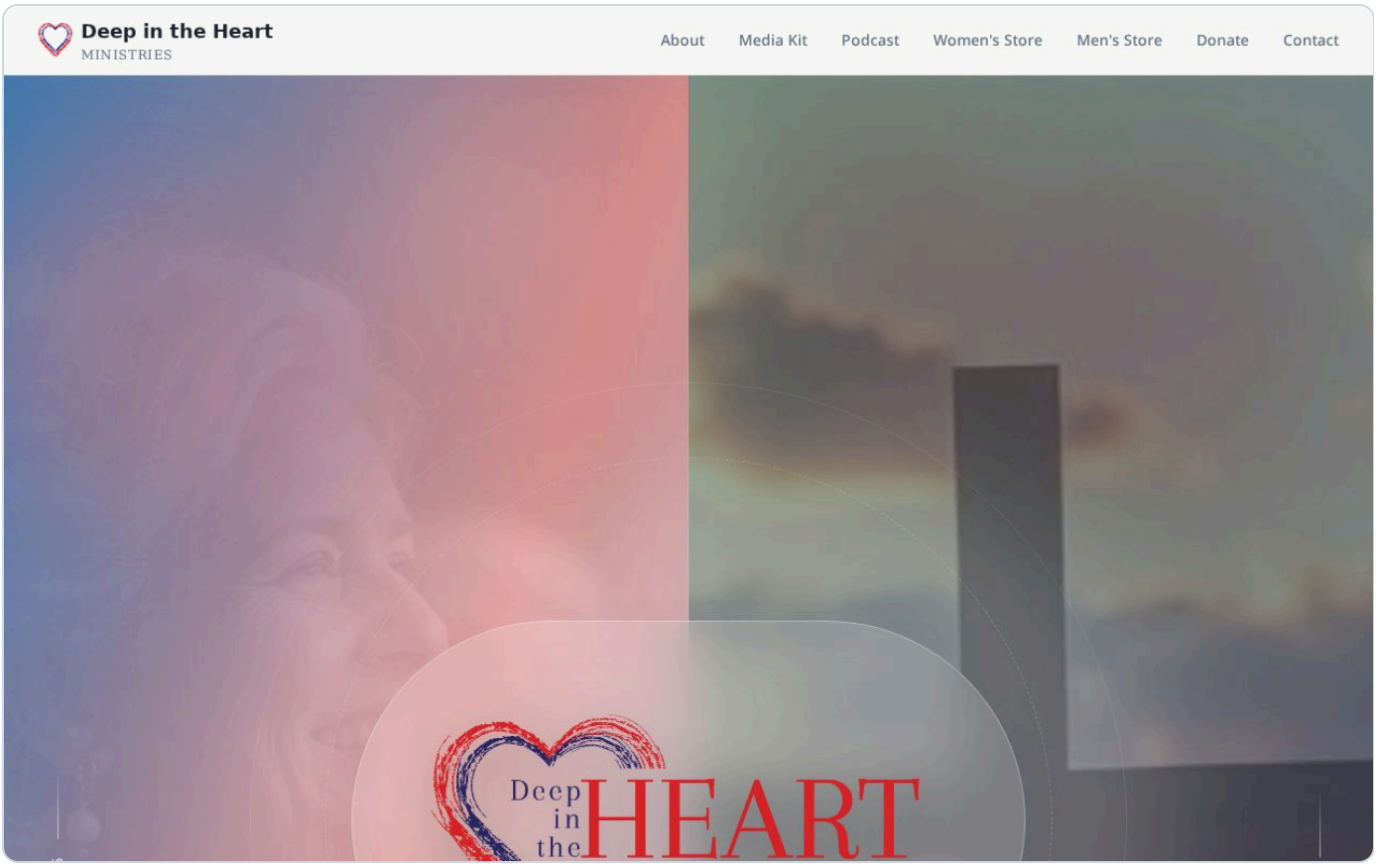
PROMOMEDIA
ADVERTISING AGENCY

TECHNOLOGY WHITEPAPER · EVENTS, MINISTRY & NONPROFIT

Two Conferences, One Platform That Runs the Whole Ministry

How PromoMedia built a single web platform that sells tickets, checks in attendees, runs two merchandise stores, raises funds, publishes content and manages it all from one admin dashboard.



