# Initial Setup Instructions

To our new camps: welcome to CampMinder! We're thrilled to have you as part of our growing family. For our existing camps redesigning their websites, we're glad to know you're working to improve your online presence.

As you probably know, the CampInTouch portion of your website will be hosted by CampMinder and is intended to look like the rest of your site. Visitors should feel as though they are interacting with your brand and not a third-party company.

Part of your initial setup involves installing your logo, web template, and other branding into the CampMinder system. We will also prepare and test your CampInTouch website template. This template is what allows our CampInTouch system to maintain the look and feel of your website.

To do this setup, we need a few things from you. Please forward the following pages to your IT department.

CampMinder charges $165/hour for integration work. However, we offer two hours free with setup, which should be enough time for us to integrate and test your new website in most cases. Occasionally, an organization that has no IT department or person, or one that has an exceedingly outdated website, will take us longer. Following is some advice to help keep extra costs down.

Once your IT department compiles and sends us the information we need, we'll do the setup. Also, please note that if you need us to re-do this setup at any time in the future, or if you re-design your website and need the template re-installed, there will a $165/hour charge.

Please don't hesitate to call if you have any questions.

Sincerely,
The CampMinder Team

# For the IT Department

Instructions are provided below so you can send CampMinder the files needed to get you set up. Please make sure the files you provide match our specifications. We have put together Sample Files that you can use as a starting point.  **Sample Files:** http://www.campminder.com/samples.zip

## 1. Send us your Logo

We need your logo in various sizes.

**Logo Usage Screenshots:** http://campminder.com/files/

|  | Global | Reports | Email | Invoices |
|---|---|---|---|---|
| Dimensions WIDTH HEIGHT | Up to 150 pixels 50 pixels | Up to 150 pixels 50 pixels | Up to 508 pixels Up to 100 pixels | 7.625 inches* 1.875 inches* (200 PPI) |
| Background | #EEEEEE | #FFFFFF | #FFFFFF | White |
| Save as | GIF | GIF | GIF | JPG (200 PPI) |
| File name | YourCampGlobal.gif | YourCampReports.gif | ...Email.gif | ...Invoice.jpg |
| Notes |  |  | We suggest you not use animated GIFs | Use "Save as..." (not "Save for web") and set quality to 9 |
| Usage | CampMinder System | CampMinder System | Default email template | Printed/emailed invoices |

Usage Screenshots: http://campminder.com/files/

*For this one image, please verify in inches as well as pixels. The width must be 1525 pixels and the height must be 375 pixels.

**For Windows Users:**

Please note that it is necessary for us to receive the logos in the correct form and size. Incorrectly sized logos will be sent back to you. All images must be saved as .gif, except for the staff and invoice logos, which can be either .gif or .jpg. To change the file type, go to *File → Save as..* in your image editing program, and choose .gif or .jpg from the drop-down menu on the bottom of the screen.

Please name the logo files in "camelCase", with your organization's name followed by the relevant file. For example, Camp Boulder's global logo would be "boulderGlobal.gif."

A final note: If we are updating your logo, please clear your browser's cache after we install it into your CampMinder system. Otherwise, you may continue to see your old logo as you browse through CampMinder. For information on how to clear your cache, check out http://www.wikihow.com/Clear-Your-Browser%27s-Cache

## 2. Build a CampInTouch Template

Each organization will want a general template that matches the branding and look and feel of their primary web site. There are two strategies for preparing your CampInTouch template.

1. Utilize your current web site and graphics to make a CampInTouch template, which matches almost identically to your existing home page.
2. Utilize a Web Design firm to produce a custom template page (or pages) which shares the branding of your primary site, but has been altered for design, branding, technology and/or marketing purposes to be different than your primary web site.

In the case of the first strategy, CampMinder will manage the entire template production process. We will acquire your web page markup, images and styles from your public web site. We'll notify you if there is something special we need to access which we cannot gather ourselves via your public site, such as 3rd party fonts. With process #1, we will do our best to maintain the primary headers, footers, and navigation while replacing the content area with our CampInTouch insert. Certain 3rd party elements, such as Facebook widgets will not be able to be included.

We will attempt to utilize any Flash elements, but if you use Flash to provide navigation links, we'll

**header: logos and tagline**

only be able to use the Flash file if it references web addresses with absolute links (such as those beginning with http or https).
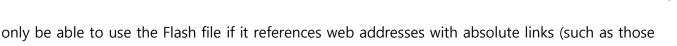
For those organizations interested in process #2, below are guidelines for preparing your CampInTouch template(s).

We have provided an example of a template file for you in the sample files. At minimum, you will need to provide a singular default template. But you have the option of including additional templates, which will appear for specific activities. There is no need to include the alternate templates if they are not different from the default template. The different possible templates are listed below.

|  | Pages Targeted |
|---|---|
| default.html (required) | Log in, My Account, Email, News, Videos, Cart, Credit Card Information, Guest Accounts, Financial Information, Family Contact Information, Phone Reservation System, Camper Information, Forms Dashboard, Change Password, Help |
| alumni.html (optional) | Alumni Log In, Alumni Message Board, Alumni Search, Alumni Profile, Alumni Registration |
| prospectiveParent.html (optional) | Inquiry Form |
| prospectiveStaff.html (optional) | Staff Application |
| camperApp.html (optional) | Camper Application |

## A word about fees

A well designed CIT Template generally takes two hours to implement and test. CampMinder allocates two hours of integration work for each new organization to set up a CIT Template. Work beyond two hours is billable at a rate of $165/hour. **Following the below guidelines should ensure that the work we need to do can be done in the allotted time.** If the below guidelines are not followed, CampMinder will send your template(s) back to you unless you have authorized CampMinder to work beyond two hours at the billable rate for template design/integration.

