OMG!

OWN MY GIVEAWAY

Installation Guide

Install your giveaway in about 15 minutes, for $0.

Everything runs in **your** free accounts. You own it all.
No developer. No monthly fee.



5 steps | About 15 minutes | $0 to launch | Beginner friendly

Keep this guide. It is the written companion to the install video. If you lose your place — or if somebody helps you install it — hand them this guide and they can follow the exact same steps.

START HERE

Read it, watch it — or hand it to a helper

Some people prefer watching a video. Some people prefer reading. This guide does the same job as the install video, in writing: it tells you **what to do and where to go**, one screen at a time, in the exact order.

Print it and check the boxes as you go. If you stop halfway, you will know exactly where you left off. And if a friend, an assistant or a freelancer installs it for you, this guide is all they need — every name and value in it matches the kit exactly.

Before you start — checklist

- [ ] A **free Cloudflare account** — this is where your database, engine and giveaway page will live.
- [ ] A **free Resend account** — only when you want the automated emails switched on. You can skip it on day one.
- [ ] Your **kit files**: the file `worker/worker.js` and the site zip (the 4 site files).
- [ ] About **15 minutes**, a pen for the write-down boxes, and this guide.

No credit card is needed for the free accounts, and no domain is needed to launch.

Your map — you will create 4 things

1 A database
Step 1 — an empty Cloudflare D1 database that holds your entrants.

2 A Worker — the engine
Step 2 — one file you paste into Cloudflare. It runs everything.

3 Your giveaway page
Step 4 — the page people visit to enter, on a free address.

4 Email sending (optional)
Step 3 — Resend, for confirmations, reminders and winner notices.

Which zip goes where — read this first

The site zip goes to a Cloudflare Pages project named `giveawaykit-contest` — a **new** project, in **your** account (Step 4). Never upload it over another site's project. The full-kit zip is just the whole folder for your files; it does not get uploaded anywhere.

STEP 1 · About 2 minutes

The database

This is where your entrants will be stored. You create it empty — the kit fills it in by itself later.

WHERE TO GO: Cloudflare dashboard → Storage & Databases → D1 SQL Database → Create database

1. Open your Cloudflare dashboard and go to **Storage & Databases**, then **D1 SQL Database**.
2. Click **Create database**.
3. Name it exactly: `giveawaykit`
4. Click Create — and you are done with this step.

STOP — leave it empty. Never paste SQL anywhere. There is no schema to run: the Worker builds its own tables automatically on its first run. An empty database is the correct start.

- [ ] **Database created, and left empty.**

Why so simple?

Most tools make you import tables or run setup scripts. Own My Giveaway was built the other way: on its very first visit, the Worker checks the database, creates everything it needs — tables, settings and one starter prize — and is ready. You will see that happen in Step 5.

STEP 2 · About 5 minutes

The Worker — the engine

WHERE TO GO: Cloudflare → Workers & Pages → Create → Worker

1 · Create it

1. Name it: `giveawaykit-api`
2. Click **Deploy**. The temporary “Hello World” sample is normal.

On a brand-new account, Cloudflare first asks you to choose your **workers.dev subdomain**. Pick one — it is a normal, one-time step for every account.

2 · Paste the engine

1. Click **Edit code**.
2. Select all, delete, then paste the **entire** contents of `worker/worker.js` from your kit.
3. Click **Deploy**.

3 · Connect the database

1. Go to your Worker → **Settings** → **Bindings** → **Add binding**.
2. Choose **D1 database**. Variable name: `DB` (exactly, capitals).
3. Select the `giveawaykit` database from Step 1, then Save / Deploy.

- [ ] Worker created and deployed with the kit code (not Hello World).
- [ ] Database bound, variable name `DB`.

STEP 2 · Continued

Your four values

WHERE TO GO: Your Worker → Settings → Variables and Secrets → Add

Add each value below on that same screen. Two are secrets; two are plain text.

Name	Type	What it is
`ADMIN_KEY`	Secret	A password **you invent**. It is what opens your giveaway admin. Keep it safe.
`RESEND_API_KEY`	Secret	From Step 3. You can skip it now and add it later, on this same screen.
`MAIL_FROM`	Text	Your sending address, for example: `Your Brand <giveaway@yourdomain.com>` It must be on your Resend-verified domain.
`SITE_BASE`	Text, optional	Your giveaway's public address, from Step 4. You can add it after Step 4.

