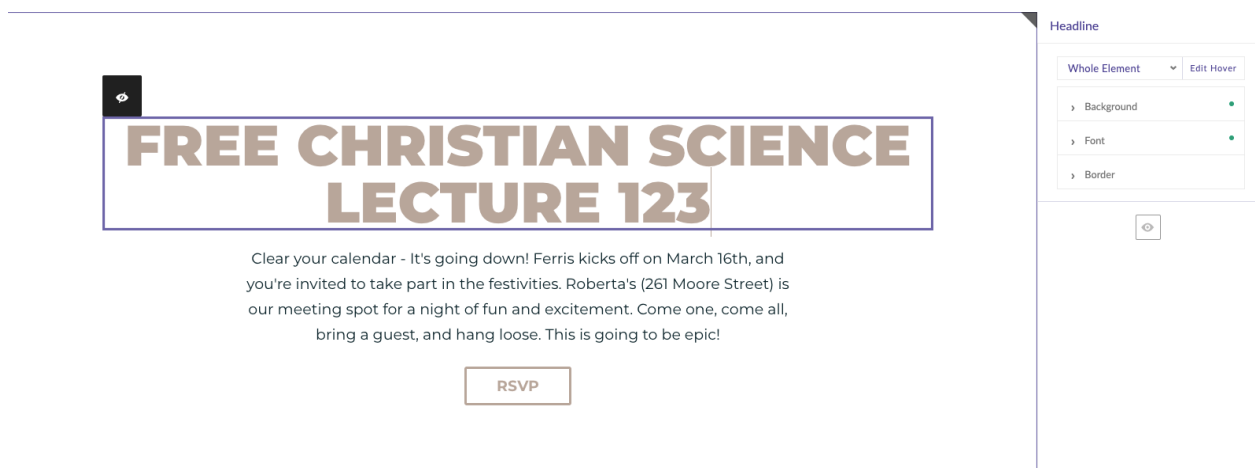
- c. To add your lecture's banner image to the header, click "Edit Image."
- d. Click "Browse Your Computer"
- e. Select the file you want to use
- f. Once the file is uploaded, adjust the "Size" of the image on the right side of your screen. Choose "Contain" (See #1 below).
- g. Now click "Background Color" (See #2 below).
- h. Click "Edit Color Set"
- i. Click on any of the color squares beneath the color palette and enter RGB(255, 255, 255) (the color code for white) or any other RGB color code that you would like in order to compliment or not contrast with the colors of your advertising.
- j. Click "Done" and then "Design" right above "Color Set"



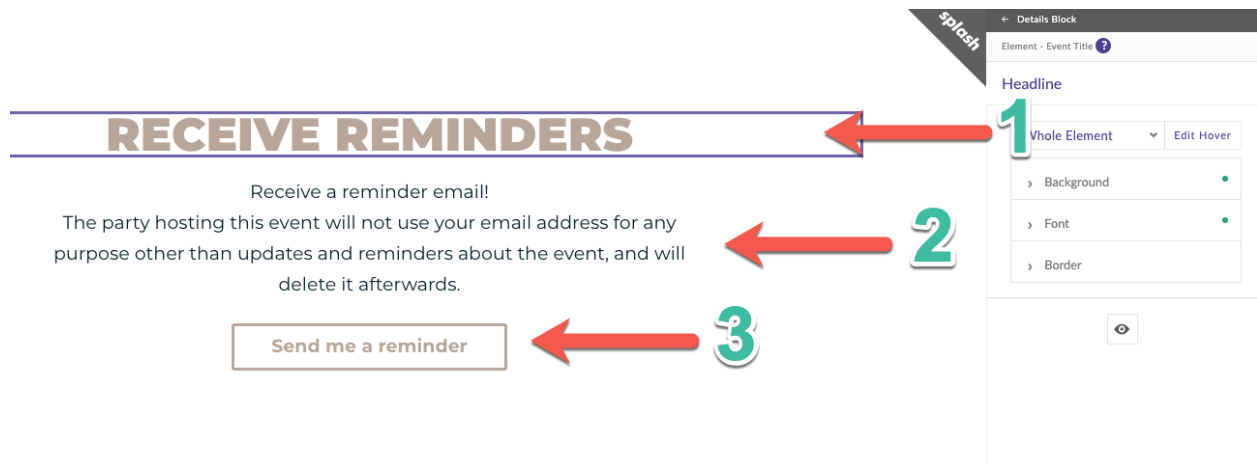
- k. Now we need to clean up the rest of the text and imagery. Our banner image already contains all the information we need.
 - i. Click “Cover” (see #3 above).
 - ii. You can now see all the elements of your event page’s “Cover” image (Color Mask, an Image).
 - iii. We’re going to hide all of the elements in this banner aside from the cover image. Start by clicking the “Image” element in the list on the right-hand side of the page.
 - iv. We do not need this logo. Click on the eye icon at the bottom of the “Element” panel. You’ll see the logo is now gone. We’re going to repeat this step for the remaining Cover Elements.



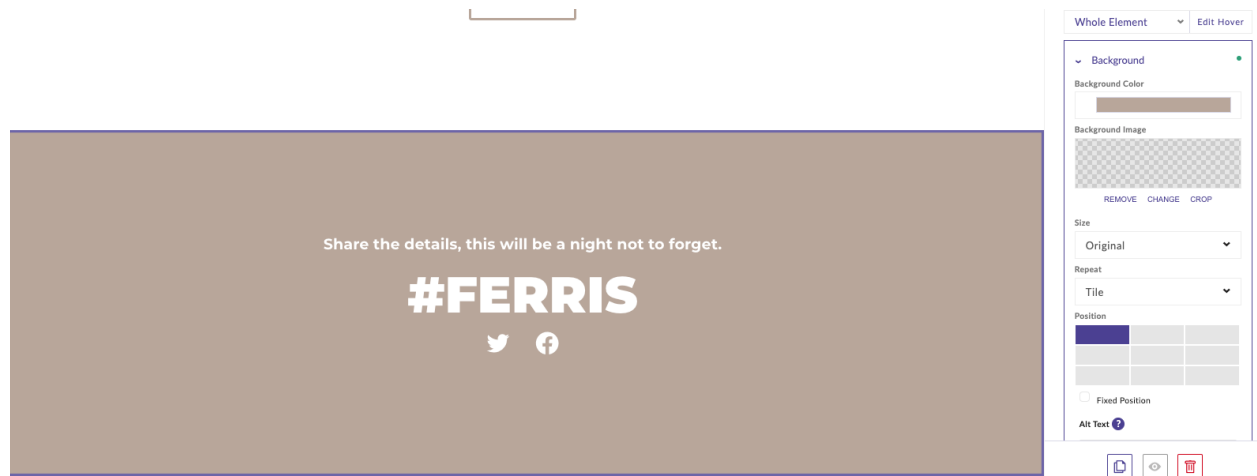
- v. We only want to see the lecture banner. Repeat steps i-iv for Color Mask as well.
 - vi. If the banner image for the lecture is now cropped, click on the banner and look under “Size” on the right hand side of your screen. Make sure it says “Fit Height.” Also make sure “Fixed Position” is not checked.
5. Let’s move on to adding the email reminder registration button. Your registration “block” should look something like the section below:



- a. If you have adjusted any background colors during this tutorial, you may find that you can no longer see the text elements in this section. If that's the case, hover your mouse in this section:
 - i. Click the block, and "Details block" will appear in the upper right hand corner of your screen. Click "Details block." When you hover over the items beneath "Details block" (Headline, Content, and Button) different elements in the block will be highlighted. To update the font or background color, click into these different line items and adjust "Background" or "Font."
- b. If you haven't done so already, double click the headline box (see #1 below) and update the "Headline" to "Receive Reminders." We also updated the font size to 2 EM.
- c. Now double click the "Content" section (see #2 below) and update the copy. Click in the text box to update the copy. **Transparency in data collection is essential and legally required in many places!** Please review the important information at the [beginning of this tutorial](#) about data privacy. **We highly encourage optional email reminder registration.** You might say something like, "Receiving event reminder emails is optional."
- d. **Also explicitly state how your branch church will use registrants' personal data. You must not use this information for anything other than the upcoming lecture. State: "The party hosting this event will not use your email address for any purpose other than updates and reminders about the event, and will delete it afterwards." Use emails, or any other registration information, only as stated on the email reminder registration form.**
- e. **Set a reminder to regularly delete registrants' personal data after the final update email is sent following the conclusion of the lecture.** Usually, this is the email with the link to view the recording of the lecture. **Delete the registrant personal data within 24 hours after this final email is sent.** (See Chapter 6 for how to do this.) Best practice is to delete the personal data as soon as possible.
- f. You can also update the RSVP button by double clicking it (see #3 below). If you want to update the copy on your button, you can. We recommend changing it to "Receive Reminders."

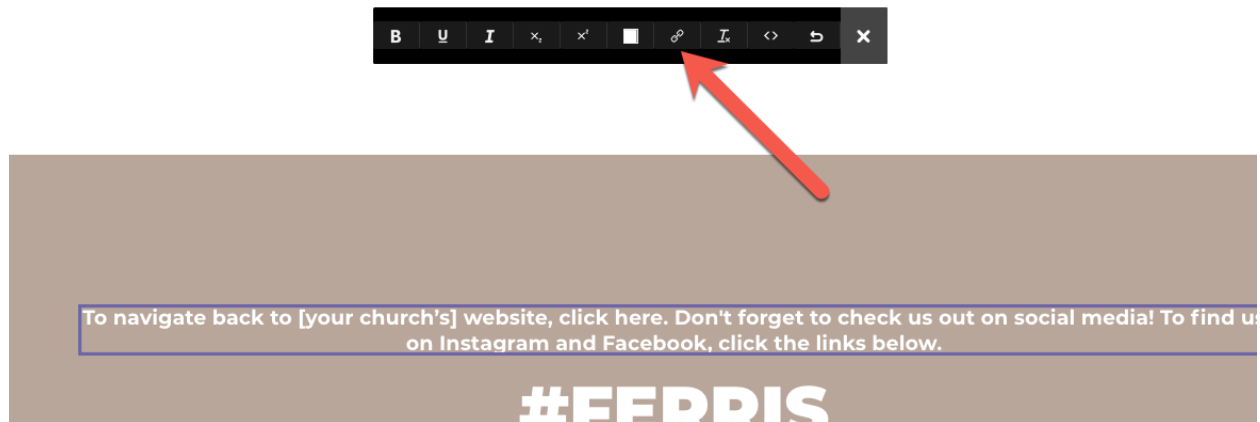


- g. In the next chapter, we will update the Registration Form settings. For now, we'll move on to the footer.
6. If your branch church has a website, social media, or an email address where registrants can reach out to to ask questions, you can include them in the section at the bottom of your this page. To edit the footer, double click it. You should be seeing something like this:

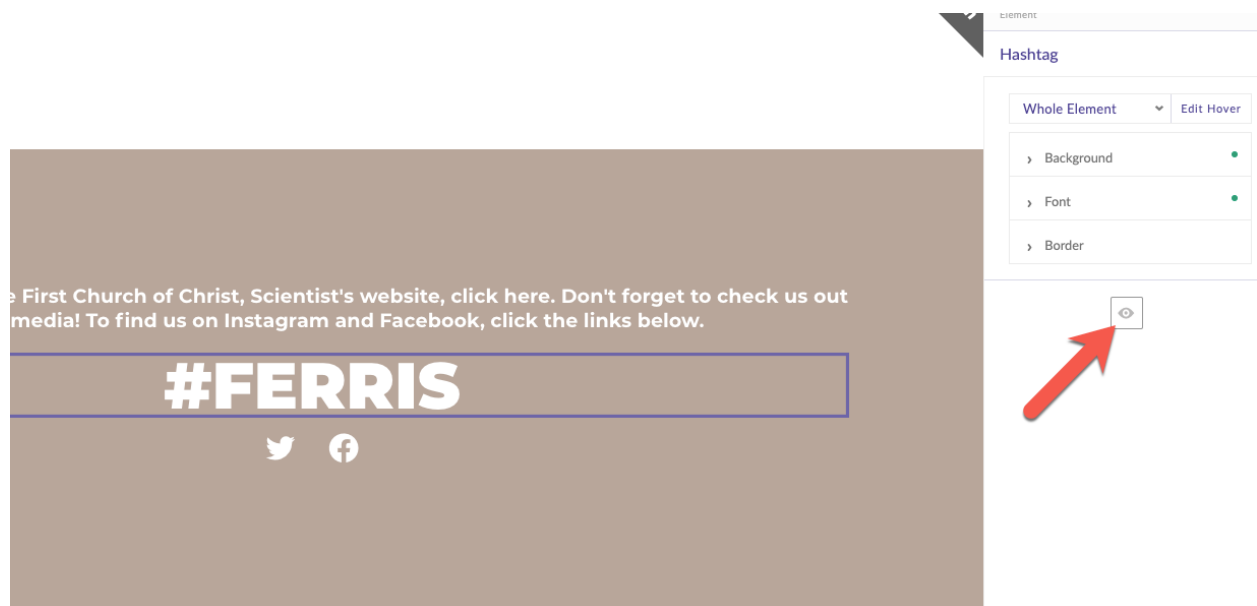


- a. Now click "Social block" in the upper right hand corner of the page.
- b. Click "Headline" and type in how visitors of this page can navigate back to your website or social media channels (if applicable). The language could say something like, "To navigate back to [your church's] website, click here. Don't forget to check us out on social media! To find us on Instagram and Facebook, click the links below."
 - i. To link your website in the text, highlight the copy you'd like to hyperlink. For example, you can highlight the words "click here." When you do, a

black bar will appear with text editing options. Click the Insert/edit link button. It looks like a small chain (see below).

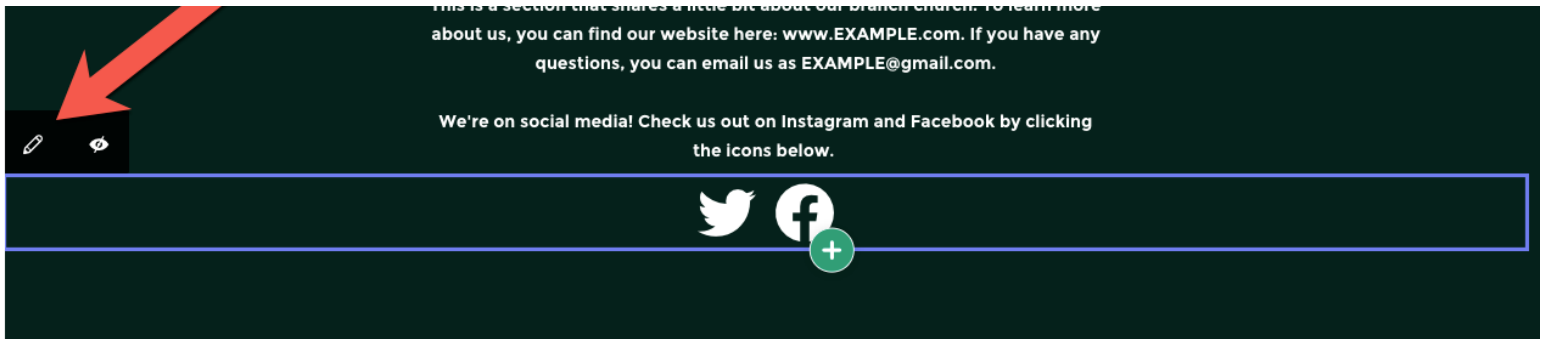


- ii. A white box that says "Insert link" will appear. Insert your branch church's website URL in the field that says "URL."
- iii. Under "Target" select "New Window."
- iv. Click "OK."
- c. Now let's remove that placeholder hashtag. Start by clicking on the element.
- d. On the right hand side of the screen you will see an eye icon. To hide the hashtag, click the eye icon.



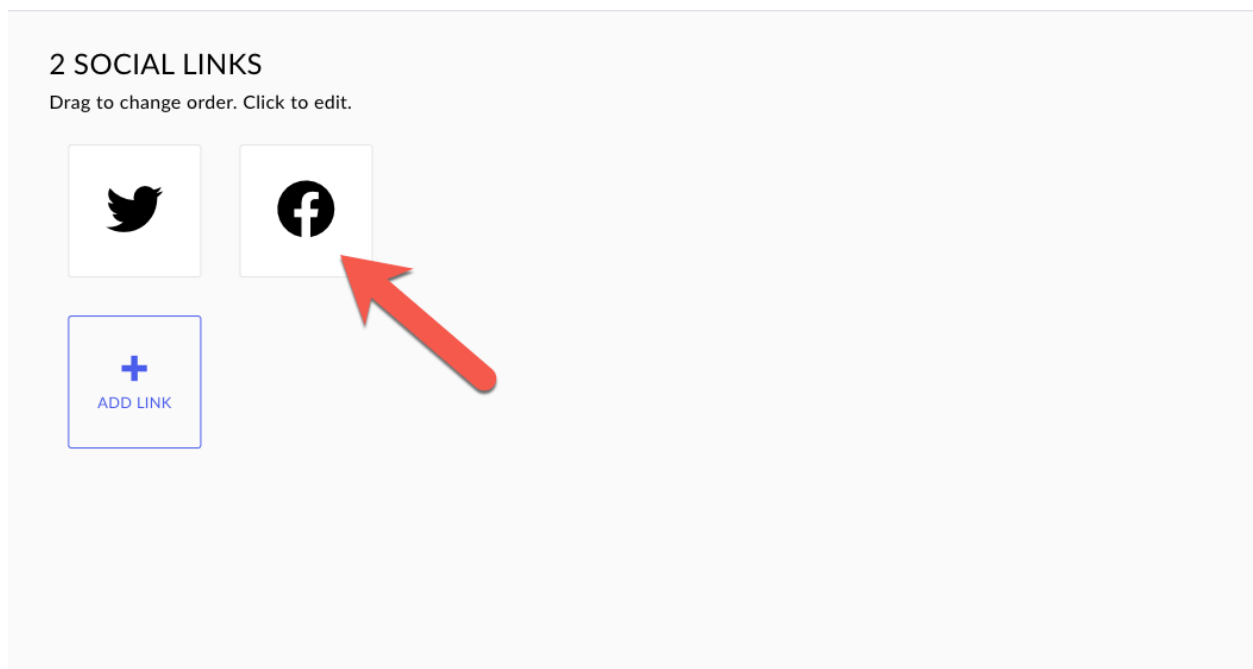
- e. To update the social media icons, click "Social Block" in the upper right hand corner of your screen.
 - i. Click "Social Links."

- ii. Just like the font, you can update the size and color of these icons in the “Fonts” drop down tab
- iii. To link social media widgets to your social media channels, hover your mouse over the social icons and click the marker icon (appears on the upper left hand corner of the element box).



- iv. To edit the existing icons, you'll need to click into each. Start by clicking the Facebook icon.

