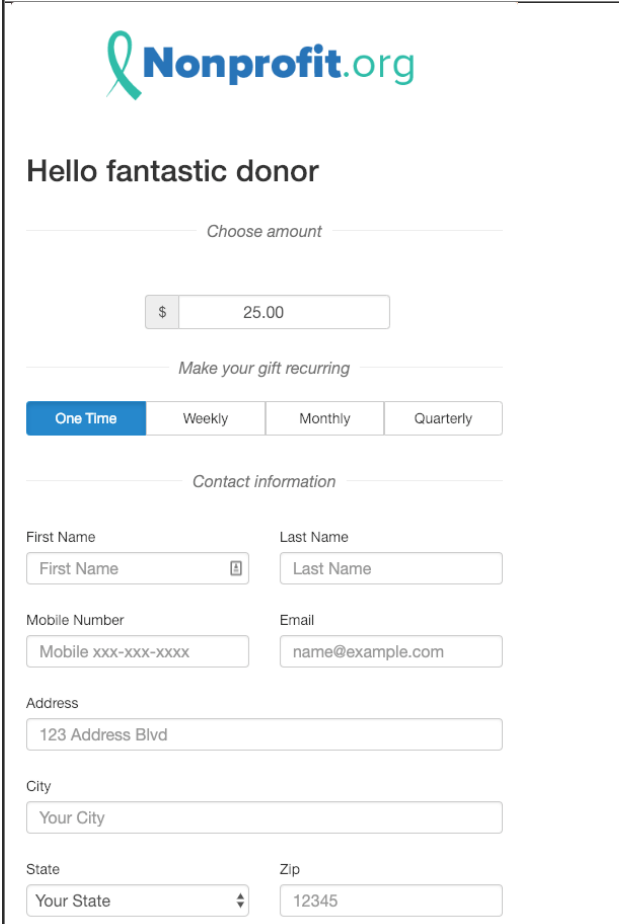
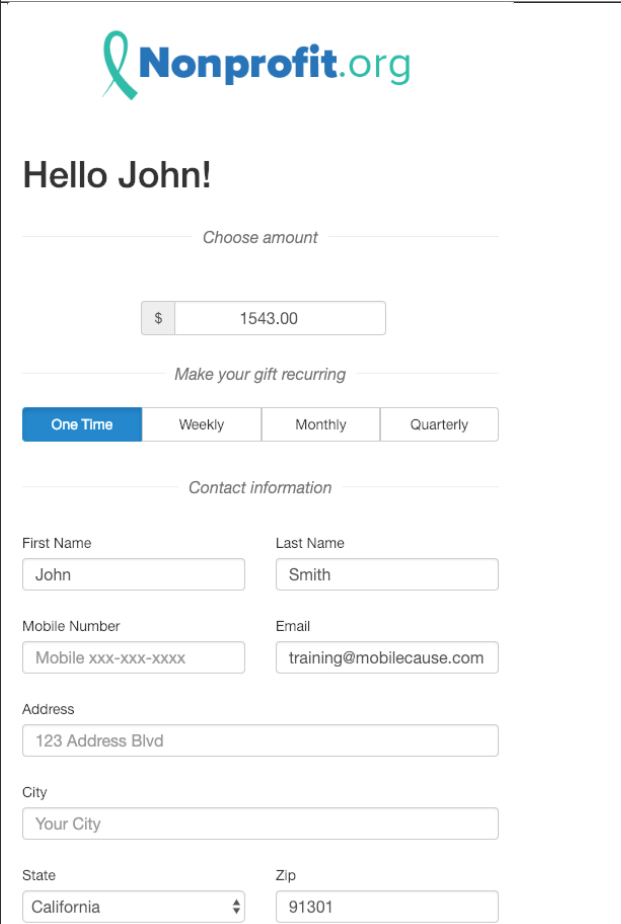


Query String Parameters

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Create unique links for your supporters, so when they go to your form, such as from an email, their information is already populated in the form.

Please note, this may be considered a more advanced option available to you. If you have concerns understanding the material, talk to your web developer about it.

Standard Form URL	URL with Query String Parameters
https://fundraise.givemart.com/form/RRRbiA	<a href="https://fundraise.givemart.com/form/RRRbiA?init[amount]=1543&init[first_name]=John&init[last_name]=Smith&init[email]=training@mobilecause.com&init[state]=CA&init[zip]=91301&init[greetings]=<h1>Hello%20John!</h1>">https://fundraise.givemart.com/form/RRRbiA?init[amount]=1543&init[first_name]=John&init[last_name]=Smith&init[email]=training@mobilecause.com&init[state]=CA&init[zip]=91301&init[greetings]=<h1>Hello%20John!</h1>
	

By adding items to the web link or URL, you can personalize the form and auto-populate fields in the form.

```
https://fundraise.givemart.com/form/RRRbiA?  
init[amount]=1543&init[first_name]=John&init[last_name]=Smith&init[email]=training@  
mobilecause.com&init[state]=CA&init[zip]=91301&init[greetings]=<h1>Hello%20John!</h1>
```

Any variable (Reporting Label from a Form element) can be used with this feature.