Write these down now

My ADMIN_KEY:

My Worker address — it looks like `https://giveawaykit-api.<your-subdomain>.workers.dev`:

You will need the Worker address in Step 4. There is a full write-down sheet on the last page of this guide, too.

- [ ] **Values added, ADMIN_KEY and Worker address written down.**

STEP 3 · Optional · Do it now or later

Email with Resend

Resend sends your automated emails: entry confirmations, reminders, and the winner and non-winner notices after the draw.

WHERE TO GO: resend.com → sign up free → Domains → Add Domain

1. Create a free Resend account, then go to **Domains** → **Add Domain** and enter a domain you own.
2. Resend shows you **DNS records** to add. Add them **where that domain's DNS actually lives**: if the DNS is on Cloudflare, go to your domain → DNS → Records → Add record. If it is at your registrar, add them there. Either way is fine — the DNS does not need to be in the same account as your giveaway.
3. Wait for the domain to show **Verified** in Resend. That usually takes minutes.
4. In Resend, go to **API Keys** → **Create API Key**, choose **Sending access**, and copy the key.
5. Paste it into your Worker as `RESEND_API_KEY` (Step 2, same screen), and make sure `MAIL_FROM` is an address on the verified domain.

Nothing breaks while you wait. Until the domain is verified **and** the key is set, your giveaway works normally — emails simply stay off, and the Worker skips sending safely. The moment both are in place, every automated email starts working instantly. No code change, ever.

My sending domain:

.....

My MAIL_FROM:

.....

Test mode — fresh account, no domain

Trying it first? **Skip this whole step.** The giveaway, admin, entries, bonuses and the draw all work with emails off. Your free addresses are complete on their own: the site at `giveawaykit-contest.pages.dev` and the engine at its `workers.dev` address. Add email, and a custom domain, later — in any order.

STEP 4 · About 4 minutes

Your giveaway page

First — one line to change

1. Open `site/app.js` from your kit.
2. At the very top, find the marked line: `const API_BASE = "https://YOUR-WORKER.workers.dev";`
3. Replace that placeholder address with **your Worker address** from Step 2. Save the file.

That is the only code edit in the whole install.

Then — zip the site

Zip the **contents** of the `site/` folder — the 4 files themselves (`index.html`, `admin.html`, `app.js`, `styles.css`) at the top of the zip, not a folder inside the zip. If you edited `app.js`, re-zip your edited files.

WHERE TO GO: Cloudflare → Workers & Pages → Create → Pages → Upload assets

1. Create a **NEW** project named exactly: `giveawaykit-contest`
2. Upload your zip, then click **Deploy**.
3. Your giveaway now lives at: `https://giveawaykit-contest.pages.dev`

That free address is a complete address on its own, and it works forever. Later, if you want your own domain on it: Pages project → Custom domains → Set up a domain, for example `giveaway.yourdomain.com`. Purely branding.

Need a domain? (Optional)

A domain is optional — many people launch on the free address. If you want one and do not know where to get it: register it at any registrar. Our recommendation is **Namecheap**: the domain stays in **your** account there, in your name; then add it to Cloudflare for free DNS by changing the nameservers — that is the exact setup this kit is built for.

We are only an affiliate for that recommendation: if you buy through our link, we may earn a small commission, at no extra cost to you. We never own or control your domain. (Link slot left open in this v1 draft.)

- [ ] **Giveaway page deployed at its pages.dev address.**

STEP 5 · About 3 minutes

Launch check

1. Open your `pages.dev` address. You should see your giveaway page with a generated cover.
2. Open the same address with `/admin.html` at the end, and log in with your `ADMIN_KEY`. On this first visit, **the database builds itself** — tables, settings and one starter prize (“Grand Prize — $100 Gift Card”) appear on their own.
3. In the admin, use **Quick-create**: set your real prize and its value, your start and end dates, your Facebook page and group links, and your brand name and colours.
4. Make a **test entry** with your own email on the public page.
5. If email is set up, click the confirmation link in the email you receive. The whole chain is now proven.

- [ ] **Test entry made, and confirmed if email is on. You are live — share your link.**

After the giveaway — your list keeps working

A giveaway lasts days. A list lasts. From the **same admin**, you can email everyone who entered: change the subject, change the message, and send.

Use it for a new product, a sale weekend, a coupon for people who did not win, a partner offer, or your next giveaway. Emails go only to people who consented when they entered, with an unsubscribe — that is what keeps them welcome, not spammy.

Giveaway #1 builds the list. Every promo after that is an audience you already own, for free.