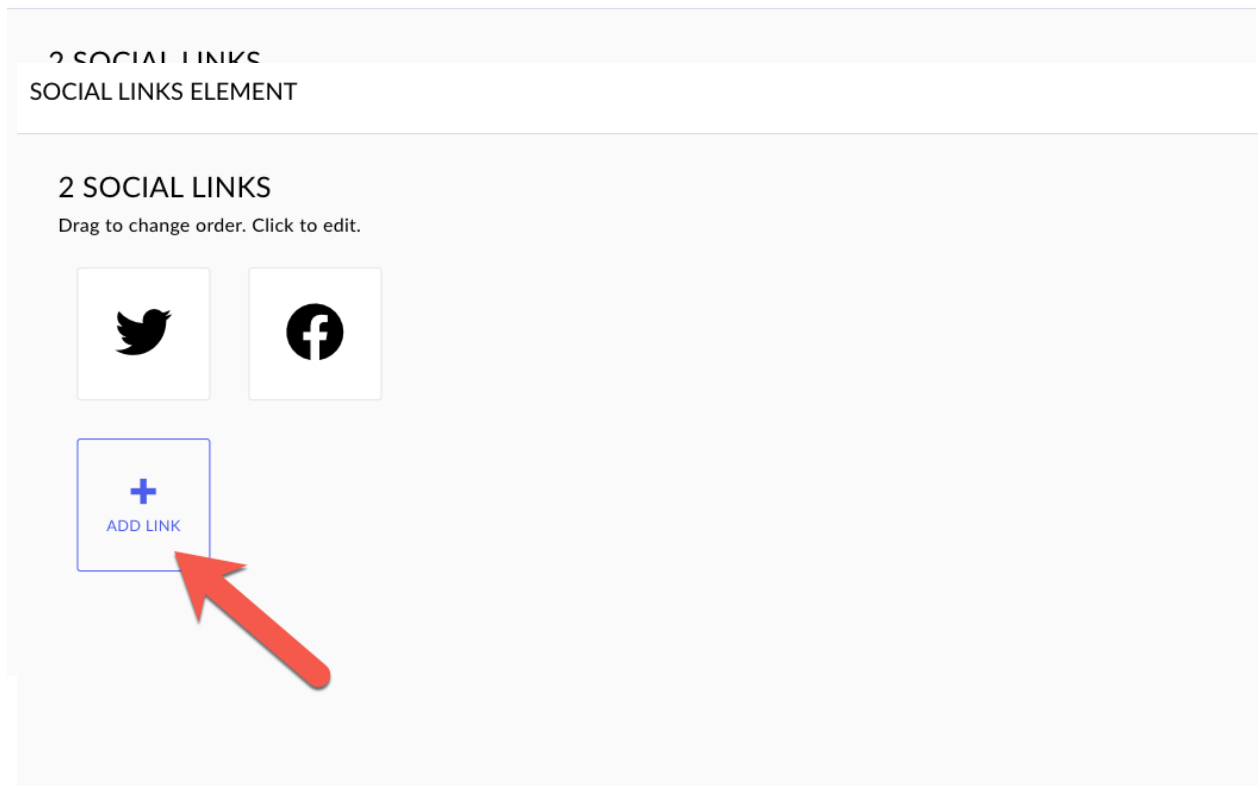
SOCIAL LINKS ELEMENT



- v. Go to step two, select “Generic Link” and paste your branch church’s Facebook page link in the “Link to an external page” field.
- vi. Click “Save.”

- vii. To delete a social media icon (say for example you don't have a Twitter), click the Twitter icon.
- viii. In the upper right hand corner, click "Delete Link, and then "Confirm Delete."
- ix. Click Save.

SOCIAL LINKS ELEMENT



- x. To add a social media icon (say for example you have an Instagram), click "Add Link."
- xi. Select the Instagram icon (there are four options).

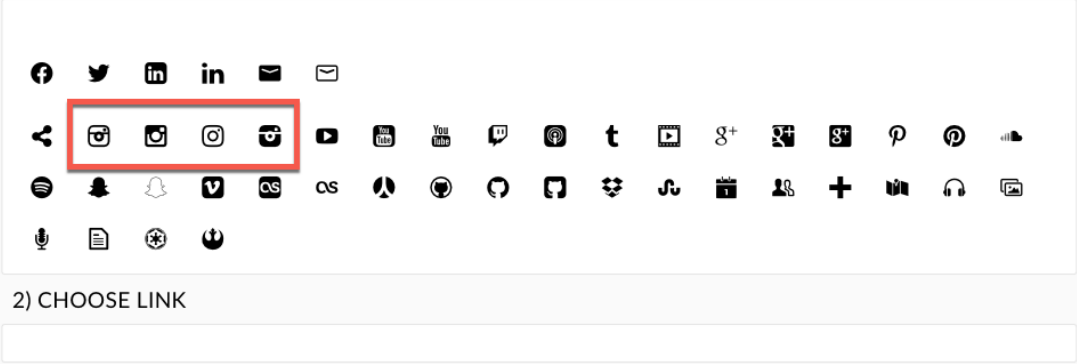
SOCIAL LINKS ELEMENT

CREATE NEW LINK

1) CHOOSE ICON

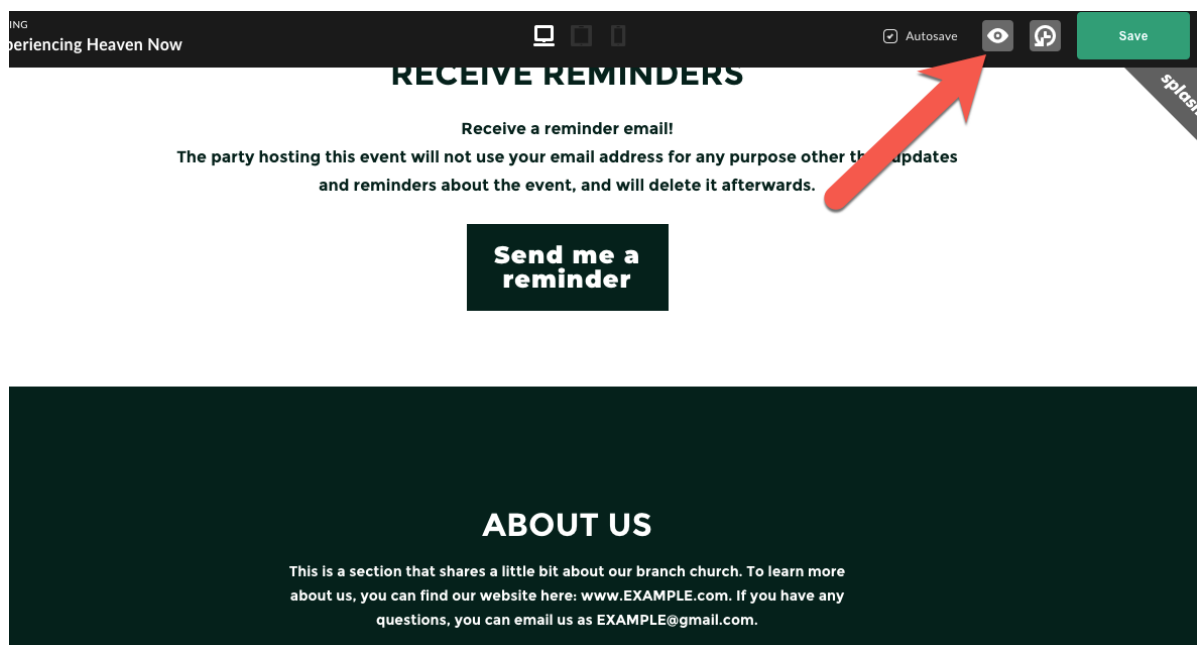
2) CHOOSE LINK

Del



- xii. Under “Choose Link” add the URL for your branch church’s Instagram.
- xiii. Click “Add Link.”

7. To view all of your handiwork as a guest, click the eye icon at the very top of the Web page.



ING
beriening Heaven Now

Autosave

Save

splash

RECEIVE REMINDERS

Receive a reminder email!

The party hosting this event will not use your email address for any purpose other than updates and reminders about the event, and will delete it afterwards.

Send me a reminder

ABOUT US

This is a section that shares a little bit about our branch church. To learn more about us, you can find our website here: www.EXAMPLE.com. If you have any questions, you can email us as EXAMPLE@gmail.com.

Et Voila!

To set up the Registration Form, please see “Chapter 4 of this series.”

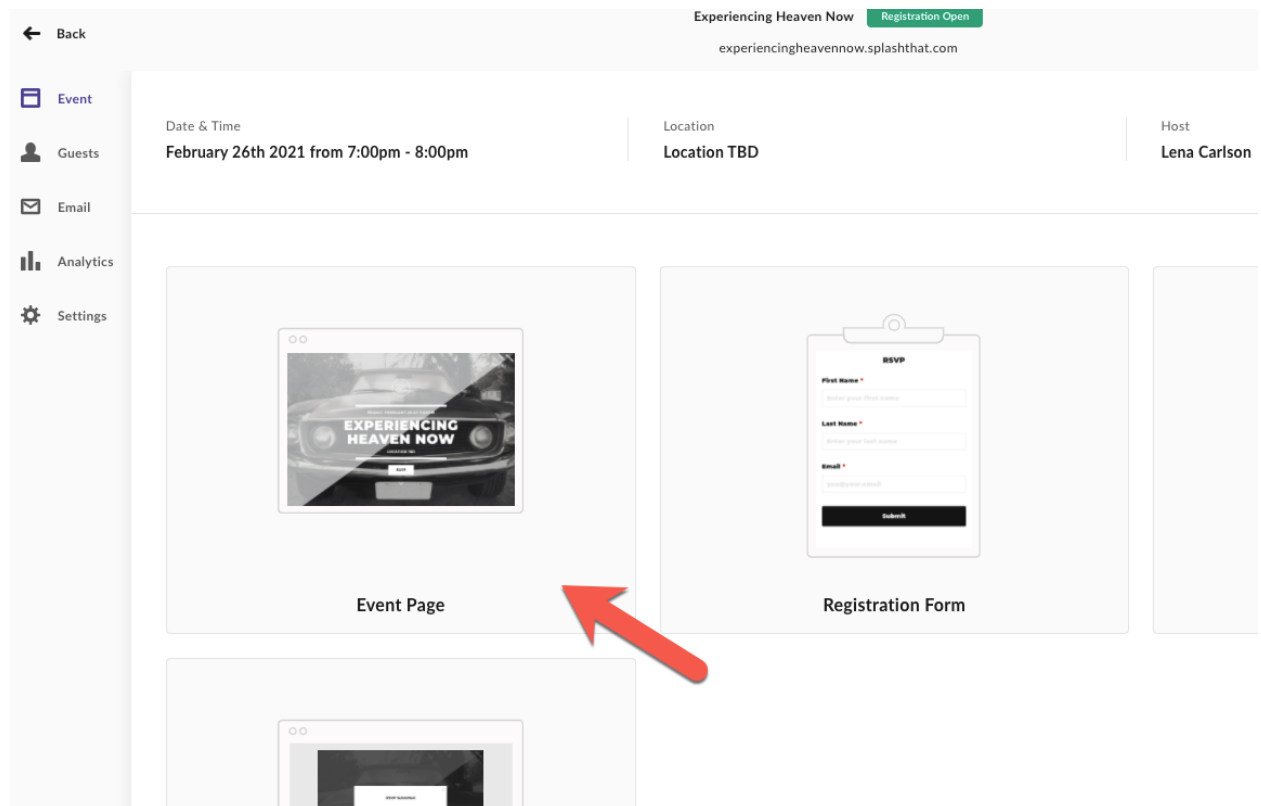
Splash Tutorials

Splash Tutorials Chapter 3: Setting up your event page

Why use this tutorial?: If your branch *doesn't* have a website with a page dedicated to the lecture on it, an event registration platform can act as such a page, giving more context than the basic info on the ad, and generally be able to use the same visual publicity materials as your advertising. It houses all of your lecture details and can function as a stepping stone for someone who has just seen an ad for the lecture and would like to find out more about Christian Science and the event, *as well as* act as a tool where visitors can sign up for reminder emails. Event registration platforms can be used for any type of lecture, whether online or in person.

Steps to setting up your event page:

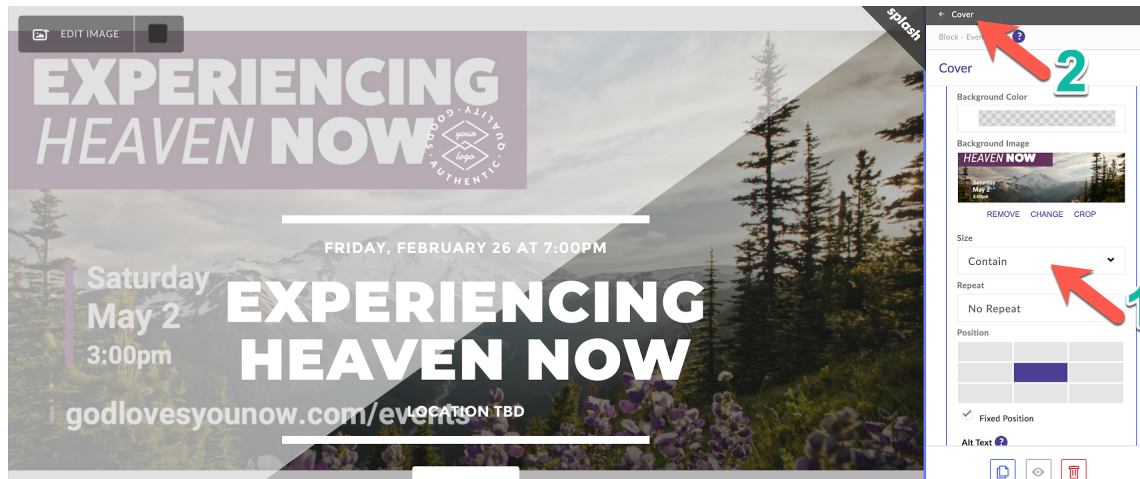
1. Log into your account at <https://splashthat.com/login>
2. You are now in your event dashboard. Click the title of your upcoming event.
3. Click the “Event Page” tile. Time to get creative!



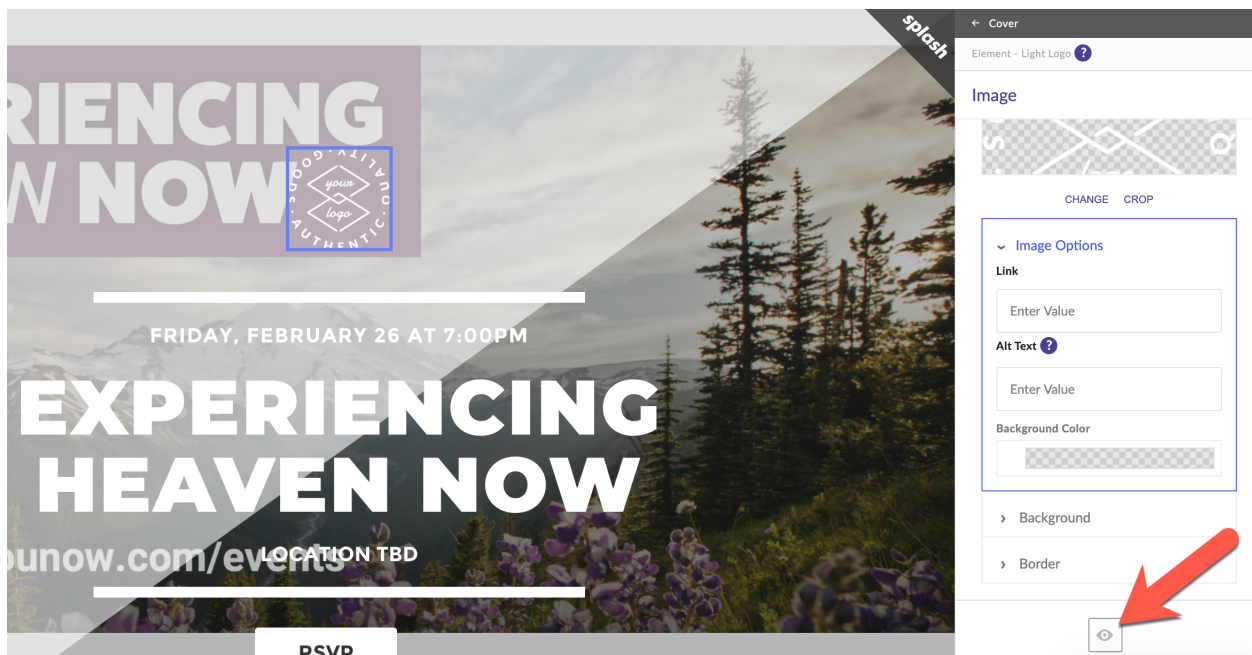
4. The customization features of Splash can seem daunting at first, but they're actually really simple. Let's go through creating the banner of your event step by step.
 - a. First, make sure you have a banner image for your lecture. Provided by either your lecturer or the Board of Lectureship.
 - b. Before you begin your work, make sure to check "Autosave" on the upper right side of the screen! Saving your work regularly is very important.
 - c. To add your lecture's banner image to the header, click "Edit Image."



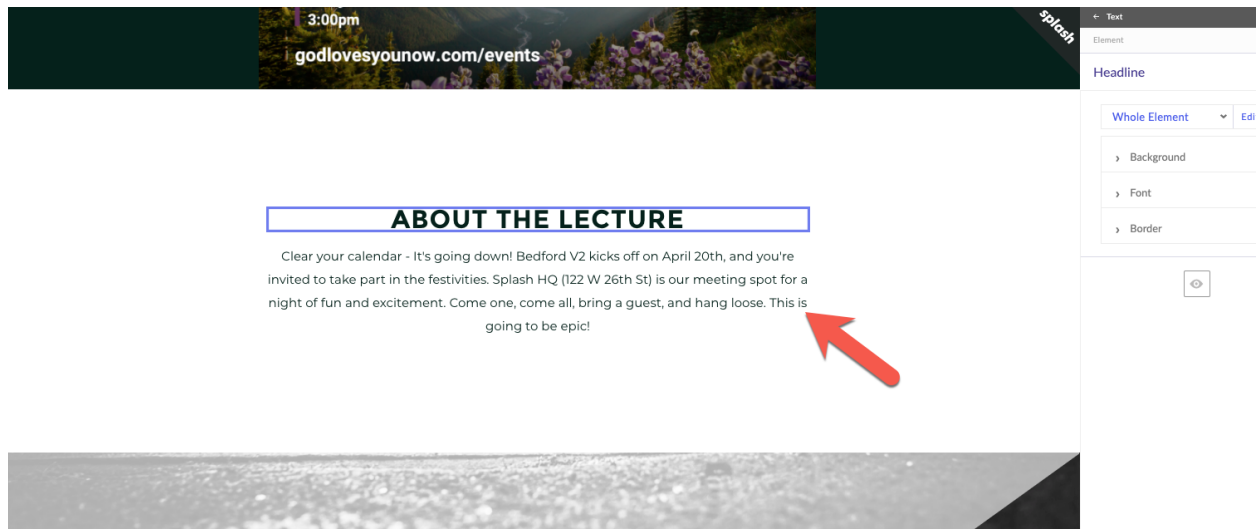
- d. Click "Browse Your Computer"
- e. Select the file you want to use
- f. Once the file is uploaded, adjust the "Size" of the image on the right side of your screen. Choose "Contain" (See #1 below).



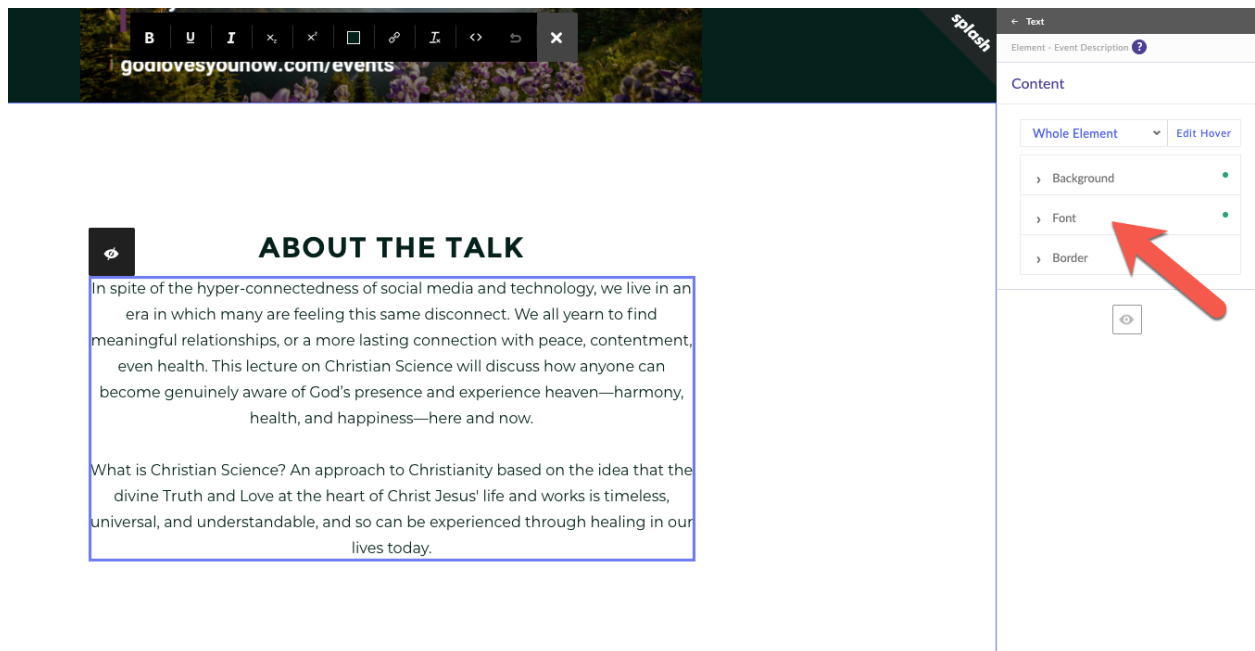
- g. Now we need to clean up the rest of the text and imagery. Our banner image already contains all the information we need.
- Click “Cover” (see #2 above).
 - You can now see all the elements of your event page’s “Cover” image (Color Mask, Shape Color Mask, Image, Horizontal Line, Date, etc.).
 - We’re going to hide all of the elements in this banner aside from the cover image. Start by clicking the “Image” element in the list on the right-hand side of the page.
 - We do not need this logo. Click on the eye icon at the bottom of the “Element” panel. You’ll see the logo is now gone. We’re going to repeat this step for the remaining Cover Elements.