Client
Deep in the Heart Ministries

Events
Women's & Men's Conferences

Payments
Stripe tickets, store & giving

Live at
deepintheheartministries.com

EXECUTIVE SUMMARY

Replacing a patchwork of tools with one operational platform

Deep in the Heart Ministries runs two full-scale Christian conferences — a Women's Conference and a Men's Conference — each with its own speakers, sessions, tickets, merchandise, resources and community. Running them with separate ticketing services, online stores, donation tools, email lists and spreadsheets meant duplicated work, scattered data and fees paid to several platforms.

PromoMedia built one platform that runs both. Attendees buy tickets, choose sessions, redeem promo codes and receive QR-coded tickets. Staff check people in at the door from a phone. Each conference has its own merchandise store. Donors give one-time or recurring gifts, and campaigns such as Giving Tuesday and Stars at Night have their own pages. The ministry publishes a blog with an approval workflow, collects survey responses and resource requests, and syncs contacts with Constant Contact.

Every payment runs through Stripe's secure hosted checkout and is confirmed by a signature-verified webhook. Staff access is controlled by roles and page-level permissions, and database rules restrict who can see orders, attendees, donations and submissions.

> One login, one dashboard, one source of truth — for tickets, check-in, merchandise, giving and content across both conferences.

THE BUSINESS PROBLEM

Two conferences meant twice the tools and twice the work

Before the platform, each part of the ministry ran on a different system — and the team stitched them together by hand.

Pain point	What it was costing the business
Third-party ticketing	Per-ticket fees, limited branding and attendee data locked inside another company's platform.
Manual check-in	Paper lists and spreadsheets slowed lines at the door and made attendance hard to track.
Disconnected stores and giving	Merchandise and donations lived in separate tools, with separate reports and separate payouts to reconcile.
Email list busywork	Attendee and subscriber lists were exported and imported into Constant Contact by hand.
Content bottlenecks	Blog posts, surveys and resource requests moved through email threads with no clear approval path.

THE SOLUTION

A dual-conference platform with a unified back office

The platform separates the Women's and Men's experiences — each with its own homepage, speakers, sessions, store, FAQ and resources — while sharing one database, one admin dashboard and one ministry identity.

How it works

01 Buy tickets

Attendees choose tickets, enter attendee details, select sessions and shirt sizes where applicable, and pay through Stripe's hosted checkout. Promo codes can be validated and redeemed for complimentary tickets.

02 Confirmation and QR ticket

A signature-verified Stripe webhook records the payment, sends confirmation emails and notifies the team. Each attendee receives a QR-coded ticket.

03 Check in at the door

Staff search attendees or scan the QR code from a phone, confirm the registration and mark attendance. Each check-in records the time and the staff member, and can be undone if needed.

04 Shop and give

Attendees shop each conference's store with product options and cart checkout. Donors give one-time or recurring gifts and can manage recurring giving after verifying their email with a one-time code.

05 Publish and engage

The team drafts blog posts (with AI-assisted writing and SEO checks), routes them for approval by email, and schedules publication. Surveys and resource requests are collected and tracked.

06 Manage everything

Staff manage attendees, orders, products, inventory, promo tickets, photo albums, speakers, notifications and reports from one dashboard, with Constant Contact sync for email marketing.

Who uses it

Attendees, shoppers & donors	Buy tickets, shop, give, take surveys, request resources and read the blog — no account required for most actions.
Staff	Access only the admin pages they have been granted — for example check-in, attendees or the store.
Administrators	Full control of events, tickets, products, orders, donations, content, users and permissions.
Blog approvers	Review and approve posts through secure emailed approval links.

FUNCTIONALITY IN DEPTH

Everything a ministry event team needs, under one roof

Each module replaces a tool the ministry used to pay for or manage separately — and connects it to the same data.

ARCHITECTURE

Dual-Conference Design

Two conferences, one codebase.

- Separate Women's and Men's homes, speakers and sessions
- Independent stores, FAQs and resource libraries
- Shared ministry, podcast and media kit pages
- Consistent branding across both

TICKETING

Tickets, Promo Codes & Check-In

Full event ticketing without a third-party platform.

- Online ticket purchase with session selection
- Promo ticket creation, email delivery and redemption
- QR scanning and attendee search at the door
- Printable promo tickets and attendee exports

COMMERCE

Conference Stores

Branded merchandise for each conference.

- Products with variants and inventory
- Cart and Stripe checkout
- Product sync to Stripe
- Order management and confirmations

FUNDRAISING

Giving Campaigns

Purpose-built pages for donation drives.

- One-time and recurring donations
- Giving Tuesday goal and donor displays
- Stars at Night event donations and drawing
- Donor self-service portal with email verification

CONTENT

Blog, Surveys & Resources

A living content platform.

