

# Firing Tracking Pixels

When various activities are completed successfully we push info to the Data Layer which can be used to trigger pixels and other tags using Google Tag Manager or other tag manager systems.

Post donation we call `dataLayer.push({'event': 'Donation', 'conversionValue': donationAmount});` where `donationAmount` would be the decimal amount of the donation.

On registration, we call one of the following:

For Quick Reg completion: `dataLayer.push({'event': 'Registration', 'type': 'Quick'});`

`dataLayer.push({'event': 'Registration', 'type': 'Post Donation'});`

For Detailed Reg completion: `dataLayer.push({'event': 'Registration', 'type': 'Detailed'});`

For each step completion of Detailed Reg: `dataLayer.push({'event': 'Registration', 'type': 'Step - ' + stepNumber});` where `stepNumber` would be the step they are completing as part of the detailed 4 step registration.

For [Role Reg](#) completion: `dataLayer.push({'event': 'Registration', 'type': 'RoleReg'});`

<https://support.google.com/tagmanager/answer/6106716?hl=en>