

Enterprise Form Widget

*Process secure transactions on any existing web page
with the revolutionary Enterprise Form Widget*

What's an ordinary widget?

Widgets are small applets installed on Web pages to enhance or add functionality. Widgets allow small lines of software code to run directly on a page. For example, a widget on a web page might play a video or update the live weather report featured on the page. Standard widgets have many limitations.

- Because the widget runs the code directly on the webpage, most widgets are not secure.
- Since the code is self contained, the only way to make even a minor change to a widget is to re-edit the code of the widget and the page on which it is installed.
- Most widgets intentionally limit interactivity since their ultimate goal is to re-direct the end user to a different website entirely. This approach is disruptive to the end user's browsing experience and increases website abandonment.

What's the GiveGab® Form Widget?

GiveGab's patent-pending widget technology has no such limitations. The Enterprise form widget is a powerful web application that enables dynamic and responsive functionality. The widget is controlled via our easy-to-use administrative control panel. The widget and control panel operate on our highly secure and scalable platform. GiveGab customers work without limits - free to forget about technology and focus on results.

Install Anywhere

Install Anywhere with Only One Line of HTML Code

The Enterprise form widget can be installed on any existing web page. GiveGab customers do not have to create a new web page or new website to

Form Snippet

INSERT JAVASCRIPT TAGS INTO YOUR PAGE

Copy the following tags and paste them wherever you want the widget to appear:

```
<script src='https://widgets.kimbia.com/widgets/form.js?channel=marketingtestdonations/donate'></script>
```

CLOSE

install GiveGab's advanced fundraising and registration applications. To install the widget, simply copy the single line "snippet" from the GiveGab control panel or from the widget itself and paste the code into any webpage.

Securely Complete the Entire Transaction

All communication between the Enterprise form widget and our servers is completely secure. GiveGab employs the industry's highest security standards.

A Complete Transaction on One Webpage

The Enterprise form widget allows constituents to complete secure transactions entirely on our customer's websites. Constituents are never redirected to another website. Interacting with donors or registrants on one website respects the user's preferred experience and maintains their confidence in security. Further, it means that GiveGab customers need only one existing webpage for even very complex interactions with multiple options. No matter where the widget is installed, all widget communication is entirely secure.

Inline Feedback

Enterprise widget forms provide natural language feedback and clearly highlight areas requiring certain types of user input. Guiding the end user easily and intelligently through the process significantly increases the number of people who finish their transactions.

Email Address

Email Address is required.

The screenshot shows two overlapping donation forms. The background form is for 'PawsitiveChange' and includes a 'Donate to PawsitiveChange' header, a 'Donation' section with '\$25.00' and '\$50.00' buttons, a '\$0.00' input field, a 'Payment Plan' section with a 'One-time payment for the full amount' button, and a 'Your Information' section with 'First Name' and 'Email Address' fields. The foreground form is for 'COFFEE FOR CATS!' and includes a 'Your donation' section with radio buttons for 'Bronze - \$50.00', 'Silver - \$100.00' (selected), 'Gold - \$200.00', and 'Other', followed by a text input field with '(minimum \$5.00)' below it. It also has a 'Your Information' section with 'First Name' and 'Last Name' fields.

Look and Feel

The Enterprise form widget always adopts the existing style of the customer's website. **By default, the Enterprise form widget uses the typefaces, font sizes, and colors of the page on which it is installed, so there is no need to write additional code after installing the snippet code.**

The Enterprise form widgets can be controlled and styled using standard CSS code. Anyone who already knows how to make a webpage can also make the Enterprise form widget appear exactly as desired.

All the basic elements that control the widget are also administered from the easy-to-use administrative control panel. Need to change a form from multi-page format to single page? Just click that option in the GiveGab control panel and all installations of your form widget change at once.

It is also possible to style a form specifically so that it always looks the same wherever it is installed. Simply apply a custom style sheet to the form in the administrative control panel and the form will maintain layout and branding wherever it goes.

Any changes made to the custom style sheet will automatically be applied to all form widget installations.