- AI-assisted drafting with SEO analysis
- Email approval workflow and scheduled publishing
- Configurable conference surveys
- Resource requests with status tracking

OPERATIONS

Unified Admin Dashboard

One back office for the entire ministry.

- Attendees, orders, products and promo tickets
- Page-level staff permissions
- Constant Contact integration
- Analytics and ad-spend reporting

SECURITY & DATA PROTECTION

Protecting attendees, donors and payments

A ministry platform handles names, emails, purchases and gifts from people who trust the organization. The platform protects that trust with layered controls on payments, access and data.

Payments
IS MY CARD SAFE?

- Card entry handled by Stripe's hosted checkout — card numbers never touch the ministry's systems
- Every Stripe webhook verified with a cryptographic signature before an order is recorded
- Store prices read from the database on the server, not from the browser

Identity & roles
WHO CAN DO WHAT?

- Secure email and password sign-in for staff with password reset
- Roles stored in a dedicated roles table; staff granted access page by page
- Role-change protection so users cannot promote themselves

Database access rules
WHO CAN SEE WHAT?

- Row Level Security on orders, attendees, promo tickets, donations, surveys and submissions
- Orders and attendee records restricted to administrators, authorized staff and the server
- Email-marketing tokens and donor verification codes accessible only to the server

Server-side services
WHERE ARE THE KEYS?

- Stripe, email, Constant Contact and AI keys kept on the server
- Ticket issuing, resource updates and drawings verify the staff member's identity and role
- Scheduled automation requires a protected service credential

Abuse protection
IS IT SAFE FROM SPAM?

- Schema validation and HTML escaping on submissions
- Honeypot spam traps and rate limits on selected public forms
- Donor recurring-gift management unlocked by an emailed one-time code

Accountability
WHO DID IT?

- Each check-in records the time and staff member
- Blog generation and approval actions logged
- Private storage with signed links for podcast audio

> Attendees and donors pay through Stripe, and ministry staff see only the parts of the platform their role allows.

BUSINESS VALUE

Where the platform pays for itself

Value comes from consolidating tools, automating manual work and keeping more of every ticket, purchase and gift inside the ministry's own system.

Value lever	How the platform delivers it
Fewer platforms to pay for	Ticketing, stores, giving and content run in one system instead of several subscriptions and per-ticket fees.
Faster event days	QR check-in and attendee search shorten lines and give real-time attendance.
Automatic reconciliation	Signature-verified payment confirmations record orders and send emails without manual entry.
More giving	Dedicated campaign pages, recurring giving and donor self-service make it easy to give again.
Owned attendee data	Every registration, order and gift lives in the ministry's own database and syncs to Constant Contact.
Content that keeps working	Approval workflows and scheduled publishing keep the blog active between conferences.

Technology foundation

React 18 + TypeScript · Vite · Tailwind CSS / Radix UI · Supabase Postgres + Row Level Security · Supabase Auth · Serverless Edge Functions · Stripe Checkout + signed webhooks · Constant Contact · Resend email · AI-assisted content · QR scanning · Mapbox & YouTube

How PromoMedia delivered it

01 Discovery

We mapped every touchpoint of both conferences and every task the team was doing manually — from ticketing to fundraising to email lists.

02 Design

We designed a warm, mobile-first experience that splits cleanly into two conferences while keeping one ministry identity.

03 Build

We built ticketing, promo codes, check-in, dual stores, giving campaigns, blog, surveys, resources and a unified admin dashboard on one platform.

04 Launch & grow

We launched both conference sites, trained staff, and continue to ship new features season over season.

COULD THIS WORK FOR YOU?

Running an event, ministry or nonprofit that has outgrown off-the-shelf tools?

The same platform approach works for any organization juggling tickets, merchandise, donations and content.

Churches & ministries
Conferences, retreats, giving campaigns and resource libraries in one place.

Nonprofits & associations
Galas, memberships, fundraising drives and donor portals.

Festivals & event producers
Multi-event ticketing, QR check-in, vendor stores and sponsor pages.

Schools & camps
Registrations, session selection, merchandise and parent communication.

Why businesses build with PromoMedia

- **Problem first, software second.** We start by studying how your team actually works — the counter, the phone calls, the spreadsheets — and only then design the tool.
- **Security built in, not bolted on.** Sign-in, roles, database-level access rules and server-side handling of keys and payments are part of every build from day one.
- **One local partner.** Strategy, design, development, launch, marketing and ongoing support from a single Tyler, Texas team that answers the phone.
- **Built to grow.** Platforms are designed to add features, users and locations without starting over.

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