

Events – Invitations and RSVPs

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Events are a feature in Navigate (as of Fall 2024) that function similar to Messaging Campaigns. Creating an Event allows staff members to:

- invite students to the event
- include event information such as location, description, or an attachment (ex. flyer)
- send a link to RSVP
- send reminders to RSVP and about the event (ex. day of or day before)
- monitor responses

No more creating a RSVP link in a separate system! Students will receive the invitation via email and/or text (SMS) and can respond within the Navigate system.


This function is ideal for group events, such as “Registration101” or probation workshops, information sessions, etc.

1. To begin, select **Campaigns & Events** from the left-side menu:



2. Under Events, select '+ Add New'.
3. Fill in the event details, noting that some are required (designated with *):

Create Event


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[Define Event](#) — [Edit Registration Page](#) — [Select Recipients](#) — [Compose Messages](#) — [Verify & Publish](#)


Define Event


Set up your event details. Specify event title, location, date, and time. You will be able to update the event image, branding logo, and description in the next step.

Basic Configuration

Internal Name * 

Care Unit: *

Maximum Number of Attendees * 

 Make invitation required? 

Event Information







Display Name *

Event Date *

Event Start Time *

Event End Time *


Event Details


-  **Internal Name**
Pending Setup...
-  **Display Name**
Pending Setup...
-  **Event Date/Time**
Pending Setup...
-  **Recipients**
Pending...
-  **Invitation Message**
Pending Setup...
-  **RSVP Confirmation Message**
Pending Setup...


4. Fill in the Start and End dates for registration. Your invitation message will be sent on the Start date. The End date can be before the Event date or on the End date, depending on your preference.


Event Registration Window

Set up the window of time where the registration page will be accessible for this event. Messages can be scheduled during any time within this scheduling window. Your invitation message will begin automatically on the registration start date.


Registration Start Date * 

September 30, 2024 


End Date * 

October 7, 2024 

Making the invitation required means that students cannot RSVP if the URL has been sent to them by other students. Use this if you want only the students you invite to be able to RSVP.

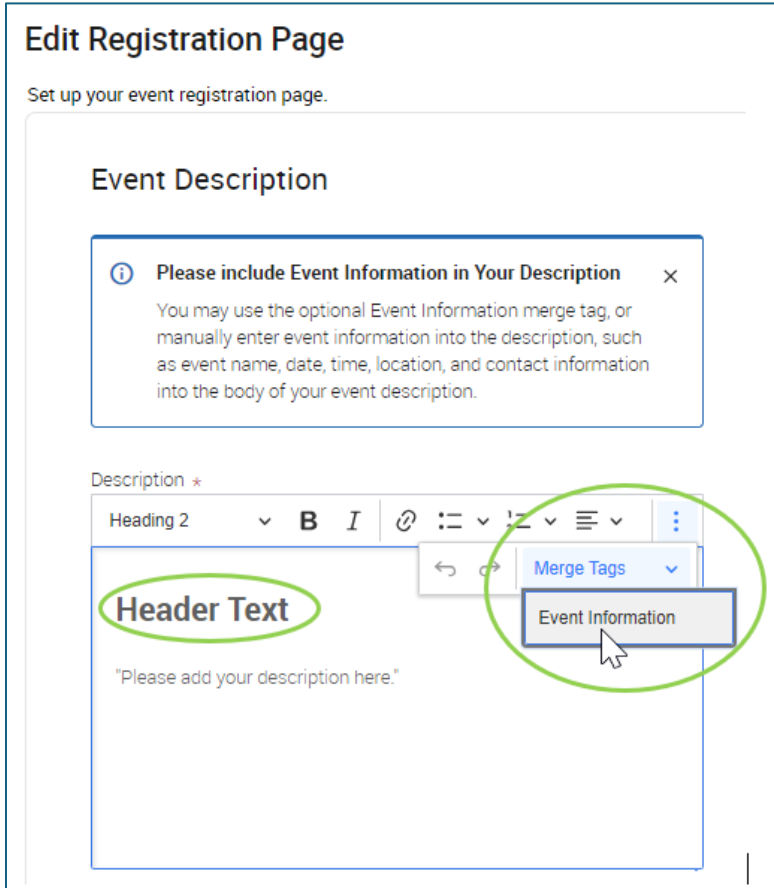
Maximum Number of Attendees * 

Enter Number

Make invitation required? 

By clicking this checkbox, it will make it required for students to receive an invitation to RSVP and attend this event.

