

## How to sell Auctions for Salesforce tickets online using a Click&Pledge (C&P) FaaS form

A working model for a FaaS form to sell Auction Tickets online and have them show up in Salesforce. There's still improvements to be made, but it does a pretty good job.

Here's the link to the form: <https://savannastation.carolinatigerrescue.org/BTTB/ticket-purchase2.php>

### What is a FaaS form?

A FaaS (forms as a service?) form is Click&Pledge terminology for an html form that you create directly in your own website to submit transactions to C&P, which then submits them to Salesforce with the C&P PaaS app that is available on the AppExchange.

### What finally worked:

1. A FaaS form submitting a single unit ticket "product". There are 3 meal options, each with a dropdown to select the quantity of that meal option ticket to purchase. This dropdown is a custom field. Javascript works in the background to display another custom field to collect Guest Names for each meal item, and another Javascript routine totals the 3 dropdowns and submits this as a hidden field for Quantity. Custom Fields include:
  - a. Qty of each Meal Option 1 (additional custom fields for 2 and 3)
  - b. Guests for Meal Option 1 (additional custom fields for 2 and 3)
  - c. Number of Tickets- Javascript sets this as the same value as Quantity
  - d. Lead Source- This is the map for "What prompted your ticket purchase today?", we hope to figure out which marketing strategies work best.
2. A Checkout page created in the C&P online account to supply the WID for this particular item.
3. Salesforce C&P Opportunity settings
  - a. Name the Opportunity based on the SKU
  - b. Set the RecordType to "GW Auction Ticket" based on the SKU
  - c. Primary Campaign Source based on SKU- this is the 18 character version. I had to export the Campaign table to figure this out because the URL only uses the 15 character version.
4. Salesforce Custom Question Mapping  
I only mapped Number of Tickets and Lead source. Mapping Picklist fields is a recent development in C&P (if a little tedious to create all the mappings)
5. Salesforce Autoresponders
  - a. Ticket Purchase Acknowledgement- sent to users when they purchase tickets, based on SKU
  - b. Ticket Purchase Notification - sent to staff to flag them to process auction tickets. This includes a link to the Auction Ticket Tab in Salesforce
  - c. By supplying the GW Auction Ticket record type, primary Campaign, and the number of tickets on the opportunity, Auctions for Salesforce automatically recognizes these opportunities as tickets. A4SF creates temporary related "campaign member" objects on the ticket opportunity for each guest, but these are not actually added to the Campaign Members until they are filled in. C&P can't map to these custom fields, so this has to be done manually- thus the staff notification. Once staff receive the ticket purchase notification, they use the link in the notification autoresponse to go to the Auctions Ticket Tab in Salesforce, and open the ticket for the recent purchase. They fill in the Guest Names and meal selections provided in the custom questions presented in the notification.

### What doesn't work:

1. Trying to use multiple items in the FaaS form without using Products in the Salesforce C&P Opportunity settings- this ends up creating a multiple Opportunities for each meal type. Functional, but ugly.
2. Trying to use Products for each Meal ticket type- I spent a long time with this concept, but in the end, I was having problems getting the Opportunities to create the correct record type and campaign, and Auctions for Salesforce couldn't recognize the opportunities as tickets without this capability.

PS- JavaScript finally worked for what I needed it to do; however, it's ugly. In my minimal experience learning on the fly, Javascript is a pain, particularly compared to PHP. The phrase 'going around your elbow to get to your ..', well, you get the picture. If you want to get the clean Javascript code I finally managed, let me know (Amanda Byrne, Carolina Tiger Rescue)

### Suggested Improvements:

1. If Auto Responders could include the Opportunity ID, I could possibly set the link in the notification email to go straight to the ticket that needs editing as opposed to a list of all tickets.
2. It would be great if the guest names and meal choices could be mapped directly to these temporary campaign member items on the ticket, thus automatically adding them as Attendees- but this would involve some in depth analysis of how A4SF creates these Campaign Members from the Auction Ticket Opportunity.

Well- that's how to create a C&P FaaS form to sell tickets and have them show up in Auctions for Salesforce! Now on to Auction Sponsorships, bleh...