Reporting Labels: Query string parameters work by manipulating the information in the reporting labels

of your form Elements. So if you want to start a form that has two hats selected for purchase from an Item element, then use that Item element's reporting label in the same format. *Example: ?[hats]=2*

Limitations

- **Maximum URL Length:** 2048 characters
 - This is a save limit based on what various browsers can handle. Creating a longer link will usually not be followed when clicked or selected.
- **Number formatting:** No commas.
 - If you are adding a donation amount, enter it without commas, like 1500 vs. 1,500.
- **Text Box (Long or Short) Maximum:** 250 characters
 - There may be a lesser maximum, so be sure to test this if you have a long entry.
- **Browser Autocorrects:** Various characters in your link may appear to change when you follow the link.
 - A space will change to %20
 - The brackets will change to %5B and %5D
 - Most modern browsers should be able to resolve the URL either way, but the browser resolved version (the one with the % items) should be most compatible.

Basic Options - Pre populate form fields

Start with your Form's base URL:

```
https://fundraise.givemart.com/form/RRRbiA
```

Add items to your URL to personalize it using the following format:

- First value in the url: **?init[Reporting_label]=value**
- Any additional value in the url: **&init[Reporting_label]=value**

```
https://fundraise.givemart.com/form/RRRbiA?  
init[amount]=1543&init[email]=training@mobilecause.com
```

Default Variables:

- **[amount]** - this will populate the donation amount
- **[first_name]**
- **[last_name]**
- **[phone]**
- **[email]**
- **[street_address]**
- **[city]**
- **[state]** - Case sensitive, use capital letters only. Even though it is displayed with the full state name, the URL will only accept the two character state code (CA, NY, IL, etc.)
- **[zip]** - this is set up to use a 5-digit zip code. Even if you put in a 9-digit zip, it will still only resolve to a 5-digit one.
- **[gender]** - this IS case sensitive and is defined by:
 - M or Male: male
 - F or Female: female
 - Intersex: intersex
 - Non-Binary: non-binary
 - Transgender%20Male: transgender male

- Transgender%20Female: transgender female
- I%20prefer%20not%20to%20say: I prefer not to say
- **[recurring_frequency]** - this chooses the different frequencies in your recurring donation section. Note that the identifier is all lower case to work properly:
 - weekly
 - monthly
 - quarterly
 - yearly
- **[recurring_limit]** - if you are using either the **Fixed Term** or **Pay Over Time** options in your recurring donations, you can also set the numerical value based on the number available in the drop down you create. Make sure to stay within your choices in your drop down, though.
 - *Example: If, in your Recurring Donations options, you **Set Max Number of Allowed Payments** to 12, and you try to use ?init[recurring_limit]=13, then it will revert to the **Select** option on the drop down.*

Advanced Options - Form Formatting

One very exciting feature of this functionality is that you can also personalize different design elements on your form. For example, as shown above, your default form may say "Hello fantastic donor" but you can have a personalized form with your donor's name and have it say, "Hello John!" This can be accomplished because of the Reporting Labels within your added Form Elements, [as described here](#).

Note: This does require basic HTML formatting knowledge, but it is still simple enough to follow here.

Step 1: Add the Form Element

All form elements, whether they are for data collection or design have a reporting label when you create it. This is what you will use for the Query String Parameter. In the example below, our Text element is labeled as "Greetings"

The screenshot shows the 'Edit Element - Text' configuration window. At the top, there is a close button (X). Below the title, the 'Reporting Label' is set to 'Greetings'. The 'Text Field Value' is 'Hello fantastic donor'. The text editor toolbar includes options for font (Helvetica Neue, 11pt), bold (B), italic (I), underline (U), strikethrough (ABC), bulleted list, numbered list, link, unlink, print, eye, and code. The text 'Hello fantastic donor' is displayed in the editor. At the bottom of the editor, it shows 'Characters: 21' and 'Words: 3'. Below the editor, there are 'Cancel' and 'Save' buttons. At the bottom of the window, the 'Greetings' label is shown next to a 'Text' element type, with a 'Show' toggle (checked) and a 'Required' checkbox (unchecked). There are also icons for edit, copy, and delete.

Step 2 - Create and test the basic new label

With a text element, you will likely want to use HTML formatting, but it is a good idea to first try it as just text to make sure it works as you want.

In this example, we're setting the reporting label, "Greetings," on the form from whatever it was for the default donor, to something specific for our special donor. Since it is the only element we'll change in this example, we will add it as **?init[Greetings]=Hello John!** for a full URL of:

```
https://fundraise.givemart.com/form/RRRbiA?init[Greetings]=Hello John!
```



Hello John!

Choose amount

Note, this is one, especially, that you may want to use what the browser resolves it to, because spaces in a link are probably the most problematic items.

```
https://fundraise.givemart.com/form/RRRbiA?init%5BGreetings%5D=Hello+John%21&vid=ensp
```

Step 3 - Formatting with HTML

The example in Step 2 changes or adds the special/personal text to the form, but you may want to format it so it will stand out or look better on your form. You do this by adding HTML code to the parameter value:

```
https://fundraise.givemart.com/form/RRRbiA?init[Greetings]=<h2><strong><em>Hello John!</em></strong></h2>
```



Hello John!

Choose amount