5. Click 'Continue' to get the Edit Registration Page, where you will compose the invitation message.
 - You may want to remove the large font 'HEADER TEXT' at the top of the default message.
 - Click the 3 dots, then 'Merge Tags', then 'Event information' to insert the event details into the message.



Edit Registration Page





Set up your event registration page.

Event Description

Please include Event Information in Your Description ×

You may use the optional Event Information merge tag, or manually enter event information into the description, such as event name, date, time, location, and contact information into the body of your event description.

Description *

Heading 2 **B** *I*    

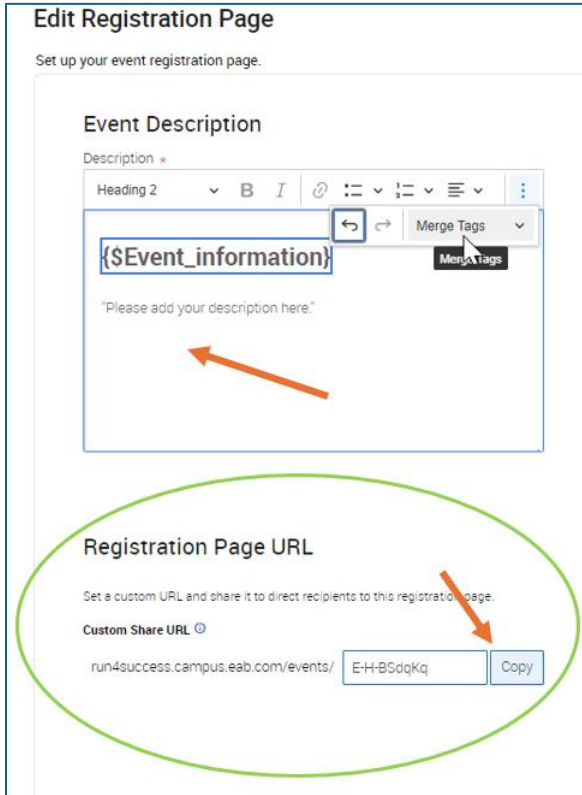
Header Text

"Please add your description here."

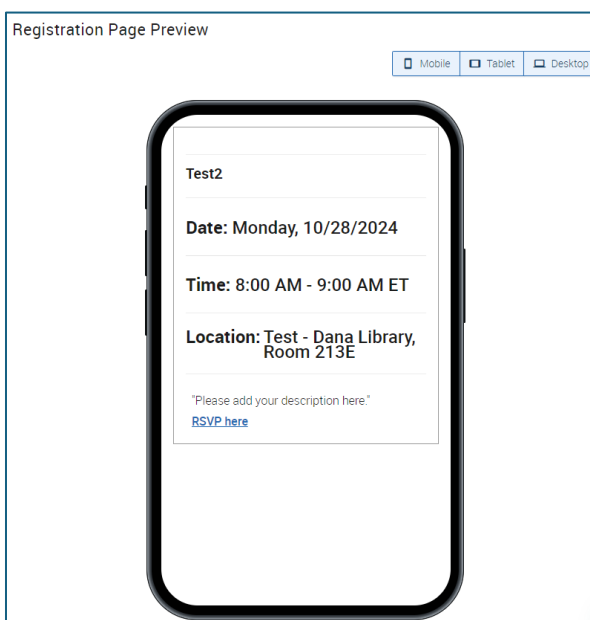
Merge Tags

Event Information

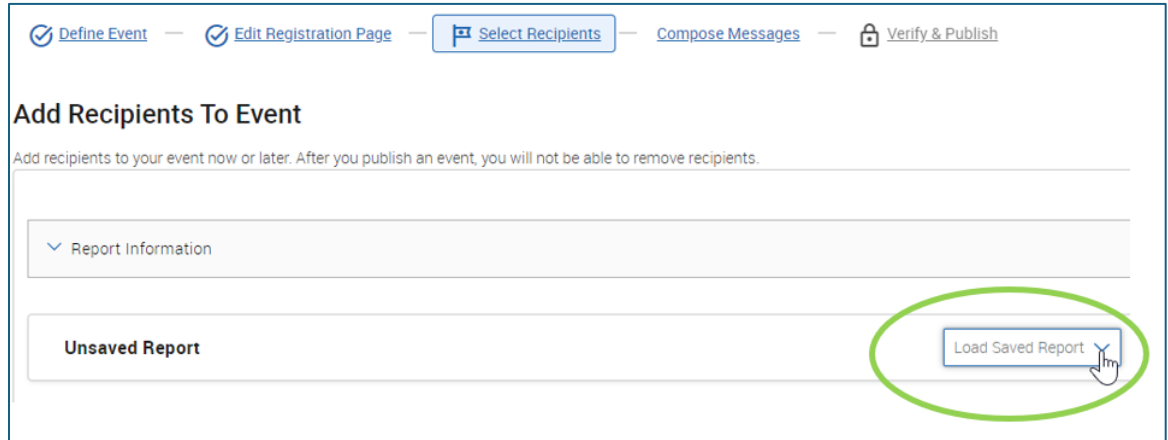
- Copy the Registration Page URL, which has been generated automatically, and paste it into the message.