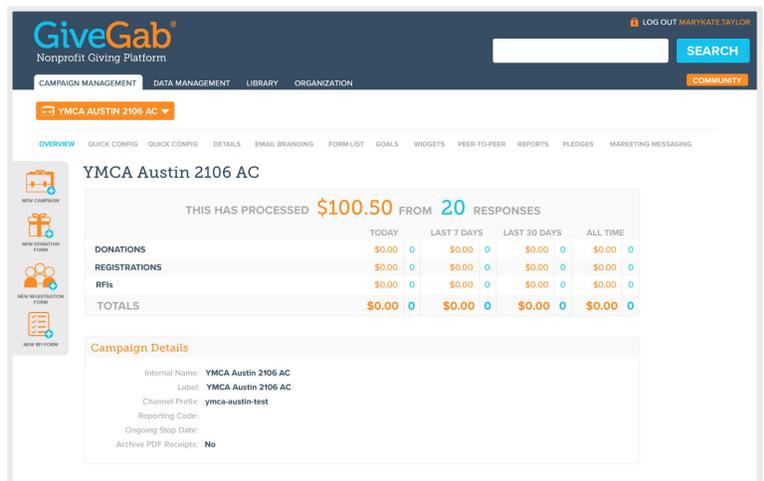
Remote Control

The widget is always controlled centrally inside the GiveGab administrative control panel. Once the widget is installed, the HTML snippet code does not need to be edited again to make changes to your widget.

Any changes made to the form, such as changing registration types or questions, instantly updates the widget wherever it is installed.

Even if the widget is deployed in multiple places, centralized control is maintained inside the administrative control panel. If the registration form is installed several places on a website, one change in the administrative control panel changes all the forms at once.

Even when a form has been shared to a remote website controlled by another entity, full control of the content of the widget is maintained by the GiveGab customer and can be



Form Chooser Widgets Working Together

Channels

Another amazing feature of the Enterprise form widget is channels. Establish a schedule to replace one form with another, without having to change the installed snippet code.

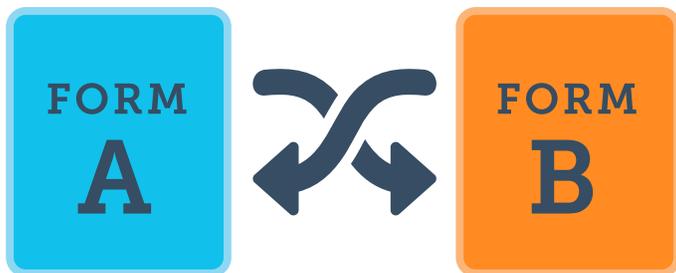
For example, if a registration form is installed but the event has ended, the registration form can be replaced with a donation form to encourage further interaction: "The event has ended but we still appreciate donations ..."

Multiple Form Widgets

In the GiveGab control panel, it is easy to configure a single widget that includes multiple forms. This enables you to distribute multiple registration or giving forms with a single piece of code. This also makes it easy to change out, add or remove forms without having to change the installed widget code or the page.

A | B Widgets

A | B are a powerful tool for testing one form versus another. An A | B widget is created out of two or more forms. When the user hits a page containing an A | B widget, they are presented with one of the forms at random. Combined with live reporting in the GiveGab control panel, A | B testing gives instant feedback on which forms work better. A | B widgets can be used to test different registration prices, different donation levels, specific language within a form or literally any aspect of a form to determine the absolute best offer.



Relationships

GiveGab also makes it easy to define relationships between forms. Using the GiveGab administrative control panel, a campaign manager can define relationships that determine how two forms or how groups of forms work with each other. For example, a

registration form that signs up new advocates and a donation can be linked with a defined goal and will work together to create an advocacy campaign.

The screenshot shows a donation form with two tabs: 'SUSTAINING MONTHLY GIFT' (selected) and 'ONE TIME GIFT'. Under the 'Sustaining Monthly Gift Amount' section, there are four radio button options:

- DVD/CD Combo + 2-CD Original Soundtrack - \$20.00
Program DVD, The Sound of Music Live, CD, The Sound of Music: 50th Anniversary Edition (Original Broadway Cast Recording) & 2-CD, The Sound of Music: The Collector's Edition (Original Movie Soundtrack)
- DVD/CD Combo - \$12.00
Program DVD, The Sound of Music Live & CD, The Sound of Music: 50th Anniversary Edition (Original Broadway Cast Recording)
- DVD, The Sound of Music Live - \$7.00
- Other (minimum \$5.00)

Below the options is a section for 'Contact Information'.

Built-in Sharing Capability

Shareable

All Enterpriseform widgets have built-in sharing capabilities that make it easy for anyone to install them on their own website and post them on Twitter or Facebook.

Personalization for Advocacy

All Enterprise form widgets can be shared with anyone, but they can also be easily personalized. When a donor signs up to become an advocate they are given a unique identity that works across all Enterprise forms.

When an advocate installs their personalized fundraising widget on their website, and directs people to a personalized fundraiser on your site, or communicates about their fundraiser via email or social media, their activity is carefully tracked so you can give them full credit for all their advocacy efforts.

And since this is a system-wide feature, Enterprise administrators can pre-create new advocacy campaigns on behalf of existing advocates without requiring them to sign up for the new campaign.