AFTER YOU INSTALL · Make it yours

Make it yours — logo and colours

Your giveaway already looks finished — it ships in a built-in green, gold and cream. The **Brand Kit** makes it *yours*, in about a minute, with no code:

1. Open your admin and go to **Réglages** (Settings). The first card is **« Marque — logo et couleurs »** (Brand — logo & colours).
2. **Logo:** upload your logo file. It appears at the top of your giveaway page. No logo? Your brand name shows as text instead — equally fine.
3. **Three colours: Main** — buttons, headers, and the colour band at the top of every email. **Accent** — badges and highlights. **Background** — the page behind everything.
4. Save. The public page **and every email** — confirmation, winner, reminders — take your colours immediately. Change them any time, as often as you like.

☐ **Logo uploaded, three colours picked — page and emails wear your brand.**

Languages — FR · EN · ES

Your visitors get three pills at the top of the giveaway page: **FR | EN | ES**. The whole *frame* — buttons, labels, instructions, fine print — is already translated in all three and flips instantly.

Your content — titles, prize names, rules, emails — is never translated for you: you write it in the FR and EN fields, exactly as in Step 5. A Spanish visitor sees your **English** content. There are no Spanish content fields, on purpose, so nothing is ever half-translated or left blank.

Your admin has its own **FR | EN** pills, top-right — that switches the admin *interface* only, never your content.

AFTER YOU INSTALL · Two more levers

The race prize — Top Referrer

Every giveaway has a lottery. This prize is a **race**: it skips the draw and goes to whoever **referred the most confirmed entrants**.

1. When you create or edit a prize, tick **« 🏆 Meilleur référent / Top Referrer »** on the prize form.
2. At draw time, that prize goes to the top of the referral ranking — most referrals wins. Ties go to the earliest signup. Quantity 2 means the top two win one each.
3. Only **confirmed** entrants count: a referral who never confirmed their email does not move the score.
4. Nobody has referrals yet? The prize falls back to a normal weighted draw, and the admin tells you it did.

On your public page, the prize carries a 🏆 tag — and the optional leaderboard (a switch in Settings) turns the race into a show.

Two consents, one list

Your entry form has **two** checkboxes. The first is the giveaway consent — required; it is what makes an entry an entry. The second is **optional**: « Yes, also send me offers and news (optional) ». It **never** affects who can enter or win.

What it does: it builds you a **permission-based marketing list**, quietly, as entries come in. See it in the entrants table (the **Mkt** column) and in the CSV export. Entrants from before this feature simply count as “no” — the list grows from the next entrant on.

Then use it: admin → **Courriels** → **« Courriel libre »** (Free-form email) — write any subject and message, and choose **Envoyer à** (Send to): everyone, or **Marketing seulement** — only the people who ticked yes. Favourite move during a giveaway: **one partner spotlight a day** — one email, one partner, their prize centre stage.

AFTER YOU INSTALL · New in Version 3

Win it now — Instant Win

Not every prize has to wait for the final draw. An **Instant Win** prize is won the moment an entrant **confirms their email** — at odds you set.

1. Create or edit a prize and tick **« ⚡ Gain instantané / Instant Win »**. Set the odds — **1 in 20**, say. The prize's quantity is your stock: 10 in stock at 1-in-20 lasts about 200 confirmations.
2. When an entrant confirms, the kit rolls for them **on the spot**. A winner sees a celebration right on the confirmation page and gets the normal winner email — same skill-testing question, same claim window as a draw win.
3. **One** instant prize maximum per person — nobody sweeps the table. And when the stock runs out, Instant Win quietly stops. Nothing to switch off, nobody to disappoint.

In the admin, instant winners carry a ⚡ badge in the winners list, right beside the draw winners.

☐ **An Instant Win prize live — excitement from the very first entry, not just at the draw.**

Your QR code — website, poster, everywhere

Your giveaway has a **QR code**, generated inside your admin — no outside QR service, nothing extra to sign up for. Find it in the **Code QR** card:

- **Download PNG** — the code as an image file, for flyers, receipts, packaging, table tents.
- **Website snippet** — a small ready-made piece of code: paste it into your site and visitors get the code that lands them on your giveaway.
- **Printable poster** — one click opens a clean poster in *your* colours, with your logo and one big QR. Print it for the counter, the window, the till.

The code always points at your giveaway's public address — the same address your entrants share. Put it anywhere your customers already look.