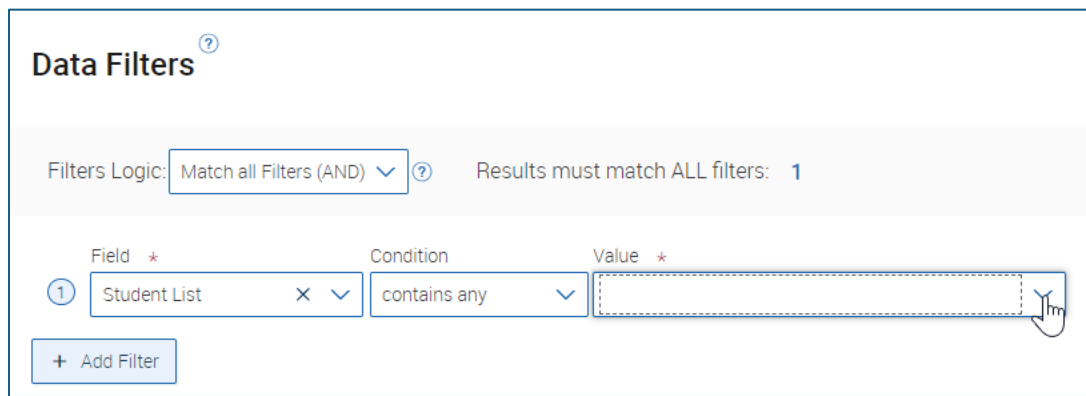
- The right side of the screen will have a preview of the message.



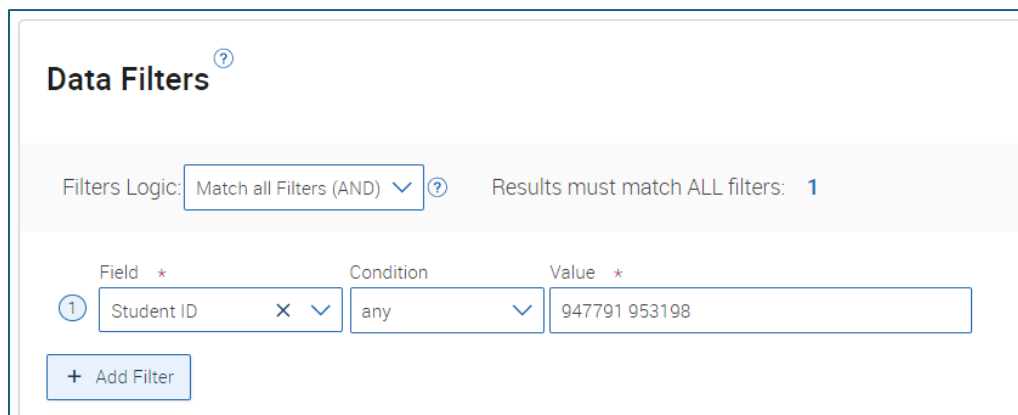
6. 'Select Recipients' uses the same filtering interface as in Reports.
 - a. If you have a Saved Report, you can select it.



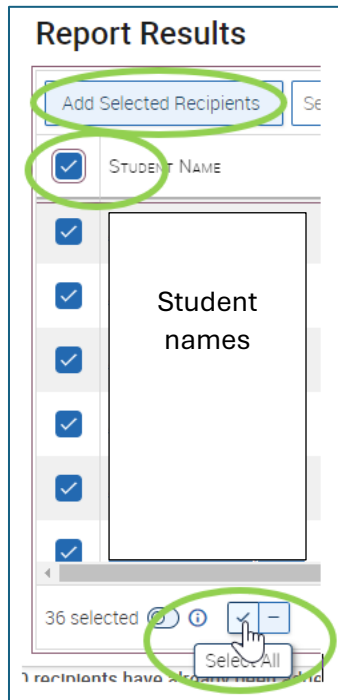
- b. If you have a Student List, you can choose it in the Data Filters:



- c. If you have a list of student IDs, use the Student ID field and the 'any' Condition, separating IDs with a space (this is the copy-and-paste default format):

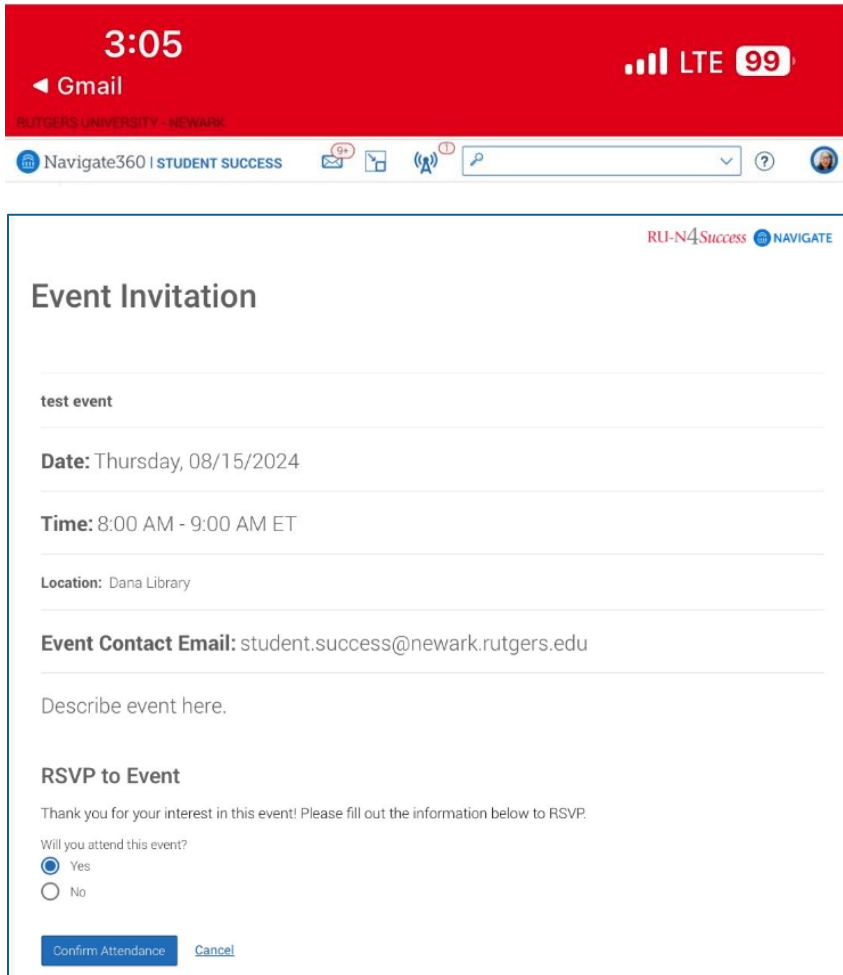


7. Once you have the Report Results:
 - a. Choose the students by checking the box at the top of the list next to 'Student Name'.
 - b. 'Select All' if there are more than 100 names in the list.
 - c. Choose 'Add Selected Recipients'.
 - d. Click 'Continue'.



8. 'Compose Messages' is similar to Messaging Campaigns.
 - a. Compose the invitation and reminders to RSVP (if desired).
 - b. Compose the RSVP confirmation message.
 - c. Compose reminders about the event (optional).

Student view of invitation on mobile device, with RSVP link (event name in this example is “test event”):



3:05 **LTE 99**

Gmail

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RU-NJ Success NAVIGATE

Event Invitation

test event

Date: Thursday, 08/15/2024

Time: 8:00 AM - 9:00 AM ET

Location: Dana Library

Event Contact Email: student.success@newark.rutgers.edu

Describe event here.

RSVP to Event

Thank you for your interest in this event! Please fill out the information below to RSVP.


Will you attend this event?

Yes


No

[Confirm Attendance](#) [Cancel](#)

Student view of RSVP confirmation:

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Event Invitation




Thanks For Your RSVP!

RSVP: Yes, I'm attending this event

You should receive a message shortly with your confirmation details and the event information.

If you need to update your RSVP, you can do so from the link in your confirmation message.