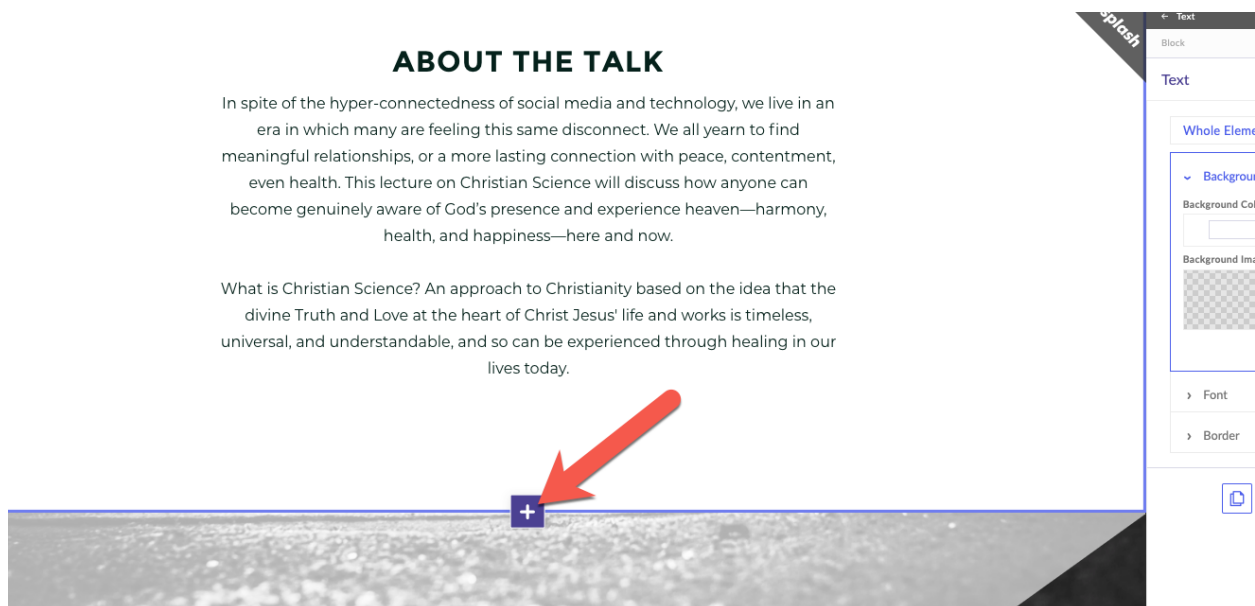
- v. We only want to see the lecture banner. Repeat steps i-iv for the following elements: Color Mask, Shape Color Mask, Image (logo), Horizontal Line, Date, Headline, Venue, Horizontal Line, Button, Arrow.
 - vi. If the banner image for the lecture is now cropped, click on the banner and look under “Size” on the right hand side of your screen. Make sure it says “Fit Height.” Also make sure “Fixed Position” is not checked.
5. Time to update the “About” section
- a. Your lecturer will provide you with a written synopsis of the lecture. Make sure you have that on hand.
 - b. Text boxes are easy. To edit them, click and start typing. You can also copy and paste.
 - c. Click the body copy section and paste or type the written synopsis of your lecture.
 - d. When your lecturer provides the livestream link, we recommend adding it to this section with some explanation text like, “Attend the lecture live at this link or register below for reminder emails.”



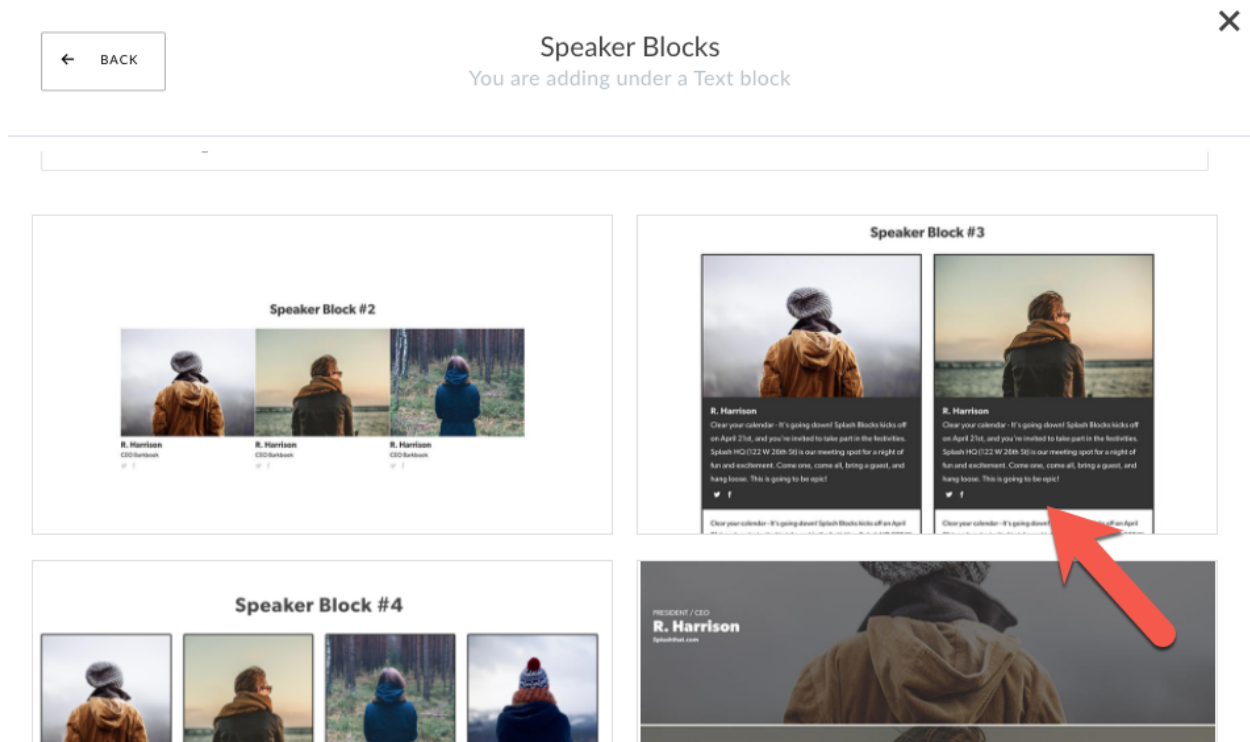
- e. To edit the formatting (font, size, color, etc.) of your text, click the text box. On the right hand of the page, you'll see settings appear under “Content.” Click font.



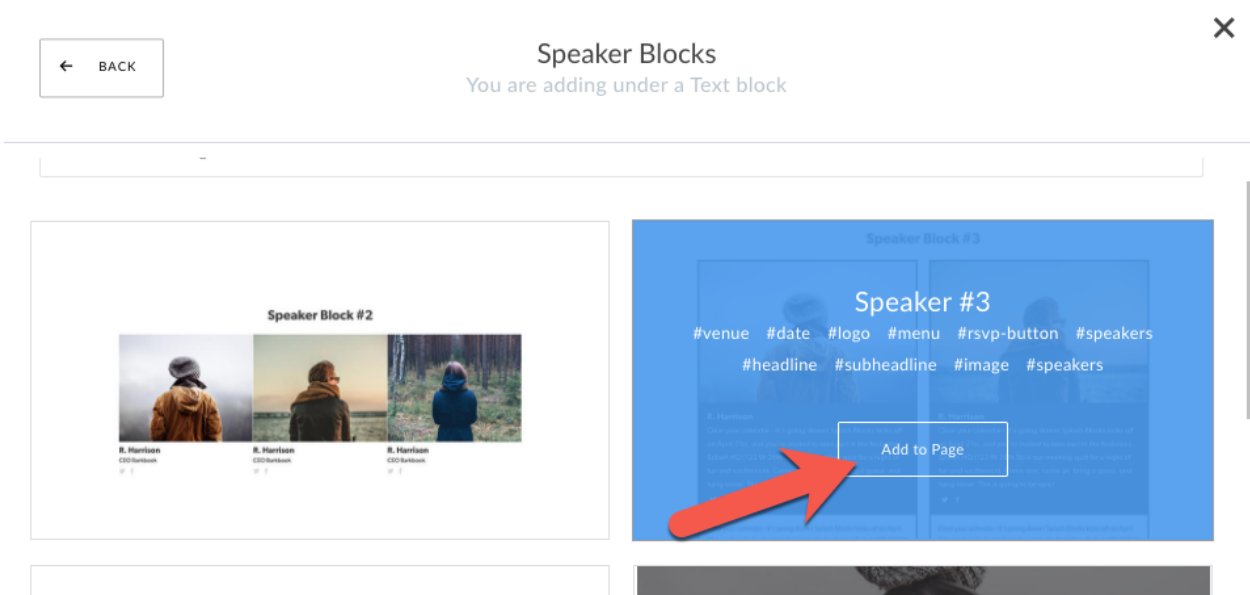
- i. You can personalize your text boxes by updating the “Font Family” (font), “Font Size,” “Font Color,” “Text Align,” “Text Transform” (changing all text to upper case or lower case), “Line Height” (spacing between lines), and “Letter Spacing.”
6. Now it’s time to add the “About the lecturer” section
 - a. When you hover your mouse on the “About the talk” section, you’ll notice a blue box with a plus sign appears. Click that box.



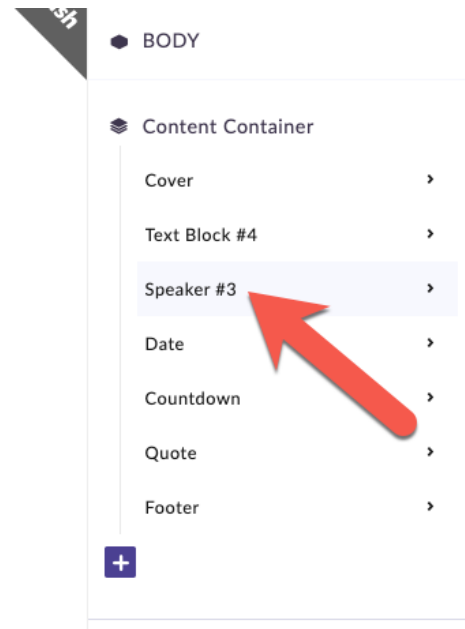
- b. You're now seeing the "Add A Block" section. You can add new blocks anywhere on the page. Once you get the hang of Splash, you'll be able to personalize your event page! But until then...
- c. Click "Speakers."
- d. Select "Speaker Block #3"



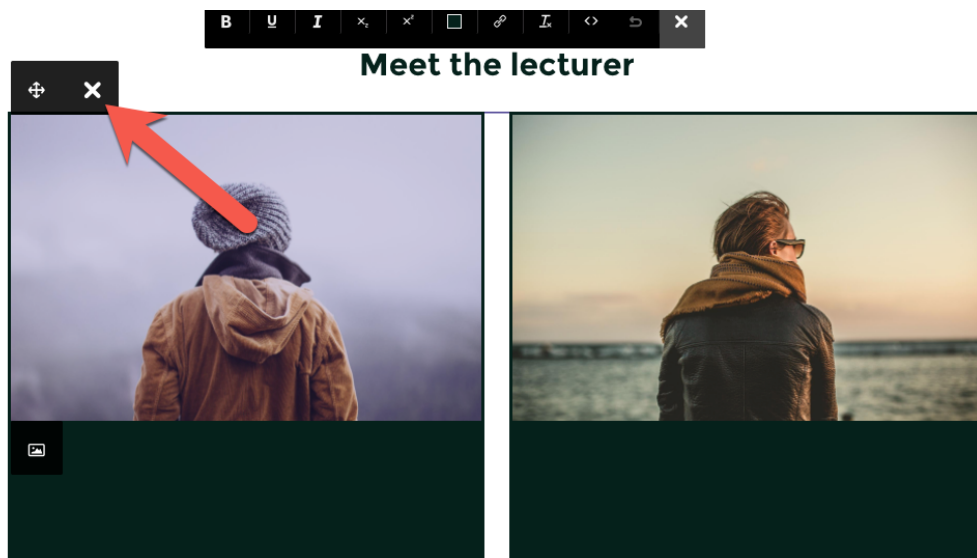
- e. Click "Add to Page."



- f. Depending on what colors you might have chosen for your theme, you may find that you can't see any text in this block. You simply need to change the colors of your fonts. To do so, click "Speaker #3."



- g. Click "Headline," then click "Font" and update the color of your text.
- h. To update the copy in the headline, double click the text box and type. Since this block will introduce the lecturer, you may want to type something like "Meet the lecturer."
- i. This speaker block allows you to add two speakers. Since there will only be one lecturer, hover your mouse over one of the images. A black tab will appear at the top of the image. Click the X.

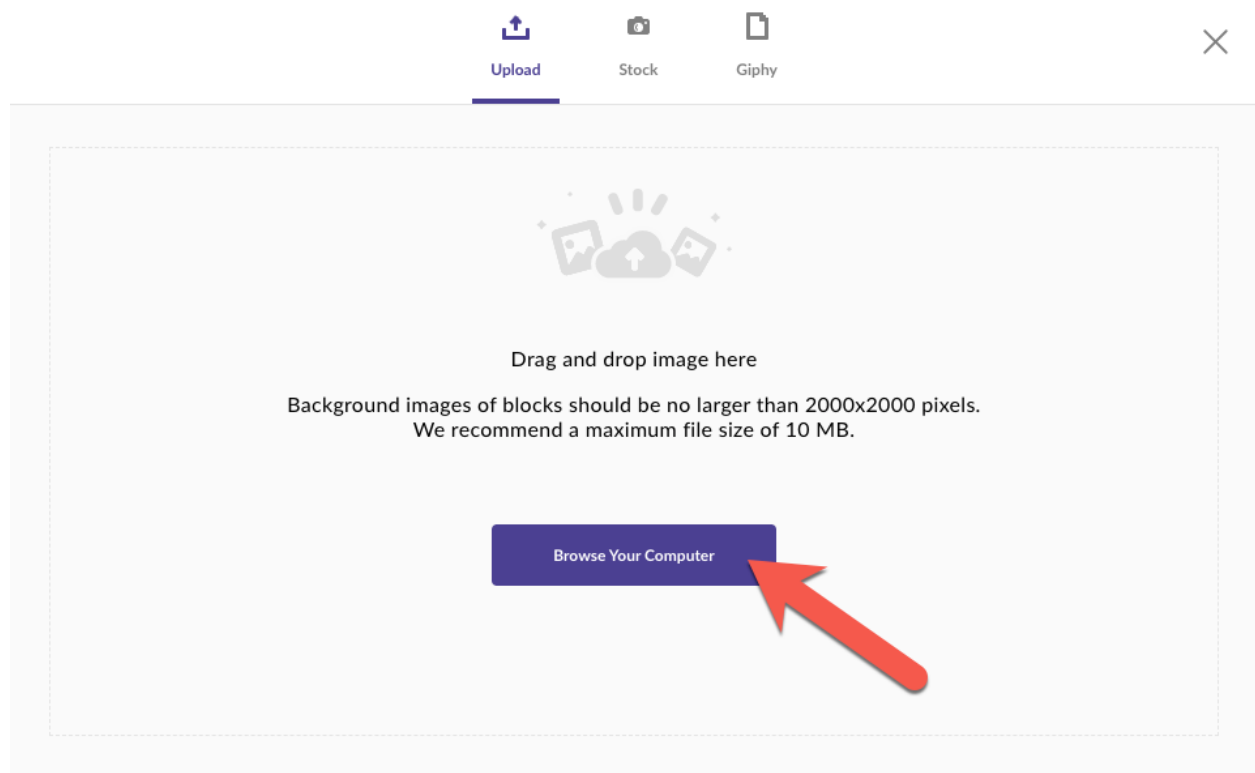


- j. Now you should have only one speaker box in this block. To update the photo, click on the image.

Meet the lecturer

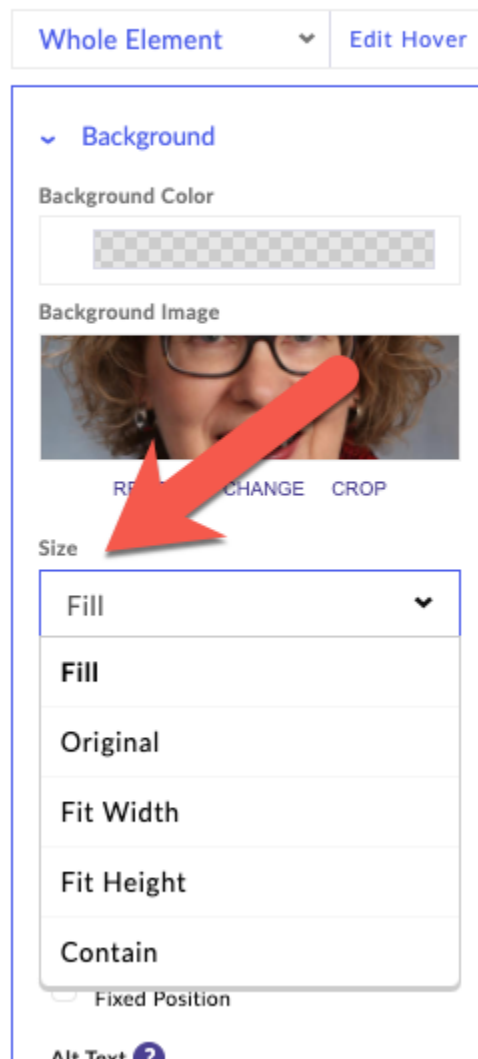


- k. A window with upload options will appear. Click “Browse Your Computer.”

