

# Paid event discounts

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## Granting Discounts to Paid Events

Offer discounts to selected people when hosting paid events, whether volunteers, special guests, or members in particular roles. Heylo supports different mechanisms depending on the event and goals:

1. **Event Discount Links:** Best for one-time, hidden discounts
2. **Role Discounts:** Best for discounts to a group of members, tied to roles
3. **Registration Discounts Restricted by Role:** Offer tiered pricing for a single event and restrict registration by role

## Event Discount Links: One-Time Discount Access

Generate a one-time discount link for the paid event. When someone uses that link, the discount is applied automatically — no promo codes required. Create unlimited discount links, and turn them on and off as needed.

### When to use

- To invite a guest (photo/videographer, speaker, VIP) for free or at a special rate.
- To reward volunteers, community partners, sponsors, or key supporters.
- To offer friends-of-members a chance to experience your group at a discount.
- For occasional promotions or group-specific offers without exposing blanket discounts.

### How to set up

1. [Create](#) or edit a [paid event](#) (add a price)
2. Open **Payments Registration Settings** in the event editor.
3. Generate one or more discount links.
4. Publish the event.
5. Edit the event, copy the link, and send the link(s) to the target recipient(s).
6. **Toggle links on or off** anytime to maintain control.

7. Monitor registrations via those links on the event page.

## Best Practices and Tips for Leaders

- **Label links clearly** (e.g. "Volunteer Discount 2025") so you can tell which is which.
  - **Use link expiration or toggling** to prevent misuse.
  - **Communicate role benefits clearly** — when you use role-based discounting, make sure members know how to qualify (e.g. "to earn volunteer role, sign up three times").
  - **Track link usage and registration reports** to understand ROI (who used the discount, did they attend, did they convert to full price later).
  - **Combine strategies** — use role-based discounts for ongoing roles and links for special cases (guests, one-time offers).
  - **Monitor and audit** — if too many people use discount links or your role-based discounts, re-evaluate pricing tiers or restrict link issuance.
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