## How to build your CampInTouch template

- Design your web page, leaving a minimum of 530 pixels width for the CampInTouch content area. We suggest you leave a margin on the sides as well.

- Do not include a <DOCTYPE>.

- Do not include a <HTML> tag.

- Do not include a <HEAD> tag.

- Do not include a <BODY> tag.

- The CampInTouch template will be delivered over a Secure Socket Layer (SSL) using HTTPS -- meaning all content will be sent and received using secure encryption. As such, all site content (javaScript files, CSS style sheet files, images, Flash files and fonts) should all be housed on the CampInTouch secure servers and referenced using local paths.

- Any references to content on external web sites should ideally be loaded over SSL using an HTTPS protocol.

- References to all local content should be done using the pattern: "/CampFiles/C153/...". Each organization will have its own private ID. We'll provide this ID to you along with this document. The ID will be used in place of the number 153 in the segment above. Each template will reside at that location, such as: "/CampFiles/C153/default.html".

- You may place your content in any structure you wish under the "/CampFiles/C153/" path.

- References to content listed in HTML and CSS files should follow the above rule, either using relative paths "../", absolute paths "/CampFiles/C153/..." or using an external HTTPS location.

- Change link URLs from local paths to absolute paths (e.g. "activities.html" changes to "http://www.mycampname.com/activities.html").

- Set the wmode of your SWFs to transparent or opaque.

- The CampInTouch master page loads the following javaScript library scripts:
  - jQuery-1.7.1
  - jQuery-ui-1.8.18
  - prototype.js

- Do NOT load any of these scripts.

- The CampInTouch master page also calls the jQuery.noConflict( ) function, so there is no need for you to include this command either.

- Do NOT use the jQuery shortcut $. in any of your javaScript functions or files. You will need to replace the $. shortcut with the long form jQuery. in all locations.

- If you need to call a javaScript function on page load, include it as such: <mcmonload>myFunction();</mcmonload> with one line per function -- without quotes around the function statement.
- Do not include any "document.domain=" assignments in any of your javaScript functions (this includes any uses in any third party libraries you may wish to include). Doing so will interfere with the security settings our template implements.
- Do not include any Facebook widgets on the template. The Facebook implementations interfere with the previous item as the javaScript Facebook utilizes reassigns the "document.domain" setting.
- Insert the comment <!--CMCONTENT--> on its own line with no leading or trailing spaces or tabs to indicate where the CampInTouch content should be rendered. It is imperative that this tag not include leading or trailing spaces and be placed on its own line. Also, do not include space within the comments around the word CMCONTENT.

## Styling your CampInTouch Template

Styles applied to the CampInTouch Template should be applied using CSS Classes or IDs rather than styling HTML Elements. This will prevent template styles from interfering with CampInTouch functionality. Any styles not used by the CampInTouch Template should be removed from the style sheets included with the Template. If these guidelines are not followed, there may be an additional charge applied to the organization to account for the additional modifications and testing that CampMinder does to integrate the template.

Styling HTML Elements directly should be avoided at all costs. Also, styling HTML Elements of specific CSS Classes which are assigned to any of the wrapping Elements of the CampInTouch <!--CMCONTENT--> container should also be avoided at all costs. Please contact us if you have any questions regarding these limitations.

Here are additional constraints you will need to follow regarding styling:
- Do not include z-indexes higher than 20.
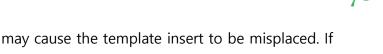- Do not use position:relative; z-index:1 on parent elements of the CMContent insert.

- Do not use absolute positioning as this may cause the template insert to be misplaced. If absolute positioning is required, you may need to compensate by using additional padding on parent containers of the CMContent insert.

## Testing your CampInTouch Template

You should now have a template that works locally (temporarily adding DocType, html, and body tags may be required on your local viewing system). At this point we suggest you test your template against various browsers; we will make sure CampInTouch works in your template in Internet Explorer versions 7-9, the current version of Firefox on Mac & PC, the current version of Google Chrome on Mac & PC, and the current version of Safari on Mac & PC. (Internet Explorer 6 is not supported by CampInTouch.)

## 3. Custom Email Stationery

CampMinder provides a basic, default email stationery at no charge. If this is all you desire, please send an email, mailing address (can be two if you have one for summer and one for winter), phone number and fax number (if desired) to integration@campminder.com.

The following information is for camps that want to develop custom e-mail stationery (you can have as many as you'd like).

People read email in desktop applications like Outlook, browser-based readers like Gmail, as well as on mobile phones and other devices. Each of these has its own quirks, so your HTML email may display differently depending on where it is read. For the most consistent result, keep it simple! Use old-fashioned HTML.

Some general suggestions:
- Use tables with fixed widths for layout.
- Keep your most important styles inline.
- If you want something to be center aligned, use align="center".
- Keep your width under 600 pixels.
- There are experts in HTML e-mail marketing out there who offer tips. Also, you may be able to find free templates to customize.

## How to build your e-mail stationery

- Open the EmailTemplate directory in your sample files and rename Default.html and Default.XML as yourcampnameemail.html and yourcampnameemail.XML (this will be the name of your email stationery).
- Use the HTML file to design and preview your email stationery locally.
- Upload all images to your web server and reference them absolutely (e.g. http://www.mycampname.com/images/emailLogo.gif).
- Once your e-mail looks the way you want, copy the CSS declarations and HTML into the appropriate blocks of the XML template.
- Include the comment <!--BODY--> on its own line with no leading or trailing spaces or tabs to indicate where the e-mail body should be rendered.

## Zip it and send it

Email your completed files to integration@campminder.com and someone from our team will let you know when you can expect them to be ready.

**Questions?** Please contact CampMinder at 303-444-2267 x. 2 with any additional questions.

CampMinder