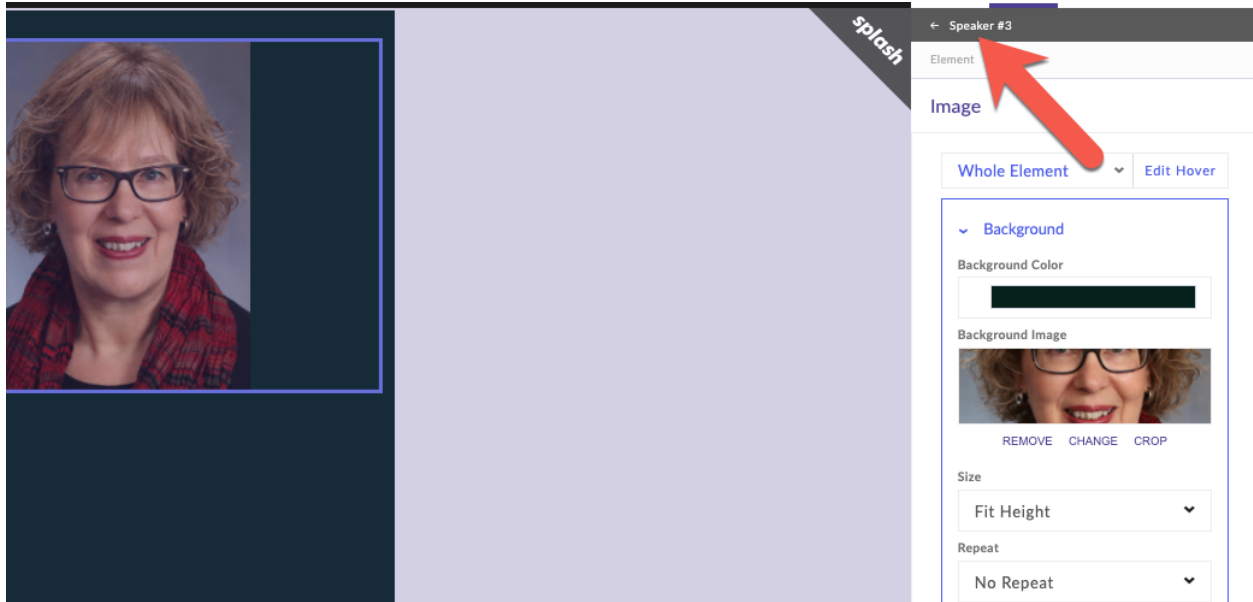


- l. Search your computer for the headshot of your lecturer (your lecturer will provide this file). When you find the file, click the image, then click “Open” at the bottom right hand corner.
- m. Your image may not fit quite right at first. To fix this, go to the right hand side of the screen (under “Image”) and try the different settings under “Size.”

Image



- n. You may find that you cannot see any text in your speaker block. If this is the case, click “Speaker #3” at the top right hand corner of your screen.



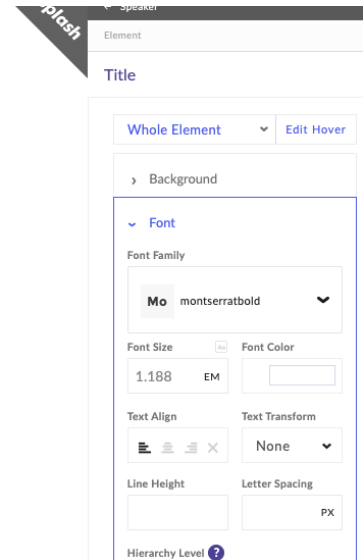
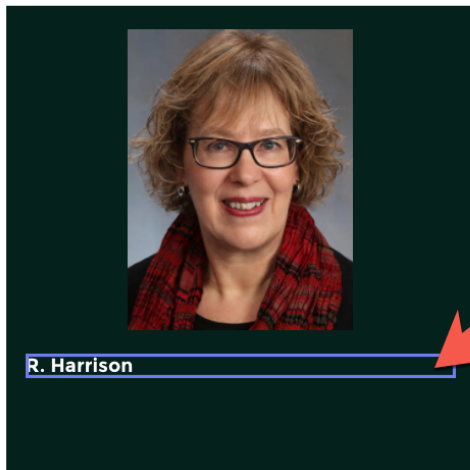
- o. Now, as you hover your mouse under "Speaker" (on the right hand side of your screen), you should see elements under your lecturer's headshot light up.
- p. Let's start updating these elements by clicking "Title."

MEET THE LECTURER

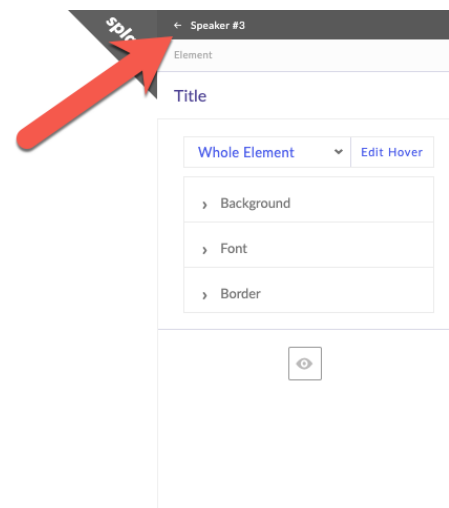
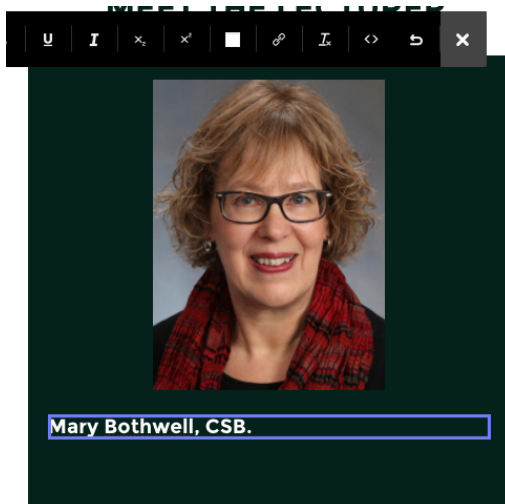


- q. Click the "Font" button and adjust the font as needed in the dropdown that appears.
- r. Double click the "Title" box that is now highlighted beneath the lecturer's photo.

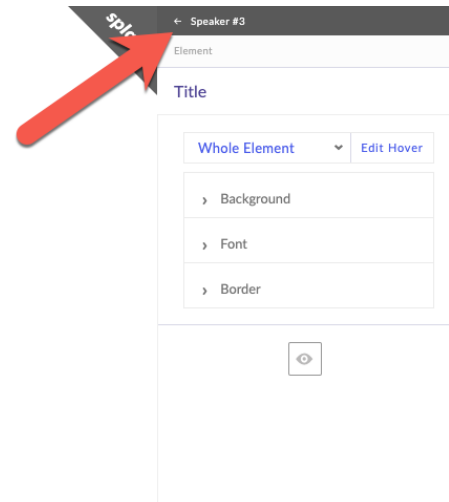
MEET THE LECTURER



- s. Type in the lecturer's name and title.
- t. Now we'll update the next element in the speaker block. Click "Speaker #3" in the top right hand corner of your screen.

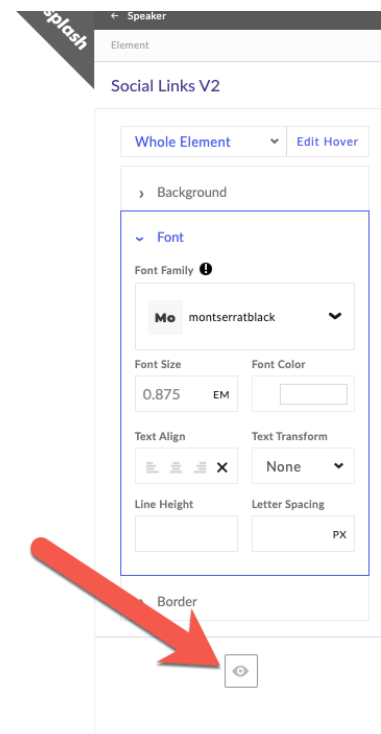
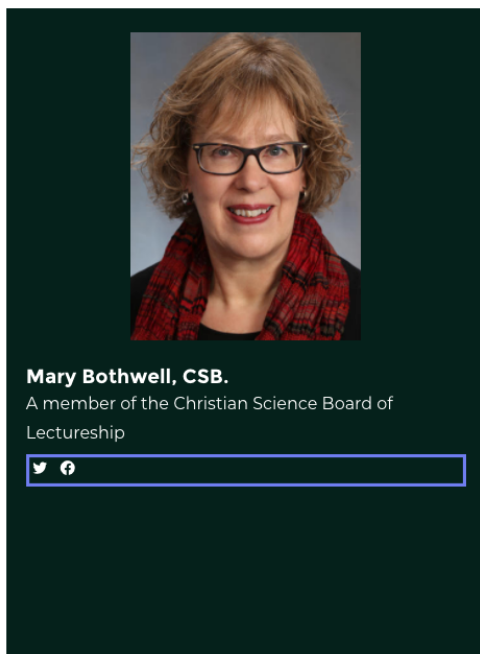


- u. Click "Content."
- v. Update the font as needed (font color, size, font family, etc.).
- w. Click in the box beneath the lecturer's name and type "A member of the Christian Science Board of Lectureship."
- x. We're done with this element. Now click "Speaker #3" at the top right hand corner of your page.



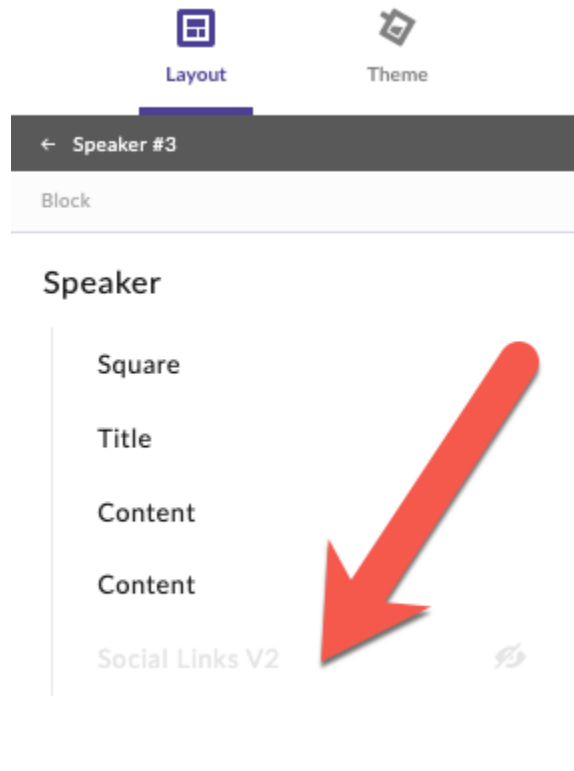
- y. Click “Social Links V2” under “Speaker” on the right hand side of your page.
 - i. If your lecturer has social media accounts that the lecturer would like to share, ask your lecturer what social media accounts they would like to share and what the respective URLs are. Because this step is optional, we will not go in depth.
 - ii. If you do not wish to share any social media accounts here, click the eye icon at the very bottom of the panel on the right hand side of your screen.

MEET THE LECTURER

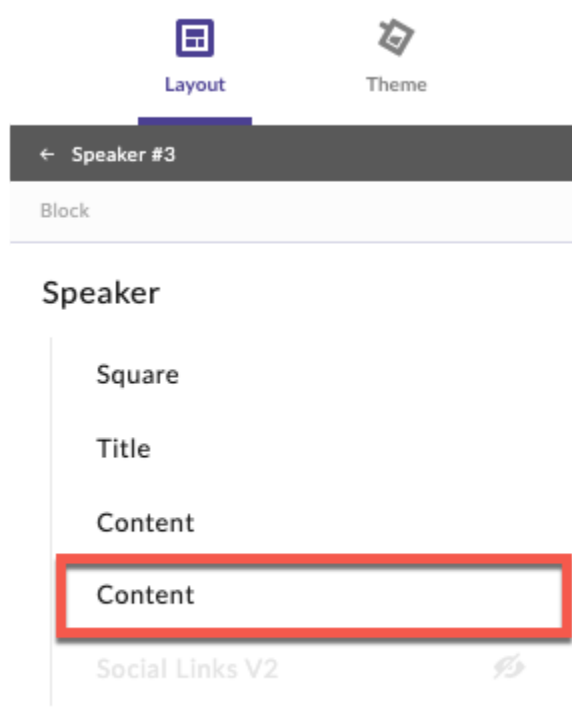


- iii. Click “Speaker” at the top of the panel on the right hand side of your screen.

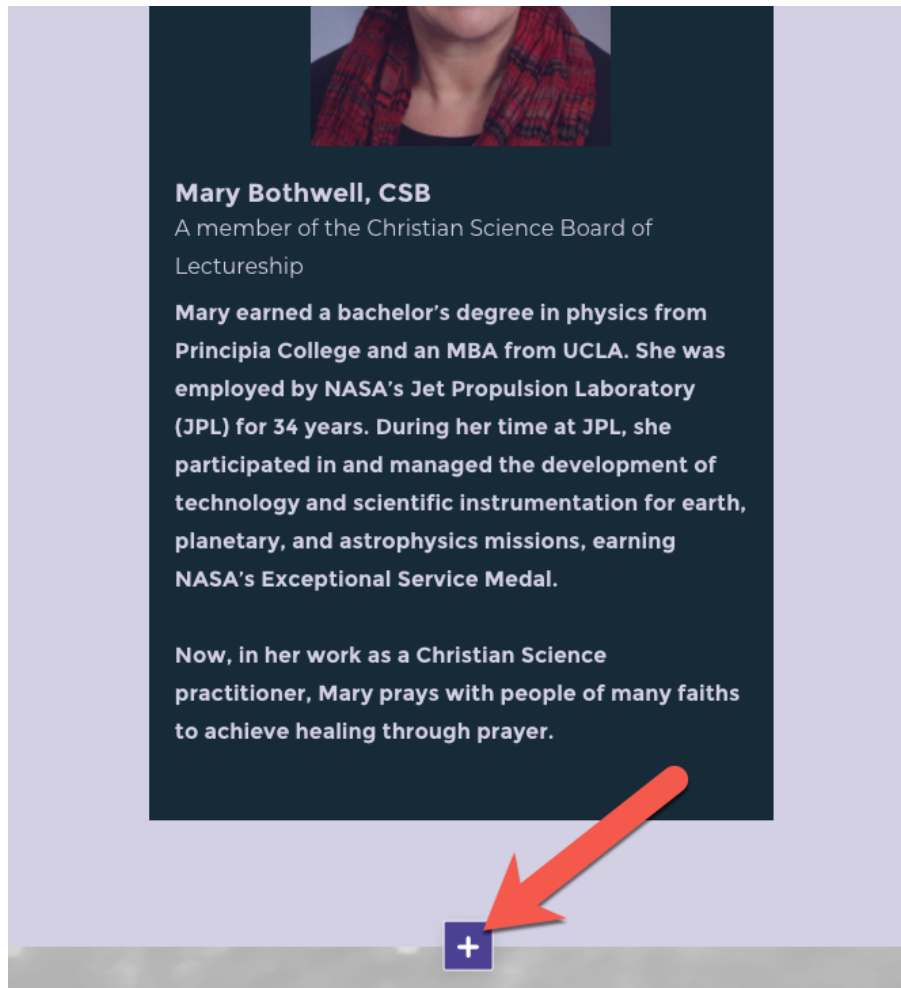
- iv. If you have opted to hide the social media links (“Social Links V2”), you will see that it is grayed out. Click “Social Links V2” and drag it below “Content.” By doing this, you are making sure the two “Content” blocks will fit seamlessly together.



- v. If you would like to share your branch church’s social media channels, please see how here.
- z. Now click the second “Content” element on the right hand side of your screen.



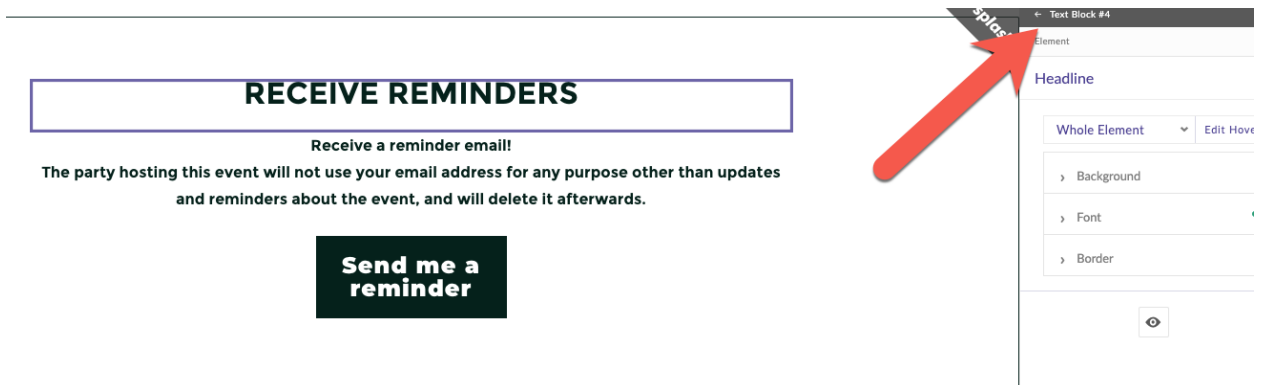
- aa. Update the font as needed (font color, size, font family, etc.).
 - bb. Click in the box beneath “A member of the Christian Science Board of Lectureship” and type or past a brief description of the lecturer’s experience. This will be provided by your lecturer.
7. Your “About the lecturer” block is done. Let’s move on to adding the RSVP button. To start, hover your mouse over the “About the lecturer” block and click the purple box with a plus sign at the bottom of the block.



- a. You are now looking at the “Add a Block” window. Select “Text.”
- b. Select “Text Block #4” and click “Add to Page” when you hover your mouse over the block.



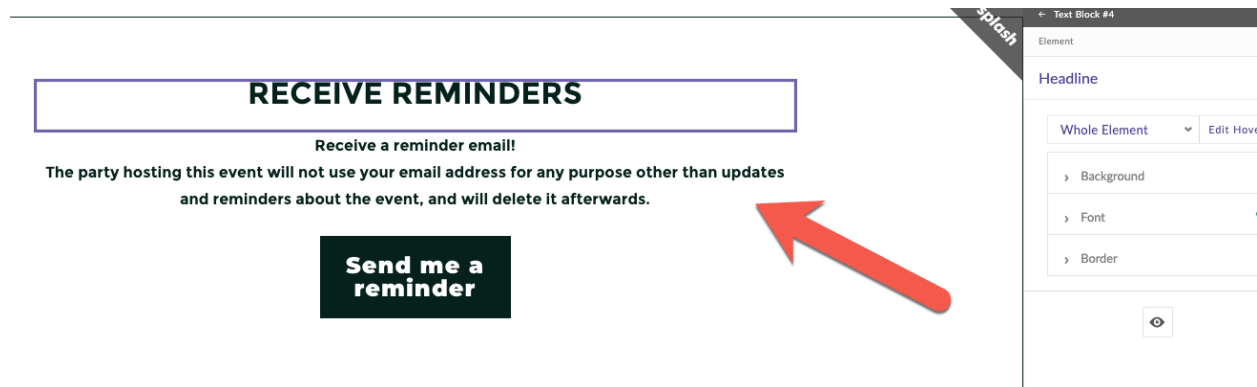
- c. Click the text that says “Text Block #4” and type in “Receive Reminders.”
 - i. You can update the font settings on the right hand side of your screen under “Font.”
- d. Now click “Text Block #4.”



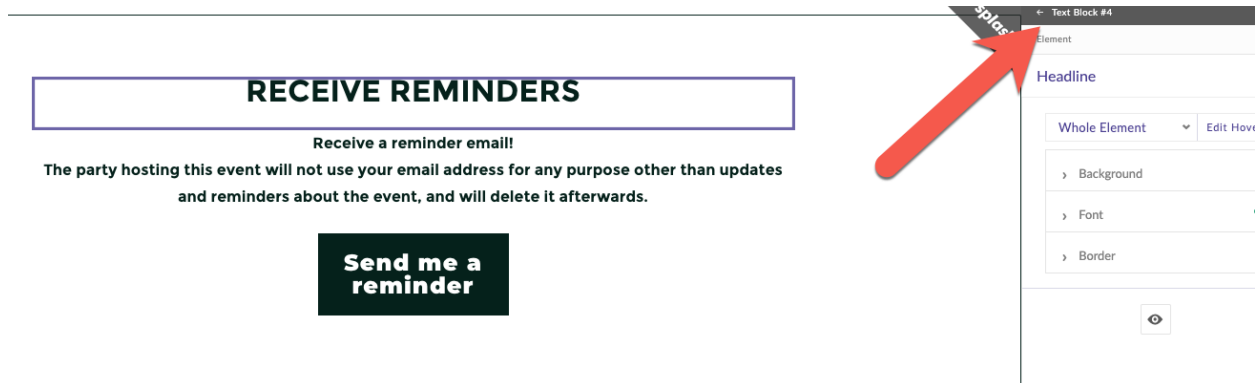
- e. On the right hand side of your screen you should see “Headline,” “Content,” and “Button.” Click “Content.”
- f. Click in the text box to update the copy. This part of the event page will explain what will happen if an invitee registers to receive email reminders.
 - i. **Transparency in data collection is essential and legally required in many places!** Please review the important information at the [beginning of this tutorial](#) about data privacy. **We highly encourage optional email**

reminder registration. You might say something like, “Receiving event reminder emails is optional.”