Industry-Leading Features

Unlimited Forms and Questions

Unlike other systems, GiveGab imposes no limitations on the number of campaigns or forms.

There is also no limit to the number of questions that can be created. All the answers to those questions are always immediately available in the reporting system, no matter how many are created.

GiveGab also intelligently manages questions across the entire system. It is possible to create a central question that can be used in multiple donation or registration forms. Change this question once, and all the forms change instantly and all the answers to this question can be viewed across all interactions. It is also possible to create question templates that

Donation Received!

Thank you for your donation.

Confirmation Code: **HOW4I60**

You were charged a total of \$25.00.

Share Link:   

[EMBED FORM](#)

Global Questions

This list contains commonly used questions that can be shared on multiple forms. Create a global question once, and it can be added quickly to any form you may wish to build in the future.

- Edits to a Global Question will appear immediately on all forms that include that question.
- Global Questions cannot be edited on an individual form.
- All answers to a Global Question are stored in the same Answer Record.

Global Questions

[REORDER](#) [+ ADD NEW](#)

QUESTION	TYPE	TRANSLATE	EDIT	REMOVE
FirstName Answers stored as First Name	Text			
LastName Answers stored as Last Name	Text			
ContactEmail Answers stored as Email Address	Text			

can be re-used over and over again. Once a question is created about shirt size, for example, it does not have to be created again. Just make a new form and include it.

Display Conditionality

Enterprise form widgets are smart and can adapt and change so that each user gets the exact experience they need. Our advanced conditionality logic means that each registrant or donor is asked only the exact right questions.

Questions can be conditionalized to display based on the donation type or registration type selected. For example, someone signing up for a 5K race can be asked different questions than someone signing up for a full marathon on the same form.

GiveGab also enables conditionality between questions making it easy to ask follow-up questions only when appropriate. For example, you might ask a participant if they would like to purchase a commemorative shirt and then ask the follow-up question of their shirt size only if they request a shirt.

Advanced Transaction Intelligence

GiveGab customers can create a survey-type form with an optional transaction. If the end user only answers the question but does not give a gift, they bypass the transaction screens and can receive a different confirmation or no confirmation depending on how follow-up is configured.

Fees can also be associated with questions. For example, registrants requesting a t-shirt could be charged an additional \$10, whereas registrants not choosing this option would checkout with a different price.

Enterprise forms can also be configured to turn off at a preset time. If a campaign ends on a fixed date, the widget will automatically turn off at an exact time specified. Even if your form is installed in hundreds of places, they will all turn off simultaneously without any need to edit the code of the webpage.

Similarly, it is also possible to configure a form to change over time. For example, create an inventory for each registration type and if the 5K race option, for example, reaches full capacity while the marathon option remains open, the 5K registration type will automatically be removed from the form and the marathon option will remain. As always, there is no need to change any code. It just happens automatically.

The price of registrations can also be set to change over time, for example, if the price increases closer to the event date. Further, an inventory of discount codes can be created that expire once they are all used. Both of these can automatically occur and adjust the behavior of the widget without the widget having to be changed, even if the options are re-configured many times.

Our intelligent widget ensures that end users only see options relevant to them and makes it easy for the event manager to configure complex interactions with one simple line of code on just one webpage.

Profiles

One of the most powerful features of GiveGab is the ability to create and store profiles that can be applied to any form. Does your organization have hundreds of chapters or affiliates? Does your organization have dozens of different funds or programs? Simply create a set of profiles for each and apply the profiles to one of your forms. Instantly, hundreds of different versions of that form with unique form content and a unique receipt for each profile are created. Even if hundreds of profiled forms on hundreds of different webpages are deployed, you can make a single change to the form in the administrative control panel and each and every deployed version will change instantly.

If your organization has hundreds or even thousands of troops or clubs, it is easy to present a specific donation or registration option or each to the end user and recognize their designation in the receipt. If your organization has hundreds of different funds or programs, profiles work exactly the same way.

Profiles are tracked explicitly inside the system, so it is easy for administrators to know exactly where the end user intended for their money to go.

There is no limit on the number of profiles that can be created and profiles can be applied to any form in the system. Combine this feature with unlimited forms and unlimited campaigns and you create an endless number of possibilities.

Full Mobile Support

Enterprise form widgets are fully compatible with mobile browsers, and since they can be installed anywhere, adding a form to mobile-formatted pages is easy. Best of all, you get the full functionality of Enterprise.

While other platforms offer limited mobile widgets, this is not the case with GiveGab Enterprise. Anything you can do on a regular web page, you can do with Enterprise on a mobile site.

Here's an example of the GiveGab Enterprise Form Widget in action for our customer, Rocky Mountain PBS.