AFTER YOU INSTALL · New in Version 3

The winners wall

A draw nobody hears about is a story half told. In **Réglages**, tick **« Afficher le mur des gagnants »** (Show the winners wall). After the draw, your public page congratulates the winners — **first name and last initial only** (Marie T.), the prize, and how they won it: draw, ⚡ instant win, or 🏆 Top Referrer race. **No email addresses, ever** — proof, on your own page, that real people win.

YouTube & TikTok bonuses

Your bonus list grows up: paste your **YouTube** channel and **TikTok** profile links in the settings, and two new bonus actions appear beside Facebook and Instagram — **Subscribe on YouTube**, **Follow on TikTok** — worth +2 entries each by default (adjustable like any other bonus). An action shows only when its link is set; leave it empty and it simply does not exist.

A new edition in one click — Relaunch

Your giveaway ended — now what? Admin → **« Relancer ce concours »** (Relaunch) starts the next edition in one click:

- The finished edition is **archived**: every entrant and winner copied into a dated archive. The admin shows a one-line summary of the last archive.
- The live lists start **empty** and the draw unlocks, ready to open again.
- Everything else stays exactly as you left it: **prizes, partners, promo codes, emails, logo, colours**.

That is the rhythm this kit is built for: **a small giveaway every month, a bigger one around the holidays** — rentrée, Halloween, Black Friday, Christmas. Archive, relaunch, repeat: each edition, your list starts warmer than the last.

Emails that send themselves

Two of your emails can go out on their own. In the **Courriels** card, tick the auto-send switches — **Mid-contest** (the halfway reminder) and **Final 24 hours**. From then on, the kit watches the clock for you: past the due moment, the next visit to your page or admin sends it, **once**, to the right audience. One courtesy rule is built in: **if you already sent that email by hand, the automatic one stays silent** — never a duplicate in anyone’s inbox. The card shows each auto email’s state: off, scheduled, or sent (with the date).

GOOD TO KNOW

Making your images — no API, nothing to install

Own My Giveaway has no image generator built in, on purpose: an API would mean one more signup, one more key and one more bill. Instead, make your images in **ChatGPT** (or any image tool you like), download them as **JPG**, and upload them in the admin. Five minutes per image, $0 extra.

The only 4 images that matter

1. **Hero cover** — optional. Skip it and the page generates a clean branded cover for you.
2. **Grand-prize image** — the “everything that is included” shot. This is the one that sells the giveaway.
3. **One thumbnail per prize** — a photo of each prize, shown on its row.
4. **Share poster** — wide format, 1200 x 630, for Facebook and Messenger shares.

Partner prizes — one rule: never invent a partner's product with AI. Ask the partner for a real photo of their prize, or permission to use the images from their website, and build your image from those. Real products build trust.

Troubleshooting

Problem	Likely cause	Fix
Emails not arriving	Domain not Verified, key missing, or MAIL_FROM mismatch	Check the three: domain shows **Verified** in Resend, `RESEND_API_KEY` is saved on the Worker, and `MAIL_FROM` is on the verified domain.
Admin won't log in	ADMIN_KEY typed differently	Re-type the exact password you set in Step 2. Check capitals and typos.
Page stuck on “opening soon” or empty	API_BASE is wrong, or Worker not deployed	Fix `API_BASE` in `site/app.js`, re-zip, re-upload. If the Worker still shows Hello World, redo Step 2.
Old version showing	Browser or Pages cache	Re-upload the zip to the same project (`giveawaykit-contest`), then hard-refresh: Ctrl / Cmd + Shift + R.
Database looks empty	Normal at first	Open `/admin.html` once and log in — the Worker builds the tables itself.

LAST PAGE · KEEP IT SAFE

Your write-down sheet

Fill this page in as you install. It holds everything about your setup in one place — your addresses, your domain, and the password that opens your admin.

My Cloudflare account email:

.....

My workers.dev subdomain:

.....

My Worker address (giveawaykit-api … .workers.dev):

.....

My Pages address (giveawaykit-contest.pages.dev):

.....

My ADMIN_KEY:

.....

My sending domain (Resend):

.....

My MAIL_FROM:

.....

Keep this page somewhere safe. It is everything someone needs to help you run your giveaways — if you ever hand your setup to a helper, this page plus this guide are the whole handover.

Version 3 — built from real installs

If you got stuck on any step, even for a minute, note which step and what confused you, and send it back to **info@ownmygiveaway.com**. The next version gets fixed from real installs like yours. Thank you!

OMG!

Own My Giveaway Installation Guide — Version 3

ownmygiveaway.com · info@ownmygiveaway.com