- ii. **Also explicitly state how your branch church will use registrants’ personal data. You must not use this information for anything other than the upcoming lecture. State: “The party hosting this event will not use your email address for any purpose other than updates and reminders about the event, and will delete it afterwards.” Use emails, or any other registration information, only as stated on the email reminder registration form.**



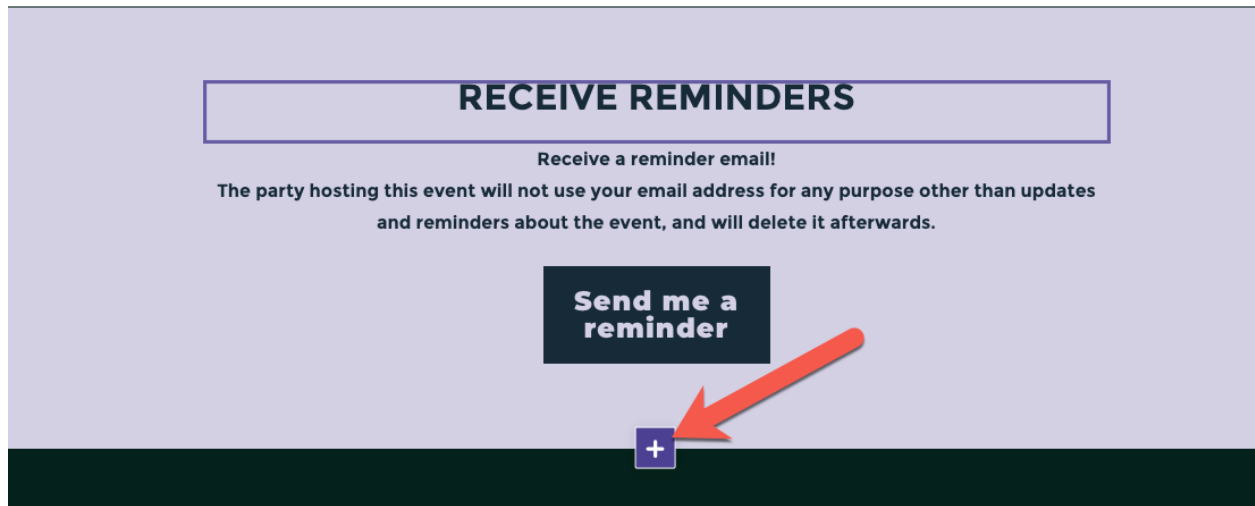
- iii. **Set a reminder to regularly delete registrants’ personal data after the final update email is sent following the conclusion of the lecture.** Usually, this is the email with the link to view the recording of the lecture. **Delete the registrant personal data within 24 hours after this final email is sent.** (See Chapter 6 for how to do this.) Best practice is to delete the personal data as soon as possible.
- iv. You can update the font settings on the right hand side of your screen under “Font.”
- g. Now we’re going to move on to the RSVP button. Click “Text Block #4” in the upper right hand corner of your screen.



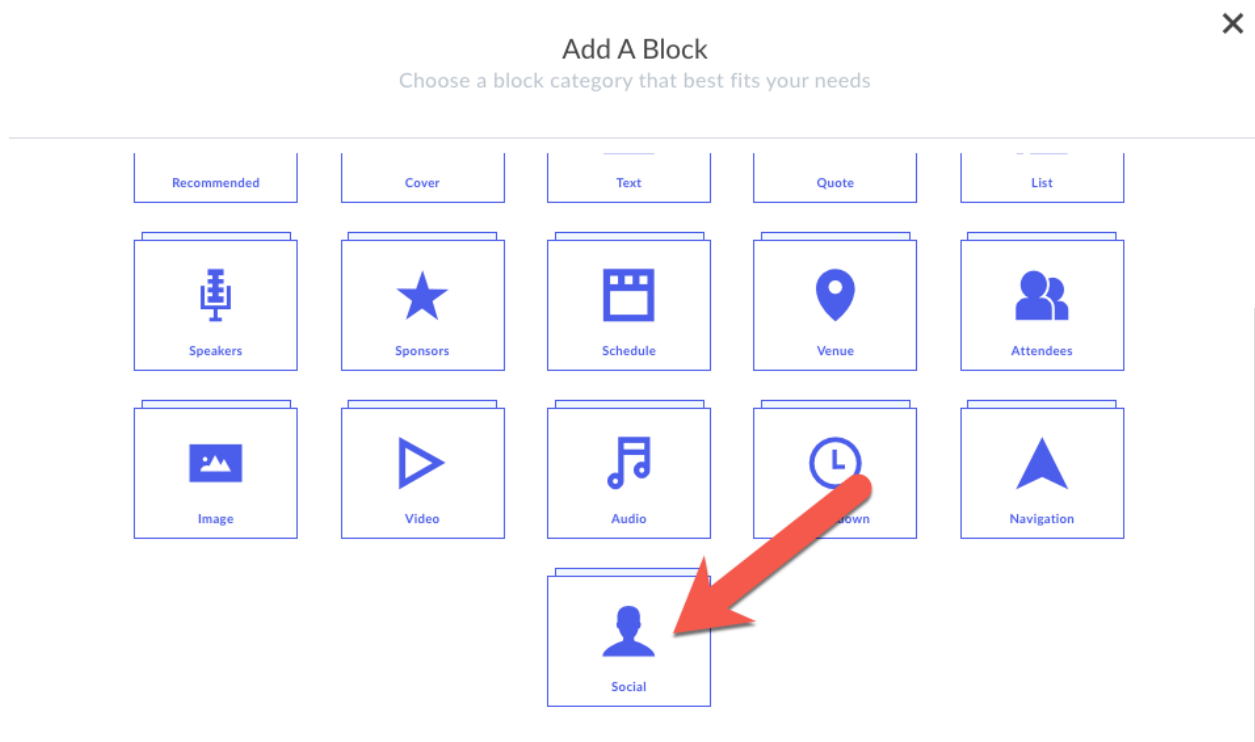
- h. On the right hand side of your screen you should see "Headline," "Content," and "Button." Click "Button."
- i. The settings for the "Button" element have now appeared on the right hand side of your screen.
 - i. "Style Default" should stay on "Current."
 - ii. If you want to update the copy on your button, you can. We recommend using "Receive Reminders."
 - iii. In the next chapter, we will update the Registration Form settings.
- j. The design template we chose gave us some great fundamentals to build from, but it also included some blocks and elements that you probably won't need.
- k. Below the Registration block, is a block that says "WHEN" and the date of your event. Because this information will be at the very top of your event page, this block is not necessary.
- l. To remove the "WHEN" block, click on it. You'll notice a settings panel pops up on the right hand side of your screen.
- m. Click the red trash can icon to delete this block.



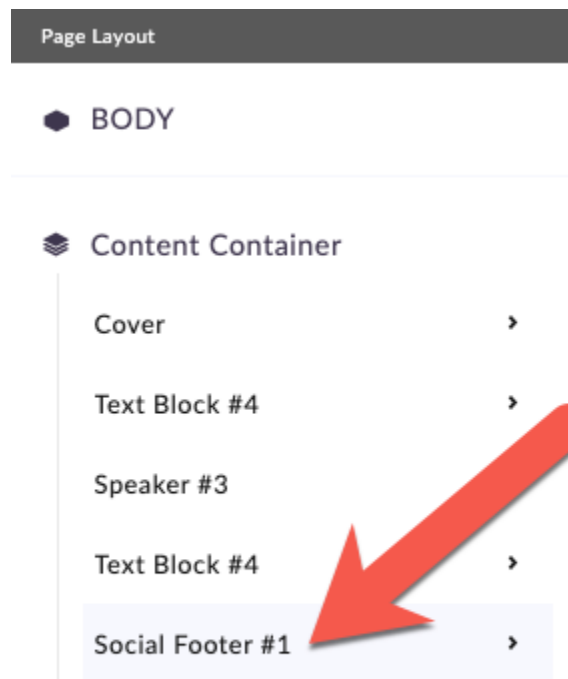
- n. Repeat steps a-c with any of the remaining blocks you'd like to delete.
- 8. Deleting the remaining blocks is optional! By using the principles outlined in this document, you can easily personalize them.
- 9. Adding an "About Us" section: If your branch church has a website, social media, or an email address registrants can reach out to questions, you can include them in this section. To do so:
 - a. Hover your mouse over the registration block and click the purple block with the plus sign.



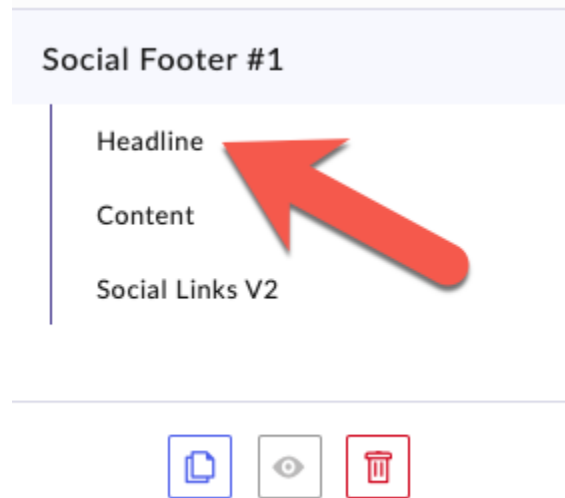
- b. You are now viewing the "Add a Block" window. Click "Social."



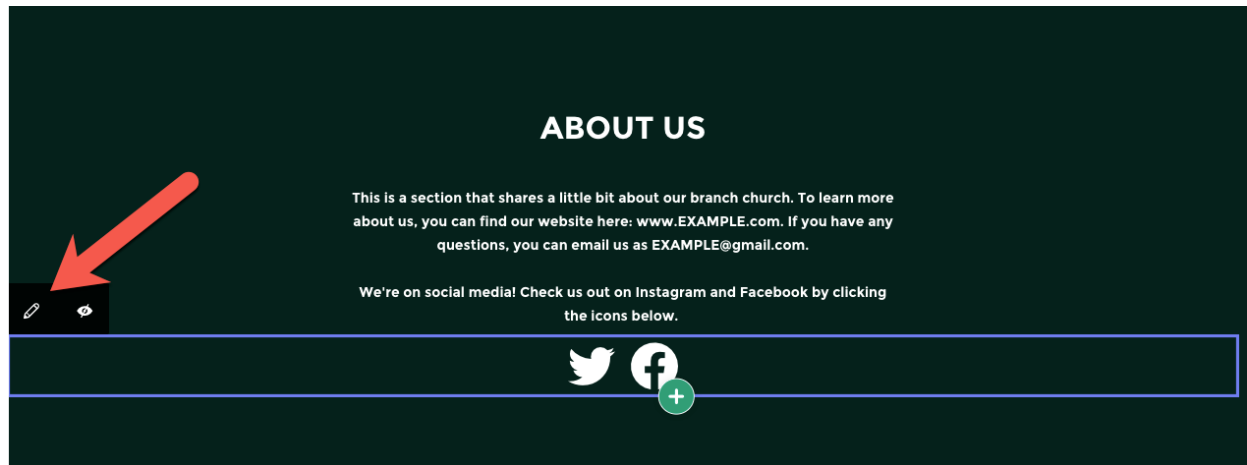
- Choose “Social Footer #1” and click “Add to Page.”
- Based on the background and font colors you have chosen up to this point, you may see a box without text.
- To personalize this block, click “Social Footer #1” on the right hand side of your screen.



- i. Now click “Headline”

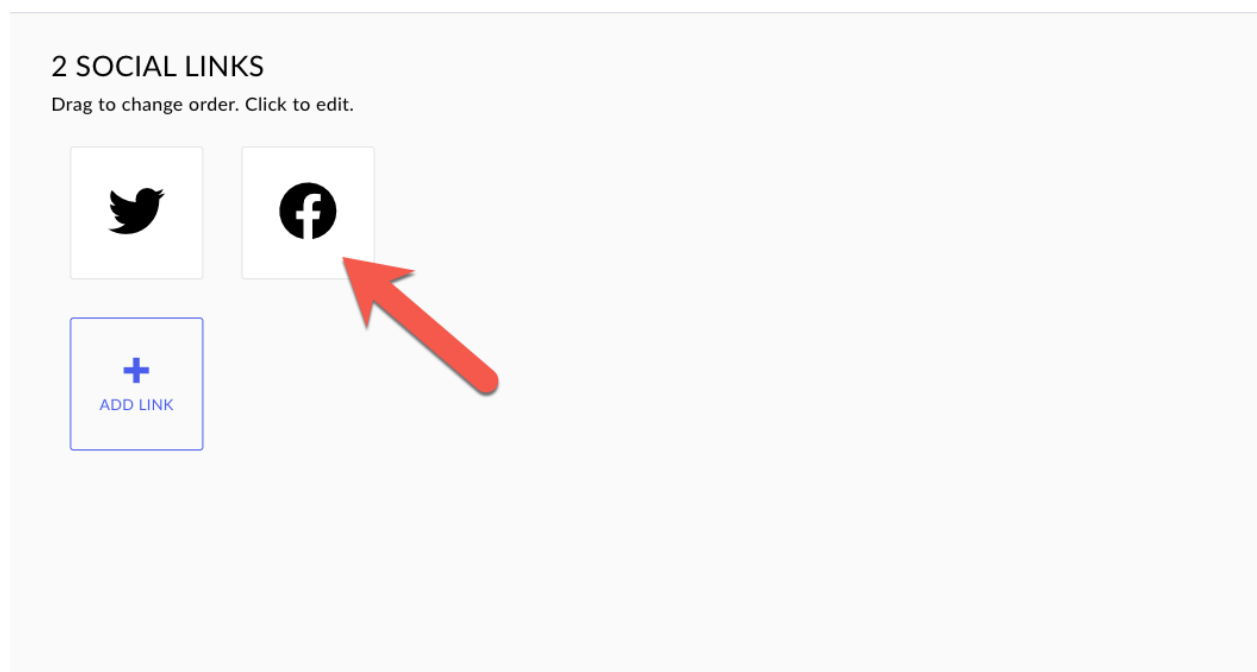


- ii. Update font settings as needed by clicking “Font.”
 - iii. Click the text block that says “#SOCIALBLOCKS” and type “About us” (because this section will be about your branch church).
- f. To update the body copy, click “Social Footer #1” in the upper right hand corner of your screen.
- i. Click “Content”
 - ii. Update font settings as needed by clicking “Font.”
 - iii. Here, you can include a little information about your church, the URL of your branch church website, and maybe an email address that registrants can contact with any questions.
 - iv. You can also add the lecture (livestream or webinar) link to this section (in addition to the “About the lecture” section above). You may also want to include a note that the link is not yet live, but will be at the scheduled time and date of your lecture.
- g. To update the social media icons, click “Social Footer #1” in the upper right hand corner of your screen.
- i. Click “Social Links V2.”
 - ii. Just like the font, you can update the size and color of these icons in the “Fonts” drop down tab
 - iii. To link social media widgets to your social media channels, hover your mouse over the social icons and click the marker icon (appears on the upper left hand corner of the element box).



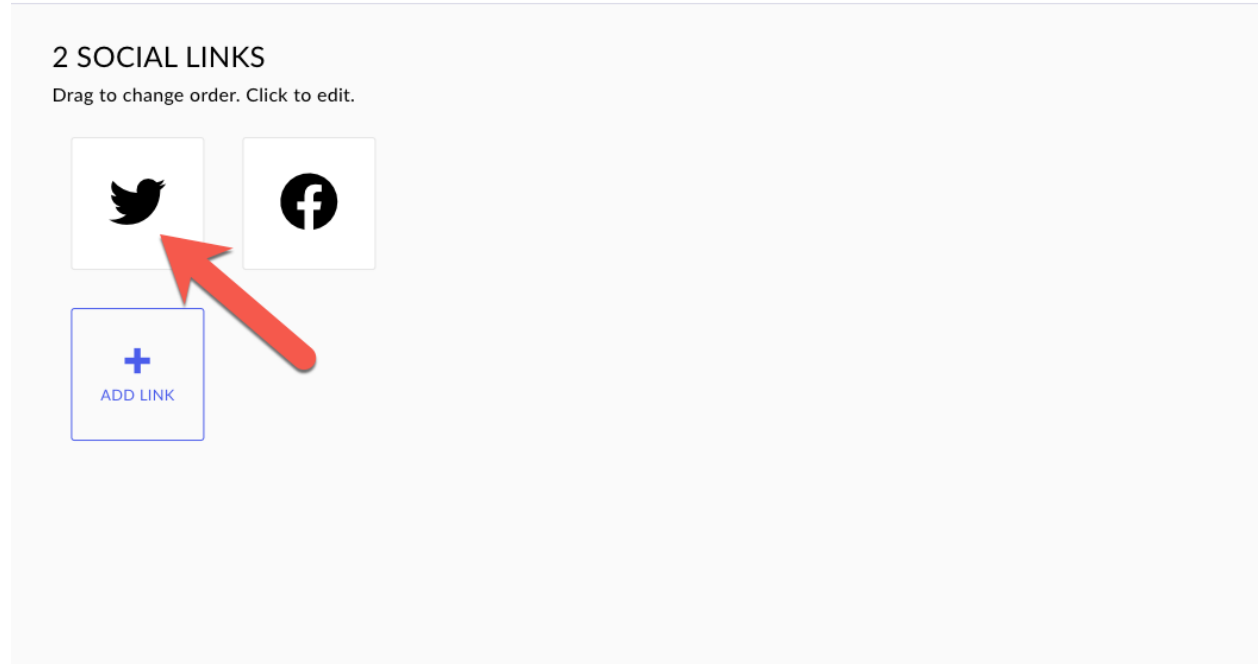
- iv. To edit the existing icons, you'll need to click into each. Start by clicking the Facebook icon.

SOCIAL LINKS ELEMENT



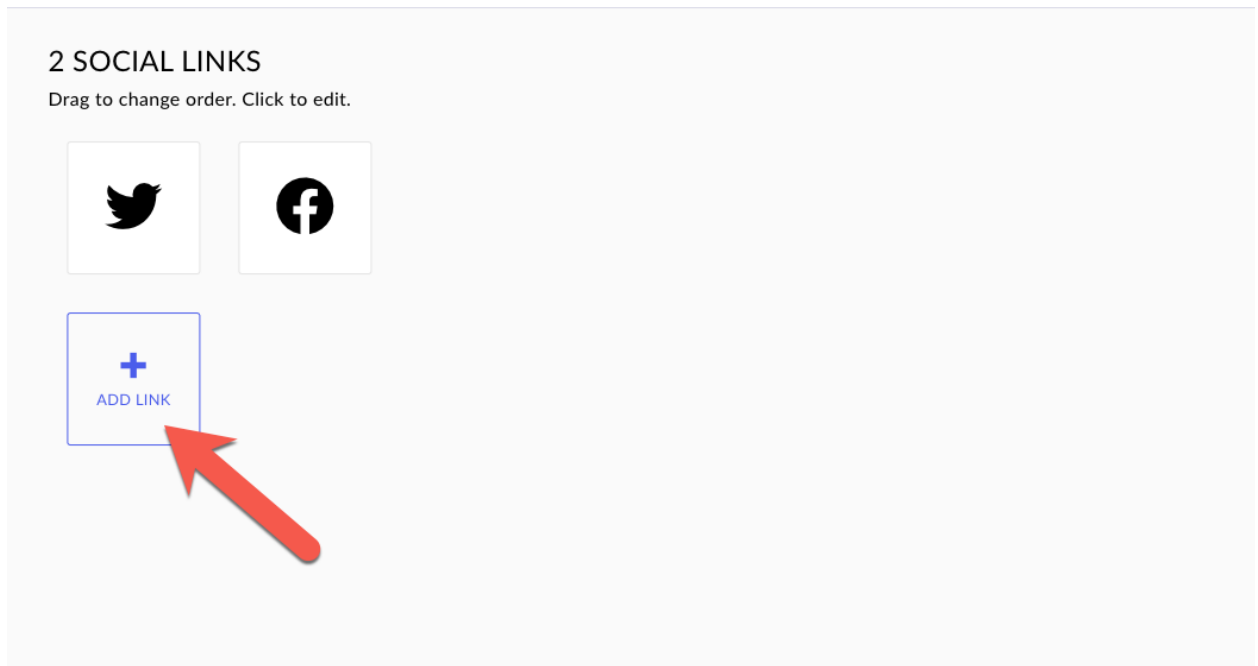
- v. Go to step two, select “Generic Link” and paste your branch church’s Facebook page link in the “Link to an external page” field.
- vi. Click “Save.”
- vii. To delete a social media icon (say for example you don’t have a Twitter), click the Twitter icon.