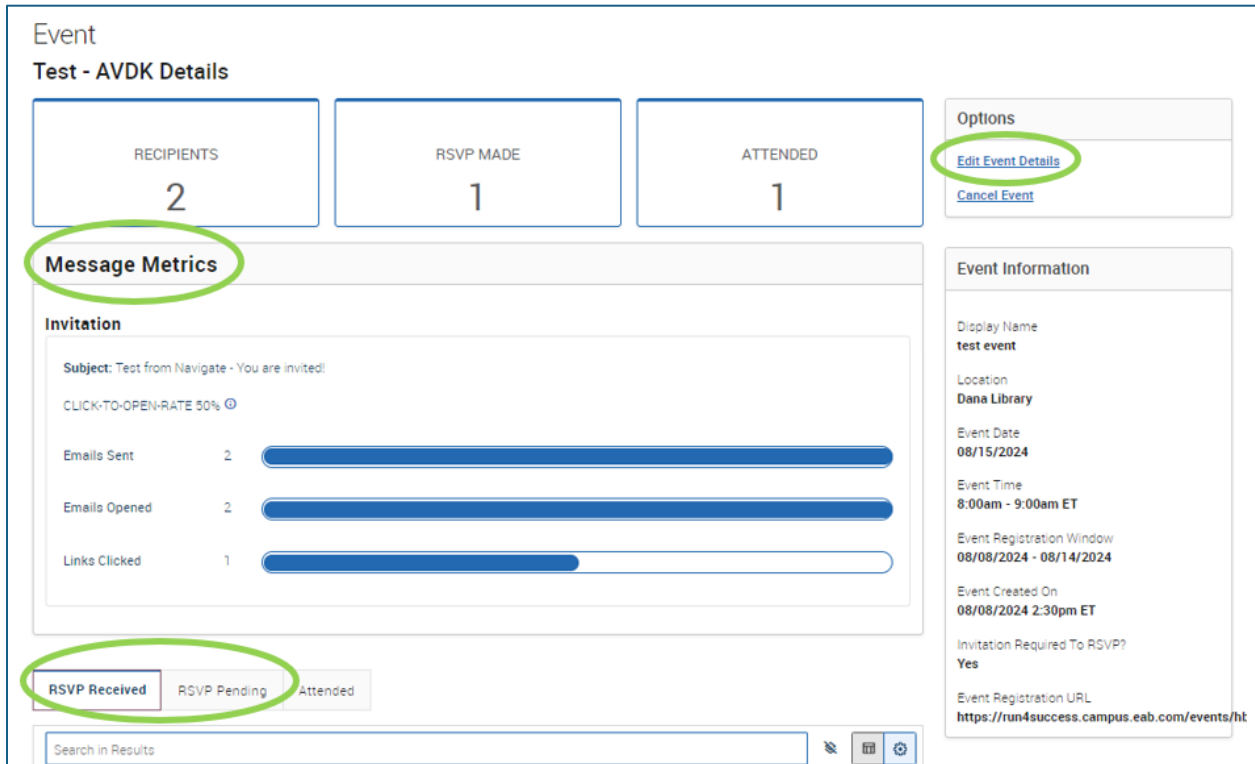
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Page last refreshed at 3:05pm
All times listed are in Eastern Time (US & Canada)

To see **RSVPs and messaging metrics**, go to Campaigns & Events, choose Events, and click on the event.

- See the number of emails sent and opened, and the number of RSVP URLs clicked.
- See details (student names) of RSVPs Received and RSVPs Pending.
- Attended does not auto-populate; you can mark students as attended or not (if desired).



Event
Test - AVDK Details

RECIPIENTS 2	RSVP MADE 1	ATTENDED 1
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Options
[Edit Event Details](#)
[Cancel Event](#)

Message Metrics

Invitation
Subject: Test from Navigate - You are invited!
CLICK-TO-OPEN-RATE 50% Ⓞ

Emails Sent	2	<div style="width: 100%;"></div>
Emails Opened	2	<div style="width: 100%;"></div>
Links Clicked	1	<div style="width: 50%;"></div>

Event Information
Display Name: **test event**
Location: **Dana Library**
Event Date: **08/15/2024**
Event Time: **8:00am - 9:00am ET**
Event Registration Window: **08/08/2024 - 08/14/2024**
Event Created On: **08/08/2024 2:30pm ET**
Invitation Required To RSVP?: **Yes**
Event Registration URL: **https://run4success.campus.eab.com/events/hit**

RSVP Received | RSVP Pending | Attended

Search in Results