SOCIAL LINKS ELEMENT



- viii. In the upper right hand corner, click “Delete Link, and then “Confirm Delete.”
- ix. Click Save.
- x. To add a social media icon (say for example you have an Instagram), click “Add Link.”

SOCIAL LINKS ELEMENT



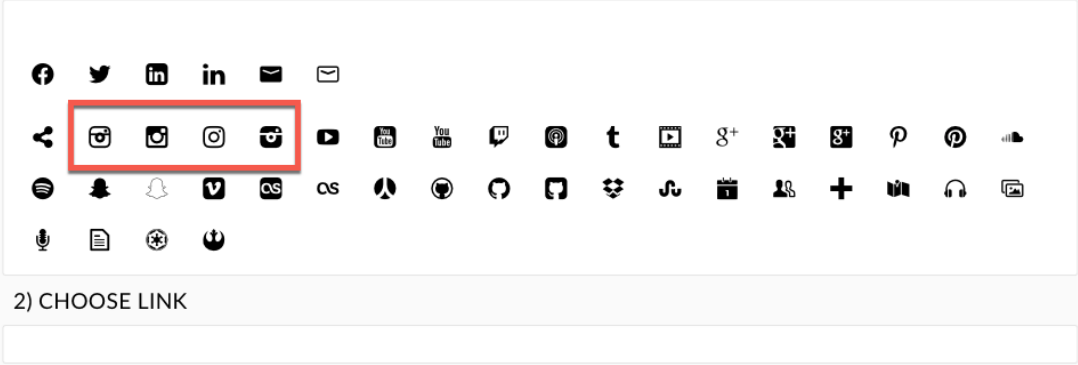
- xi. Select the Instagram icon (there are four options).

SOCIAL LINKS ELEMENT

CREATE NEW LINK

1) CHOOSE ICON

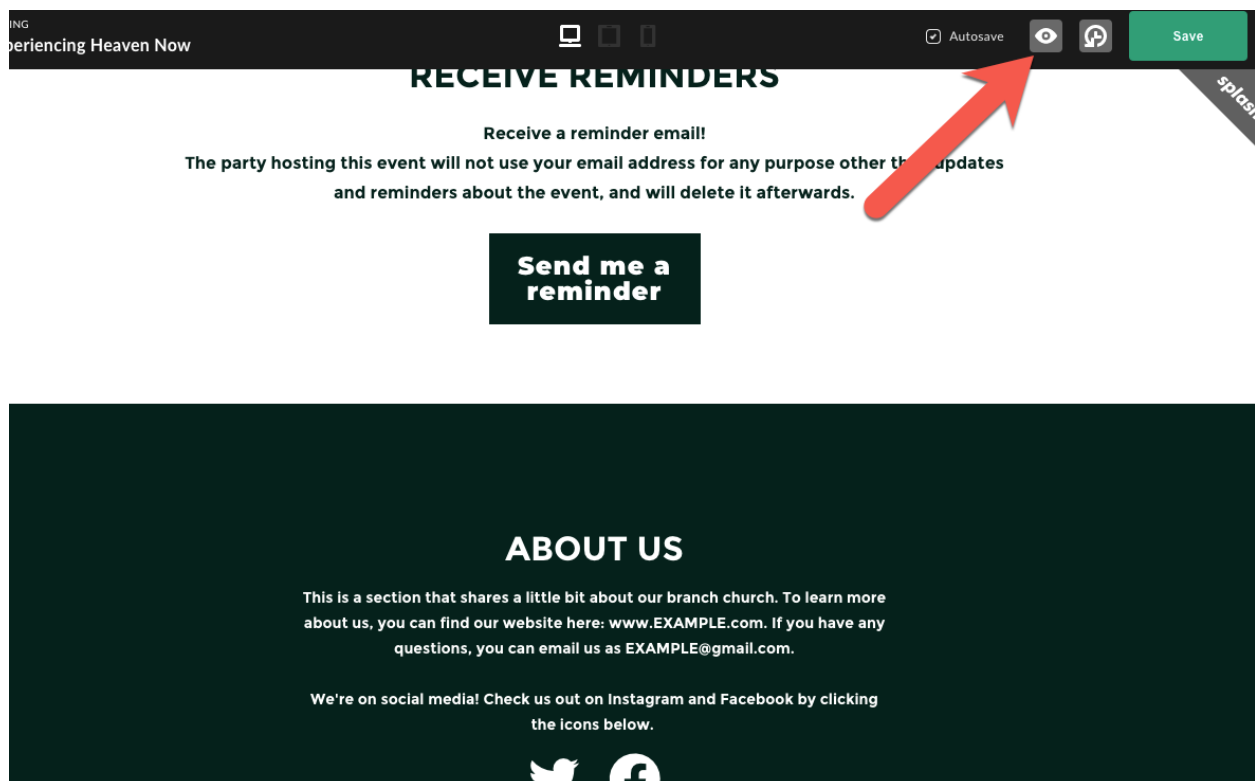
2) CHOOSE LINK



- xii. Under “Choose Link” add the URL for your branch church’s Instagram.

- xiii. Click “Add Link.”

10. To view all of your handiwork as a guest, click the eye icon at the very top of the Web page.



Et Voila!

To set up your registration, please see “Event Registration Chapter 4.”

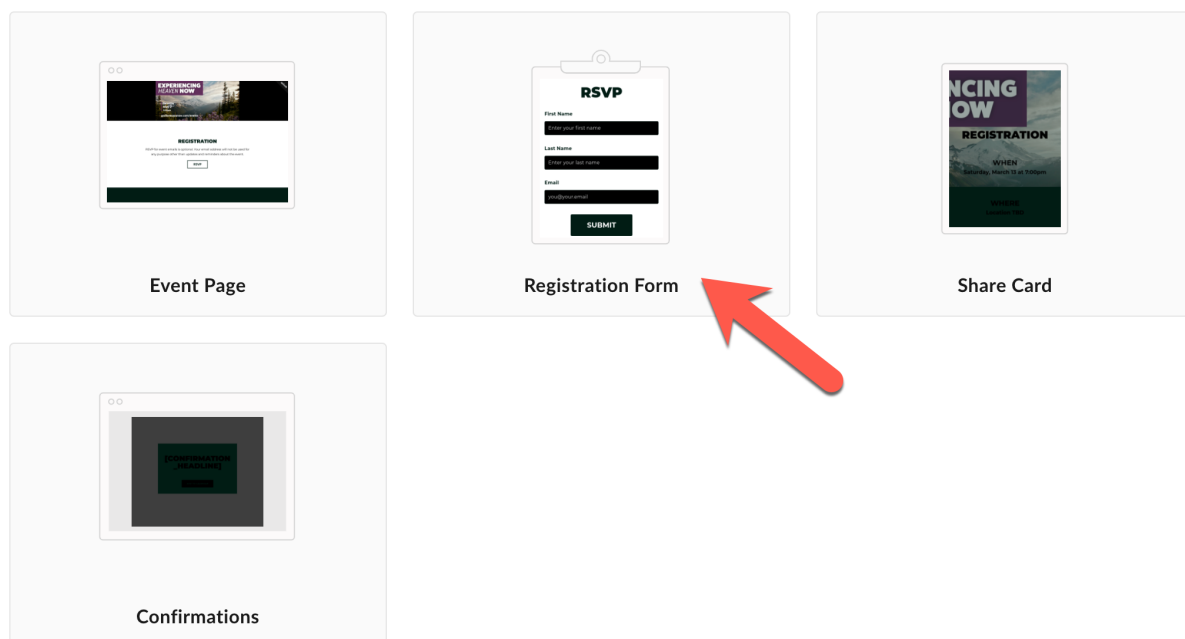
Splash Tutorials

Splash Tutorials Chapter 4: Setting up email reminder registration

Why use this tutorial?: Whether or not your branch church has a website, a registration platform allows individuals to sign up to receive reminder emails about the lecture. In this tutorial, you'll learn how to set up the registration form.

Steps to setting up your event page:

1. Data Use: Reminder registration is a tool used to gather personal data. This comes with an ethical, and in many cases legal, obligation to protect the privacy of that personal data. Please review the important information at the [front of this tutorial](#) about data privacy. **It is very important to inform registrants how your branch church will use their personal information and to obtain their consent. This is done with a required “opt-in” button. Carefully follow the instructions below for setting up this button.** Do not use registrants' personal data for anything other than the upcoming lecture. **To further protect registrants' personal data, do not download, save, or share email lists outside of your Splash account.** As mentioned earlier, set a reminder to regularly delete registrants' personal data after the conclusion of the lecture. Usually, this is the email with the link to view the recording of the lecture. Delete the registrants' personal data within 24 hours after this final email is sent. (See Chapter 6 for how to do this.)
2. Log into your account at <https://splashthat.com/login>
3. You are now in your event dashboard. Click “Registration Form.”



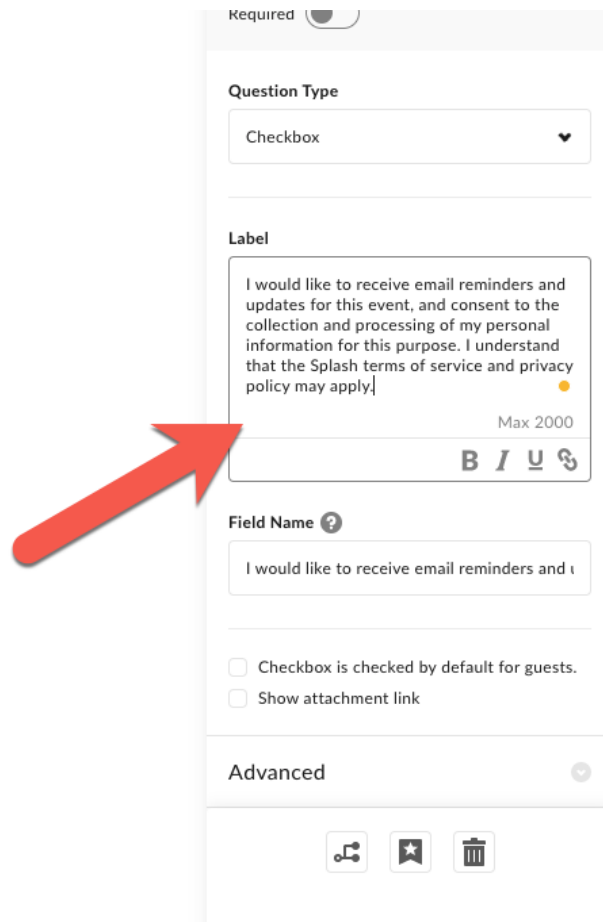
4. The standard registration form will include the fields: “First Name, Last Name, Email.”
5. We'll start customizing the email reminder registration form with a consent checkbox. It is very important to obtain registrants' consent to use their personal information for these reminders, with a required “opt-in” button. Registrants must agree to this before signing up. Carefully follow the instructions below for setting up this button.
 - a. Click the purple “Add Question” button.

The screenshot shows a registration form editor. On the left, there's a sidebar with a close button (X) and the text 'er emails'. Below this are several input fields and a black rectangular button. On the right, there's a form structure with sections: 'Receive reminder emails', 'Guest Information' (labeled as a 'Question Group'), and 'Submit Button' (labeled as 'Submit'). The 'Guest Information' section contains three fields: 'First Name*' (with a sub-label 'First Name'), 'Last Name*' (with a sub-label 'Last Name'), and 'Email*' (with a sub-label 'Email'). Below these fields is a purple 'Add Question' button with a dropdown arrow, which is highlighted by a red arrow.

- b. Select “Create New” and then choose “Checkbox.”

The screenshot shows a 'Choose Question' dialog with a close button (X) in the top right. There are three tabs: 'Template Questions' (underlined), 'My Questions', and 'Create New'. A red arrow points to the 'Create New' tab. Below the tabs is a grid of question templates. The first row contains 'Are you attending?', 'Check-in', and 'Check-out'. The second row contains 'Bringing a guest?', 'UTM Parameters', and 'Date Range'. The third row contains 'Birthday', 'Street Address', and 'State'.

- c. Now select the purple “Add to Form” button.
- d. Go to the right hand side of your screen and click into the “Label” box. Add, “I would like to receive email reminders and updates for this event, and consent to the collection and processing of my personal information for this purpose. I understand that the Splash terms of service and privacy policy may apply.”



Required

Question Type

Checkbox

Label

I would like to receive email reminders and updates for this event, and consent to the collection and processing of my personal information for this purpose. I understand that the Splash terms of service and privacy policy may apply.

Max 2000

B I U S

Field Name ?

I would like to receive email reminders and i

☐ Checkbox is checked by default for guests.

☐ Show attachment link

Advanced

Share Bookmark Delete

- e. Now we’re going to link the text in that “Label” box to the Splash terms of service and privacy policy. To hyperlink the text:
 - i. Start by highlighting the words “terms of service” and then click the link icon in the lower right corner of this box.
 - ii. Paste this link (Splash’s terms of service) into the field that opens up (see #1 below) once you clicked the link icon: <https://splashthat.com/terms>. Then click the check mark (see #2 below).

Label

I would like to receive email reminders and updates for this event, and consent to the collection and processing of my personal information for this purpose. I understand that the Splash terms of service and privacy policy may apply.

Max 2000

<https://splashthat.com/terms> ✓

Field Name ?

I would like to receive email reminders and i

☐ Checkbox is checked by default for guests.

- iii. Repeat the previous two steps and link the words “privacy policy” to Splash’s privacy policy: <https://splashthat.com/privacy>.
- iv. The phrases “terms of service” and “privacy policy” will should now be highlighted in blue on the Registration Form preview (see #1 below).
- v. Make sure this checkbox is marked as required (see #2 below).
- vi. To save your progress, click Save (see #3 below). Saving your work is very important

Receive reminder emails

First Name *

Enter your first name

Last Name *

Enter your last name

Email *

you@your.email

☐ I would like to receive email reminders and updates for this event, and consent to the collection and processing of my personal information for this purpose. I understand that the Splash [terms of service](#) and [privacy policy](#) may apply.

Submit

Save

Required ☒

Question Type

Checkbox

Label

I would like to receive email reminders and updates for this event, and consent to the collection and processing of my personal information for this purpose. I understand that the Splash [terms of service](#) and [privacy policy](#) may apply.

Max 2000

Field Name ?

I would like to receive email reminders and

☐ Checkbox is checked by default for guests

☐ Show attachment link

Advanced

44

6. If you want to add another question such as “How did you hear about this lecture,” click on the “Add Question” button again.

The screenshot shows a form with three input fields: "First Name *" with placeholder "Enter your first name", "Last Name *" with placeholder "Enter your last name", and "Email *" with placeholder "you@your.email". Below these is a dark green "SUBMIT" button. To the right is a sidebar titled "Question Group" containing a preview of the form fields and a purple "Add Question" button with a dropdown arrow. A red arrow points to the "Add Question" button.

7. You can either use a templated question, or create your own. To add the “How did you hear about this lecture,” question, click “Create New.”

The screenshot shows a "Choose Question" dialog with a close button (X) in the top right. It has three tabs: "Template Questions", "My Questions", and "Create New". The "Create New" tab is selected and highlighted with a red underline. A red arrow points to the "Create New" tab. Below the tabs is a grid of question type buttons: Address, Checkbox, Date Picker, Dropdown, Email, File Upload, Hidden Input, Multi-checkbox (Multiple choice, multiple...), Number, Paragraph, Radio (Multiple choice, single-a...), Text (Single line), Time, and URL. At the bottom is a purple "Add to Form" button.

8. Once you click “Create New”, select “Paragraph” below.
9. Click “Add to Form”

Choose Question

×

Template QuestionsMy QuestionsCreate New

Address

Dropdown

Hidden Input

Paragraph

Time

Checkbox

Email

Multi-checkbox
(Multiple choice, multiple...

Radio
(Multiple choice, single-a...

URL


Date Picker

File Upload

Number

Text
(Single line)

Add to Form



10. Enter the question under “Label” and the question will appear on your registration form.

Receive reminder emails

First Name *

Enter your first name

Last Name *

Enter your last name

Email *

you@your.email

☐ I would like to receive email reminders and updates for this event, and consent to the collection and processing of my personal information for this purpose. I understand that the Splash [terms of service](#) and [privacy policy](#) may apply.

How did you hear about this lecture?

Required ☐

Question Type

Text (Single line)

Label

How did you hear about this lecture? Max 2000

Field Name

How did you hear about this lecture?

Placeholder Text

Enter Placeholder Value

Advanced

11. You can also toggle on the “Required” feature, which means that a person must complete the field in order to complete registration.
12. Click the back arrow next to “Editing” in the top right hand corner of your screen.
 - a. Customizing the registration form is not a part of the free Splash pricing plan, but changing the color palette in your event page will affect the registration form. If you want to update the colors of your registration form, try updating the colors in your event page.
 - b. If you would like to reorganize the order of the form questions, hover over the question you would like to move, 6 dots will appear on the left side of the field. Hover your mouse over those dots and drag up or down to reorganize.

Email*
Email

How did you hear a...
(single line)

I would like to...
Checkbox

Submit Button
Submit

Add Question

- c. Click “Save” to finalize your form.
- d. Click the back arrow in the upper left hand corner of your screen next to “Editing Form.”

← EDITING Form

Receive reminder emails

First Name *
Enter your first name

Last Name *
Enter your last name

Email *
you@your.email

13. Let’s navigate to the page where you can view registrants.
 - a. Click “Guests” on the left hand side of your screen.

Event

Guests

Email

Registration

Seminars & Workshops - RSVP Event - #458070990

- b. Here you can view and manage all registrants and their answers to your registration form!

Guests

All Guests1

Status

Attending1

Checked In0

Checked Out0

Awaiting Reply0

Not Attending0

Waitlisted0

-- (No Status)0

My Lists+

VIP0

Mobile

Search Guests

Add Guest

VIEWING

1


All Guests

Email

Export

Filters

Columns

	Full Name	Email	Time of RSVP	Status	Lists	
	[REDACTED]	[REDACTED]@gmail.com	Mar 11th 12:52 pm	Attending	-	Facebook Ev

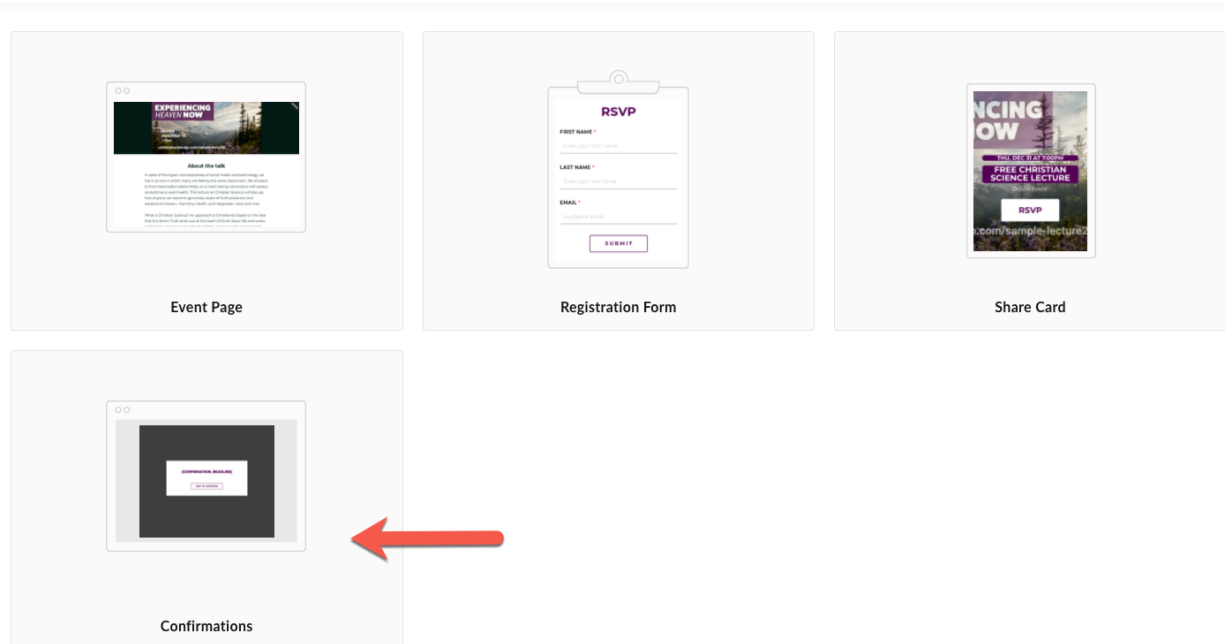
Splash Tutorials

Splash Tutorials Chapter 5: Setting up reminder emails

Why use this tutorial?: A registration platform allows individuals to sign up to receive reminder emails about the lecture. With the Confirmations feature, you can automatically send an email to your registrants. In this confirmation email, you can include information about the lecture and your branch church. In this tutorial, you'll learn how to use the Confirmations and Email sections of Splash.

Steps to setting up your reminder emails:

1. Data use: You might remember from previous chapters in this tutorial that privacy and protecting registrant personal data is very important, legally and otherwise. Please review the important information at the [front of this tutorial about data privacy](#). Splash reminder emails include an "Unsubscribe" option which is important and required in most places. As mentioned before, remember to set a reminder to regularly delete registration data after the final update email is sent following the conclusion of the lecture. Usually, this is the email with the link to view the recording of the lecture. **Delete the registrants' personal data within 24 hours after this final email is sent.** Best practice is to keep the data for as short a period as possible. We will address how to remove this data in the next chapter.
2. Log into your account at <https://splashthat.com/login>
3. You are now in your event dashboard. Click "Confirmations."



4. In the “On-Page” section, you can add a message that will pop up on registrants’ screen when they successfully register. You may want to include a message like the one below.

On-Page

Want to customize the design and layout of your confirmations?

Take advantage of this feature by learning more below.

[Yes Please!](#)

Headline

You have successfully registered.

Message

We look forward to seeing you at the at the lecture!

Special Features

☐ Add to Calendar Button

Share Buttons

☐ Facebook

☐ LinkedIn

5. The “Email” section of the page allows you to automatically send a confirmation. Let’s fill it out.

- a. You may want to use a message like the following:

Subject:

Thanks for signing up for reminders about the lecture: (lecture title)

Message:

Dear friend,

Thank you for signing up to receive reminders and updates for the upcoming lecture: "Example Lecture Title," with Example lecturer.

When: May 2, 2022, at 7:00 PM ET

Where: samplelecturepage.com

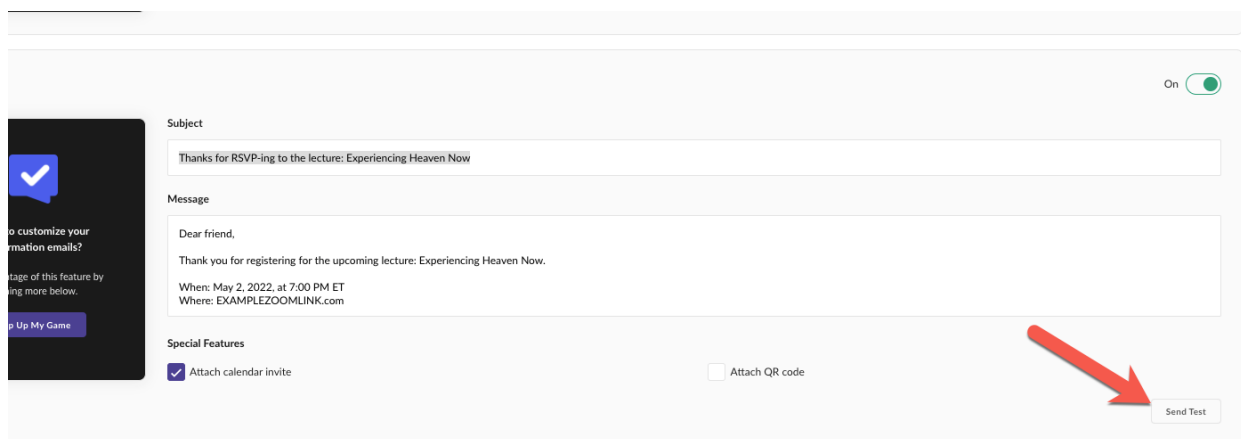
You can learn more about the activities and events of (your church name) here: yourchurchwebsite.com. If you have any questions, you can email us here: yourchurchemail@gmail.com.

Sincerely,

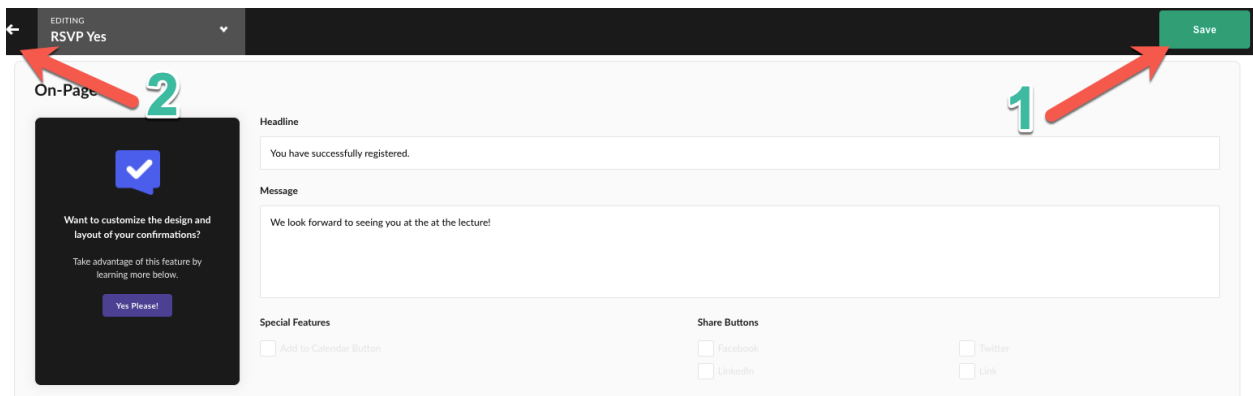
Example Name

Example Church of Christ, Scientist

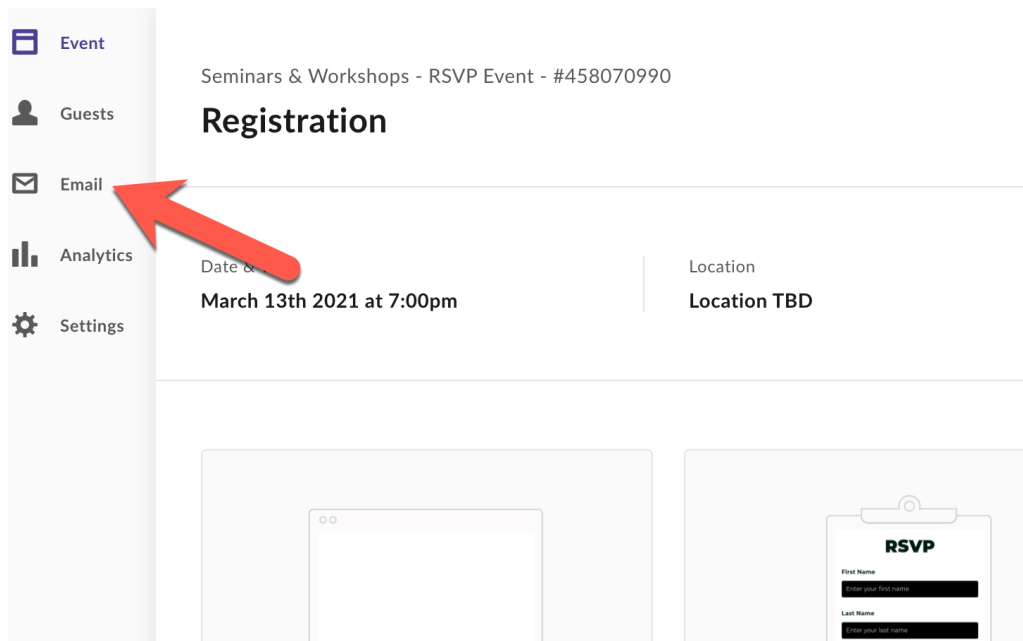
- b. To preview your confirmation email, click “Send Test” in the lower right corner of the page. Check the email inbox associated with your Splash account to view the test email.

A screenshot of a web form for creating a confirmation email. On the left, there is a dark sidebar with a blue checkmark icon and text about customizing emails. The main form area has a light gray background. At the top right, there is a green toggle switch labeled 'On'. Below this, the 'Subject' field contains the text 'Thanks for RSVP-ing to the lecture: Experiencing Heaven Now'. The 'Message' field contains a draft email starting with 'Dear friend,' followed by a thank you message and event details: 'When: May 2, 2022, at 7:00 PM ET' and 'Where: EXAMPLEZOOMLINK.com'. Under 'Special Features', the 'Attach calendar invite' checkbox is checked, and the 'Attach QR code' checkbox is unchecked. In the bottom right corner, there is a 'Send Test' button, which is highlighted by a large red arrow pointing towards it.

- c. When you're finished, click “Save” in the upper right corner of the page (see 1 below).
- d. To return to the event dashboard, click the back arrow in the upper left corner of the page (see 2 below).



6. Now let's set up a reminder email by clicking the "Email" tab on the right hand side of the screen (see below on next page).

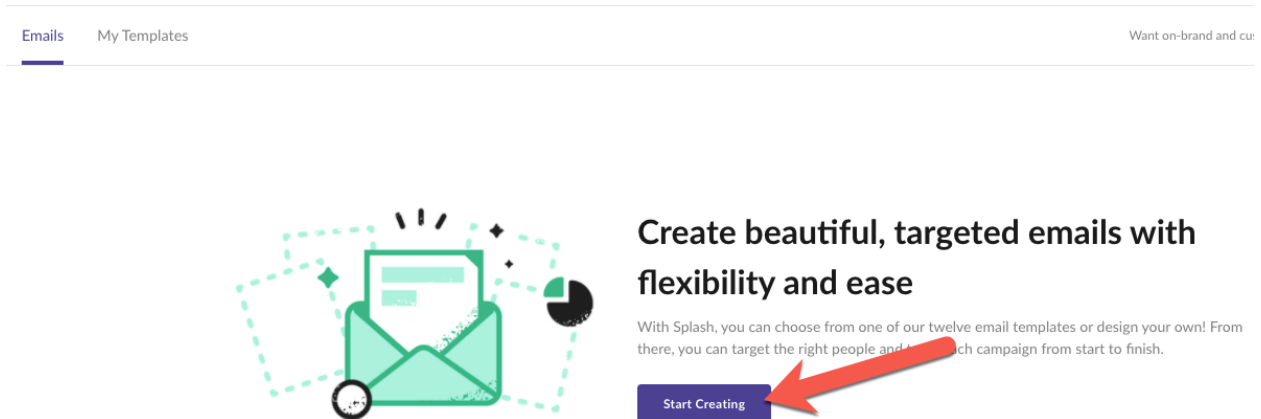


- a. ***Note, Splash must approve your account to send emails in order to proceed to this section of the tutorial. Splash gives you 50 free email sends (one email sent to ten people equals ten email sends). You can learn more about purchasing

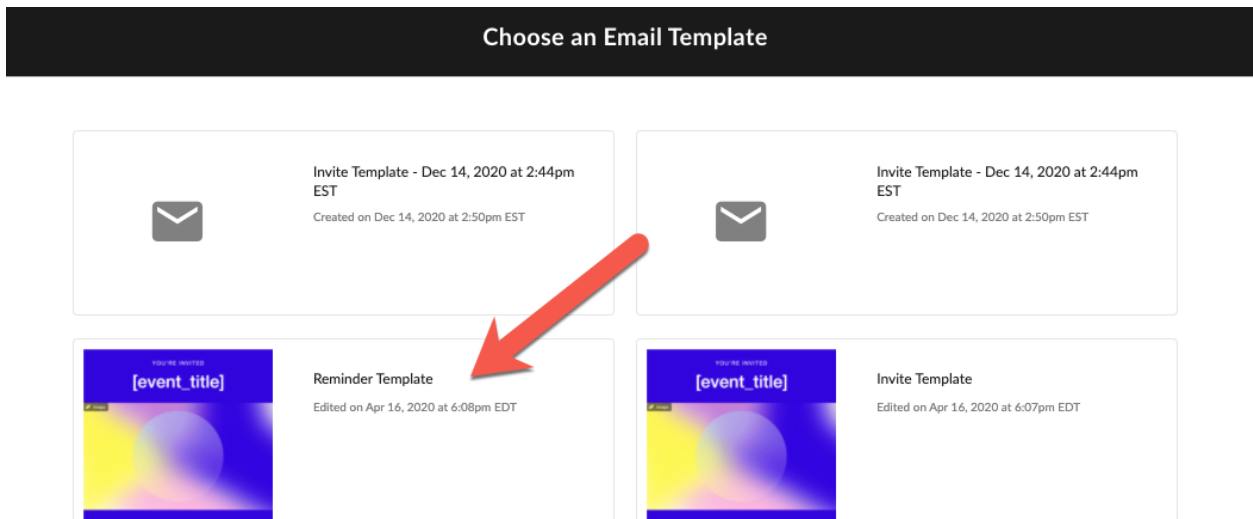
emails [here](#). We recommend starting with the existing free credits, and purchasing the lowest amount (300 email credits for \$15) when you run out of the free credits.

- b. To create your first email, click “Start Creating.”

Email Sender



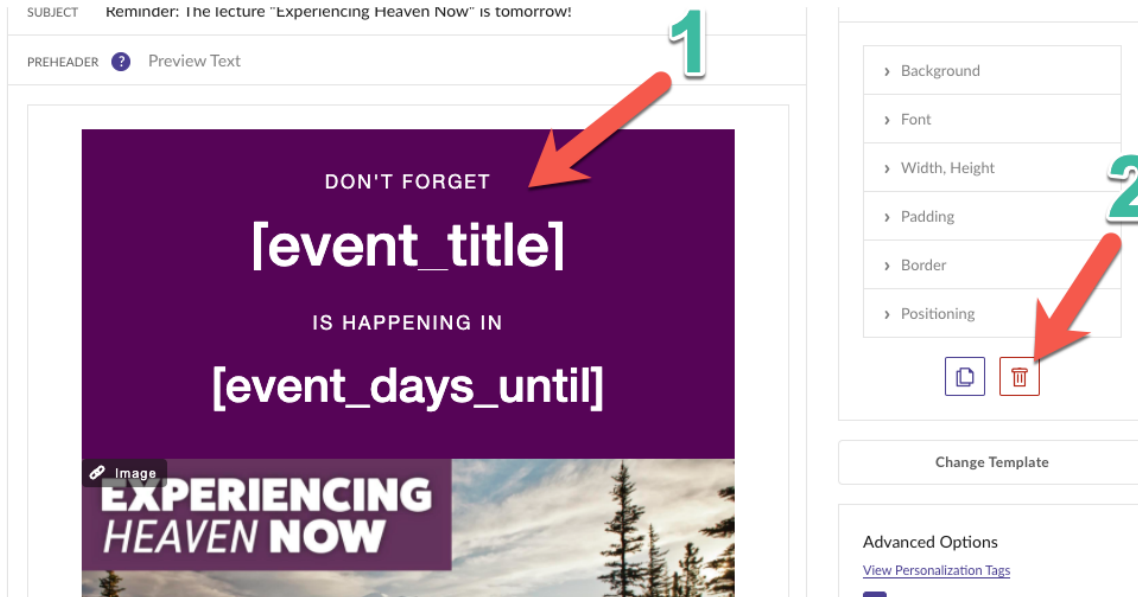
- c. We’re going to set up a reminder email together, so click “Reminder Template.”



- d. Update the “From” section to your branch church. Update the subject to something like “Reminder: The Lecture “Your Branch Church Lecture Title” is tomorrow!”

e. Let's clean up this template:

- i. Click the "Don't Forget" section at the top of the page (see #1 below), then click the garbage can icon (see #2 below).



- ii. As you can see, Splash uploaded the banner from your event page (hooray!). We want to delete everything other than that banner, and the main text so repeat the previous step for the following elements:

1. [event_title]
2. IS HAPPENING IN
3. [event_days_until]
4. [event_date]
5. at [event_time]
6. [event_venue_name]
7. [event_address]
8. [event_city], [event_state]
9. "View the Page" button
10. "See You There"

- iii. Your email template should now look something like this:

FROM

First Church of Christ, Scientist

Send Test

SUBJECT

Reminder: The lecture "Experiencing Heaven Now" is tomorrow!

PREHEADER

Preview Text

Image

EXPERIENCING HEAVEN NOW

Monday

December 14

7:30pm

christiansciencejp.com/sample-lecture2

[event_description_text]

View the Page

SEE YOU THERE

Email Layout

Main Body

Email Block

Image

Text

Button

Text

+

Change Template

Advanced Options

View Personalization Tags

Attach calendar invite

Download calendar invite

Auto-populate RSVP Field

Export HTML

- iv. Click [event_description_text] (see #1 above).
- v. Click "Align left."

Image

EXPERIENCING HEAVEN NOW

Monday

December 14

7:30pm

christiansciencejp.com/sample-lecture2

B

I

U

x_2

x^2

[event_description_text]

- vi. You may want to use text like the following for your email:

Dear friend,

We look forward to seeing you at tomorrow's lecture, "Example Lecture Title," with Example lecturer.

When: May 2, 2022, at 7:00 PM ET

Where: samplelecturepage

If you are interested in visiting our website, click here. If you have any questions, feel free to email us at EXAMPLE@gmail.com.

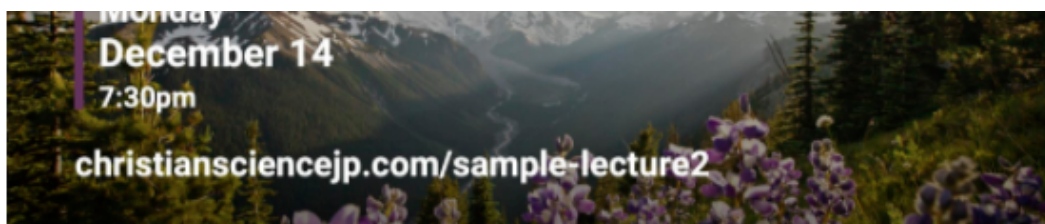
We look forward to seeing you!

Sincerely,

Example Name

Example Church of Christ, Scientist

- vii. To hyperlink text (turn a word or URL into an active link), highlight the word or URL and click the chain icon in the white bar that appears.



Dear friend,

We look forward to seeing you at tomorrow's lecture, "Example Lecture Title," with Example lecturer.

When: May 2, 2022, at 7:00 PM ET

Where: <https://zoom.us/EXAMPLE>


viii. Type the URL you want to link to in the “Url” field.

Insert link ✕

Url	<input type="text"/>
Text to display	<input type="text" value="https://zoom.us/EXAMPLE"/>
Title	<input type="text"/>
Target	<input type="text" value="None"/>

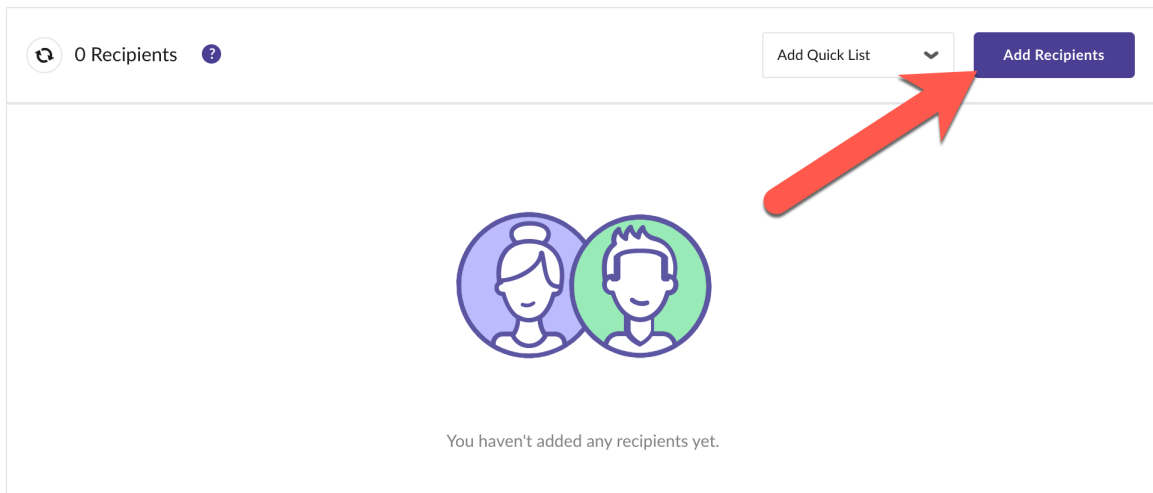
- ix. Click “Ok” to save.
- x. Before sending yourself a test, click the green “Save” button in the upper right corner of the screen.
- xi. To send yourself a test email before sending the email to the event registrants, click “send test.”

FROM	First Church of Christ, Scientist	<input type="button" value="Send Test"/>
SUBJECT	Reminder: The lecture "Experiencing Heaven Now" is tomorrow!	
PREHEADER	Preview Text	

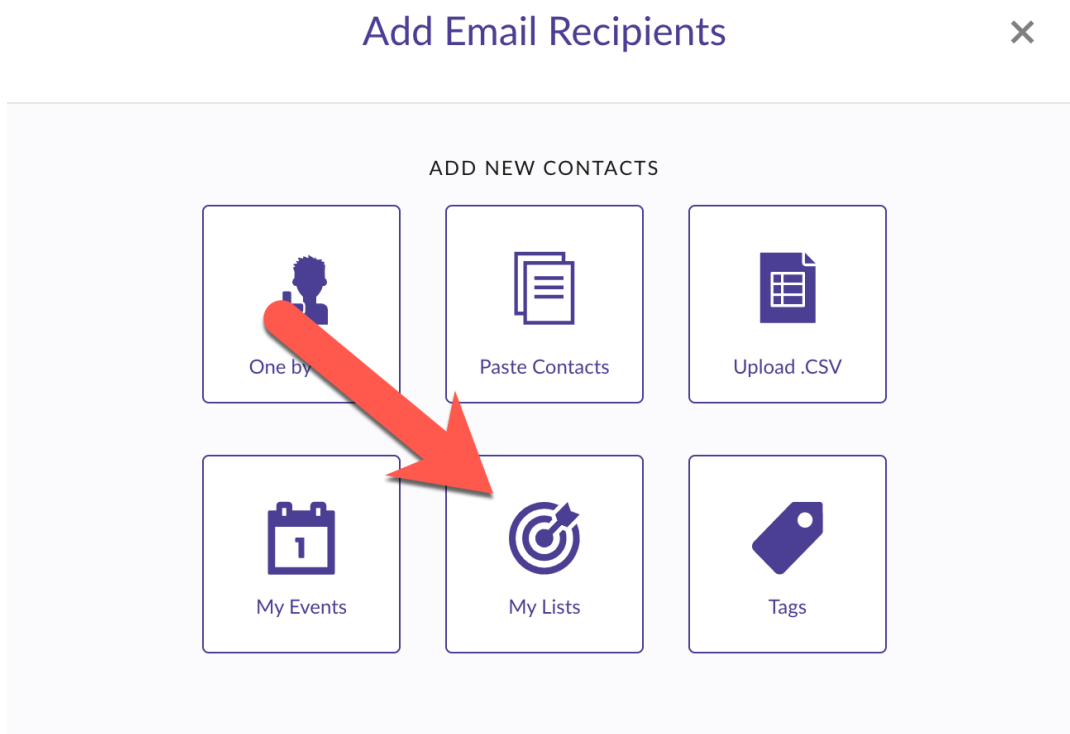


- xii. Then click the purple “Send” button. The email may take a few minutes to come through to your email inbox.
- xiii. Once you are satisfied with the email, click “Recipients” in the upper right corner of the screen.

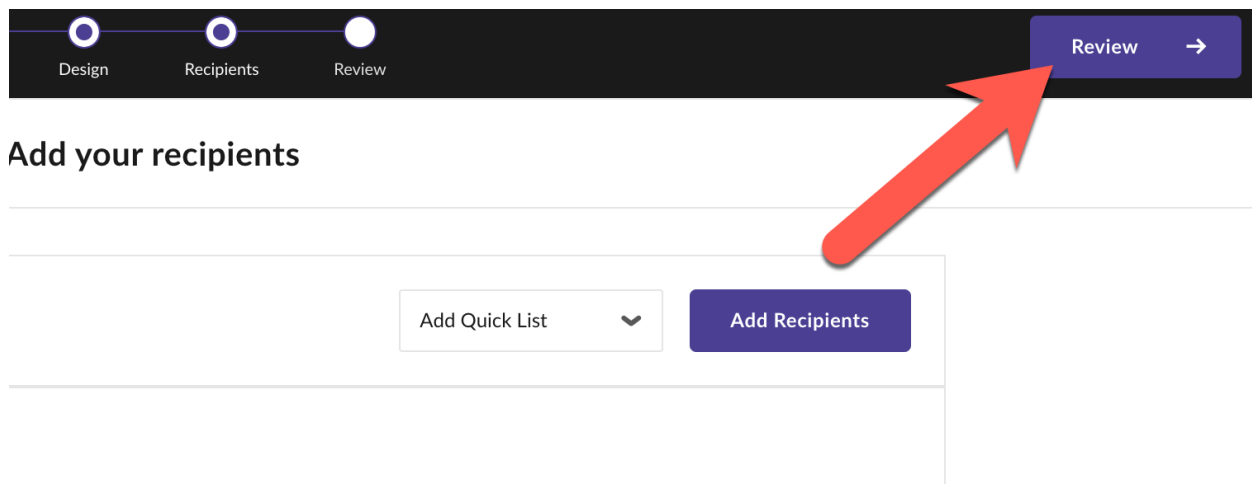
- xiv. Then click the purple “Add Recipients” button.



- xv. Select “My Lists.”



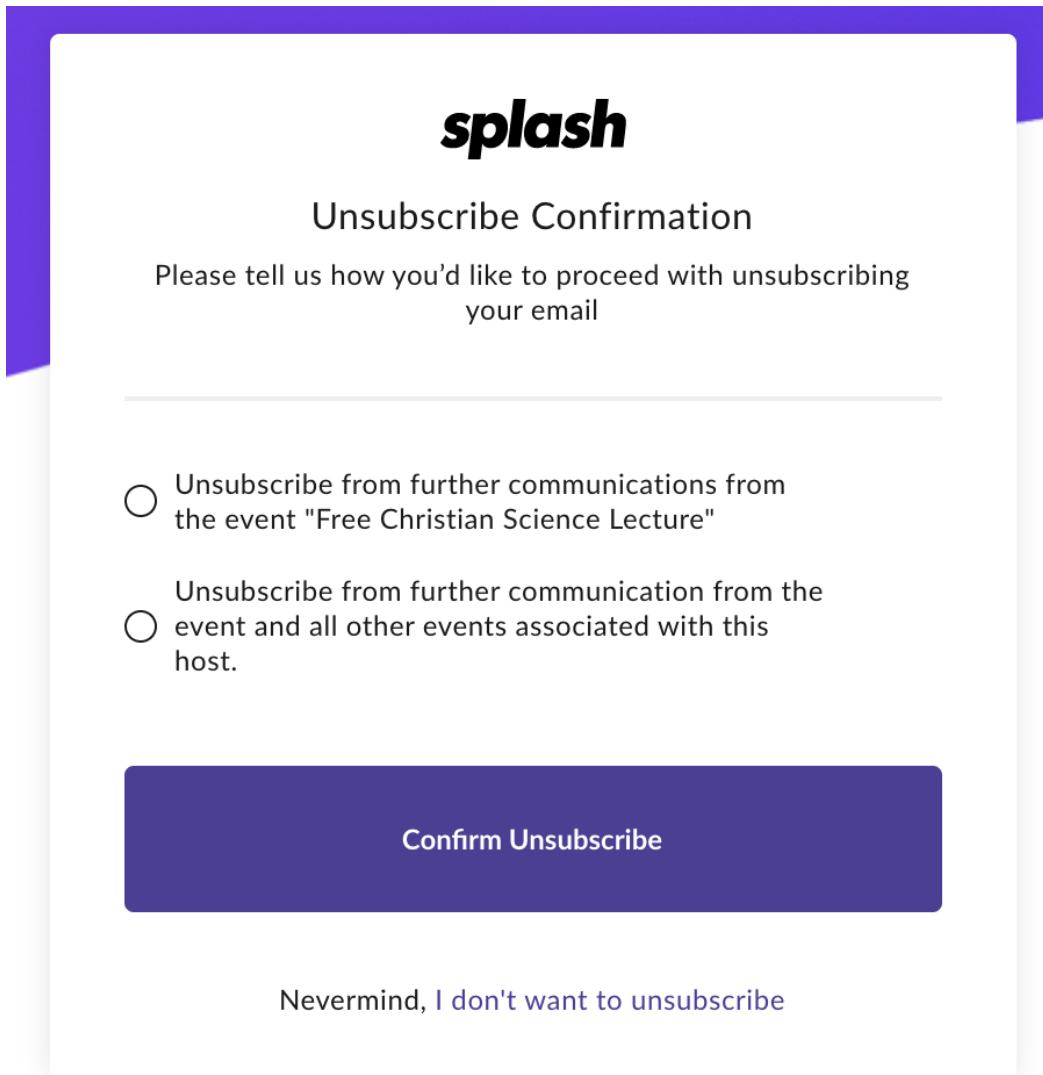
- xvi. Then select “Attending.” This essentially means everyone who has registered for the event!
- xvii. Click the “Save and Exit” button.
- xviii. Now click the purple “Review” button.



- xix. When you are ready to send the email, click the “Send” button in the upper right hand corner of the screen. Scheduling emails is a paid feature of Splash, so when you hit the “Send” make sure you are ready for the email to be sent to all attendees!
- 7. You’re all set! Now you can send confirmation and reminder emails to your guests!
- 8. There may be occasions where a registrant no longer wants to receive emails regarding the lecture.
 - a. If certain registrants no longer want to receive emails, they can easily unsubscribe at the bottom of every email.



- b. Once a registrant clicks unsubscribe, an “Unsubscribe Confirmation” window will pop up. The individual can both unsubscribe from this specific event, or any further events with the “host” (that’s you/your branch church).

A screenshot of a web-based dialog box titled "Unsubscribe Confirmation" with the "splash" logo. The dialog box has a white background and a purple border. It contains two radio button options for unsubscribing, a large purple "Confirm Unsubscribe" button, and a link to "Nevermind, I don't want to unsubscribe".

splash

Unsubscribe Confirmation

Please tell us how you'd like to proceed with unsubscribing your email

☐ Unsubscribe from further communications from the event "Free Christian Science Lecture"

☐ Unsubscribe from further communication from the event and all other events associated with this host.

Confirm Unsubscribe

[Nevermind, I don't want to unsubscribe](#)

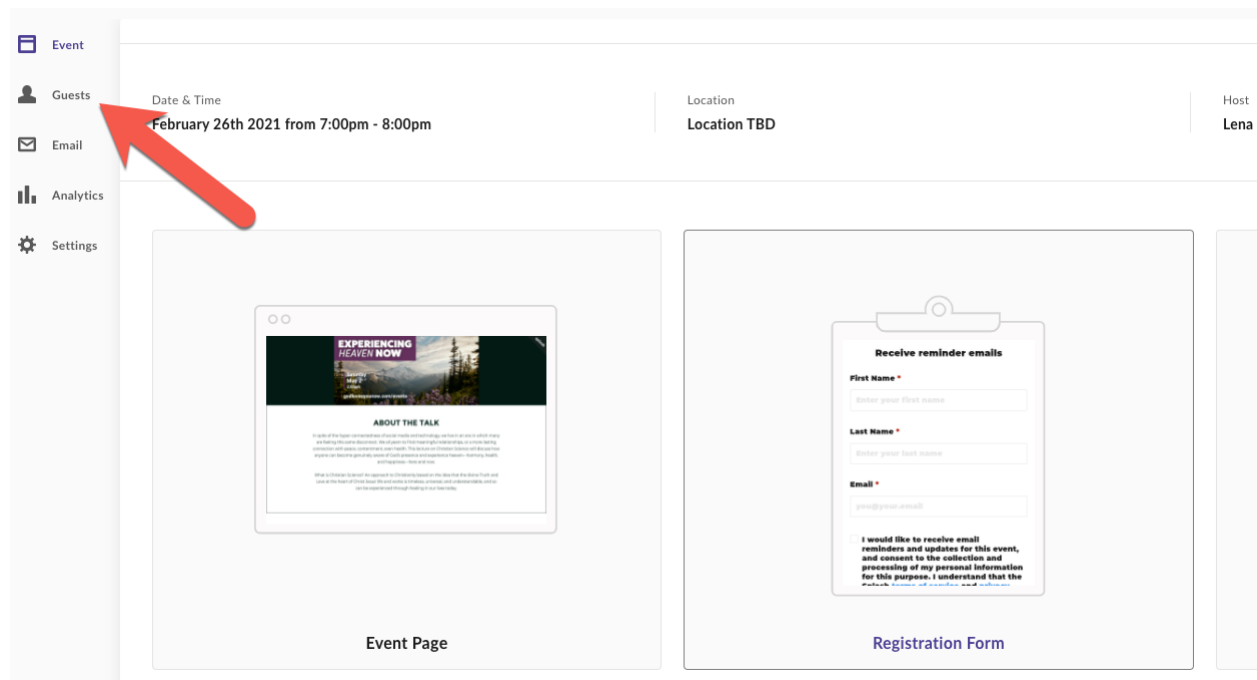
Splash Tutorials

Splash Tutorials Chapter 6: Deleting attendee data

Why use this tutorial?: A registration platform gathers and stores information about registrants. It is important to manage that data and information correctly. In this tutorial, you'll learn how to delete registrant data after the conclusion of your lecture.

Steps to setting up your reminder emails:

1. Data use: As previous chapters in this tutorial have mentioned, privacy and protecting registrant personal data is very important, legally and otherwise. Please review the important information at the front of this tutorial about data privacy. **Set a reminder to regularly delete registration data after the final update email is sent following the conclusion of the lecture.** Usually, this is the email with the link to view the recording of the lecture. **Delete the registrants' personal data within 24 hours after this final email is sent.** Best practice is to keep the data for as short a period as possible. We will address how to remove this data here.
2. Log into your account at <https://splashthat.com/login>
3. You are now in your event dashboard. Select the event, and click "Guests."

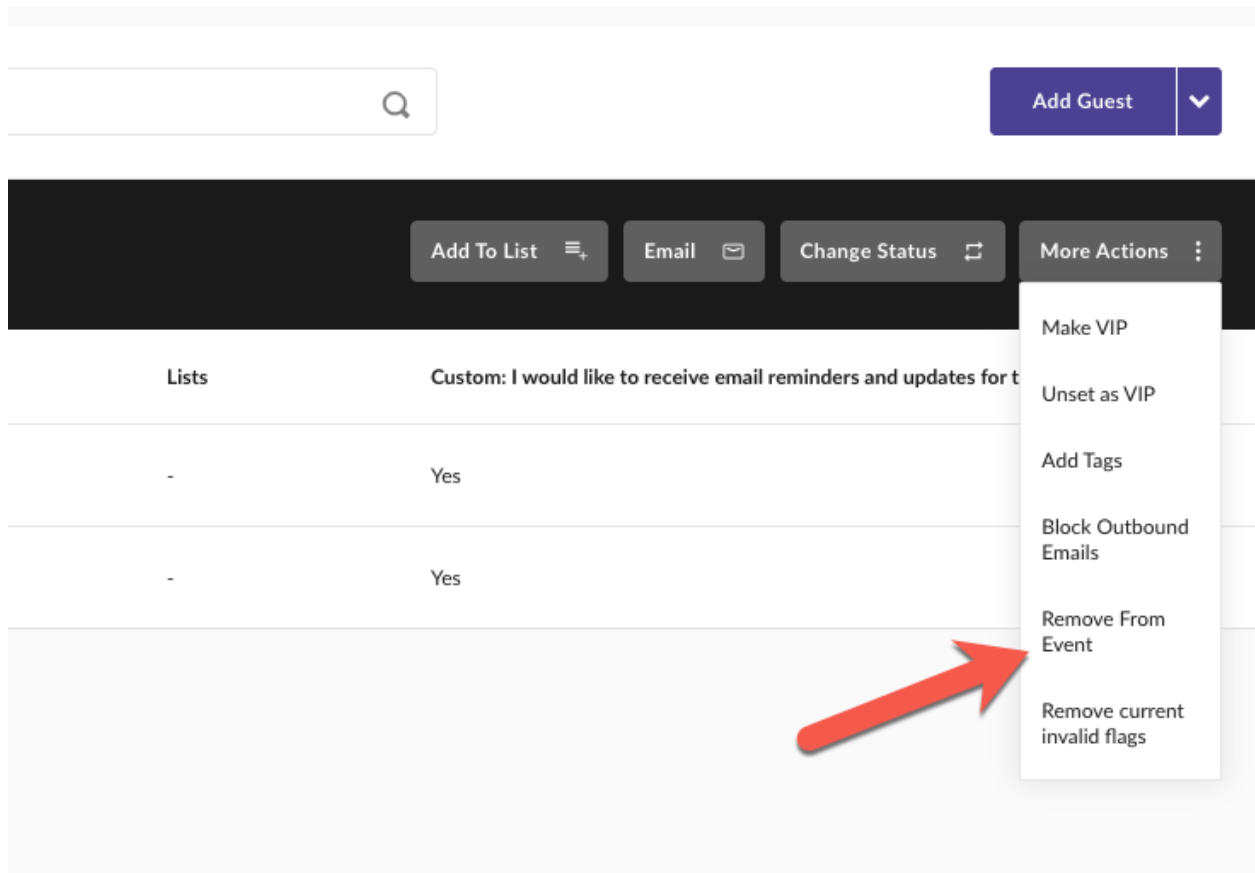


4. Here, you'll see all of the names, email addresses, and other information from the guests who have opted to receive email reminders. To delete the information from this event, click the empty checkbox at the top of the attendee information.

The screenshot displays the 'Guests' management page. On the left, a sidebar contains navigation links: Event, Guests (highlighted), Email, Analytics, and Settings. The main content area is titled 'Guests' and shows a list of 2 guests. A red arrow points to an empty checkbox at the top of the guest list, which is used to select guests for removal. The guest list includes columns for Full Name, Email, and Time.

<input type="checkbox"/>	Full Name	Email	Time
<input type="checkbox"/>	[Redacted]	[Redacted]	Apr 2
<input type="checkbox"/>	[Redacted]	[Redacted]	Apr 2

5. Once you've checked the box, go to the right hand side of your screen and click "More Actions," then select "Remove From Event." Removing guests from the event is a permanent action and cannot be undone, and is best practice for data privacy.



6. Once you click "Remove From Event," a small window will appear saying "Heads Up! Are you sure you want to delete guests from your guest list?" Make sure to press the purple delete button to finalize the process.
7. Once you press the purple delete button, the guest list should no longer contain any contact information.
8. Great work! You've successfully completed this tutorial.