

Add Item Element

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Why an Item Element?

You can add an **Item Element** to your form to sell merchandise or offer non-ticket items.

Item Elements are perfect to use on a custom order form to sell items like memberships, sponsorships, t-shirts, baked goods, and more.

Feel free to add as many Item Elements as you need, and customize each with a fixed price, capacity, and purchase limit as described below.

CONSIDERATIONS:

- Item Elements should not be used to sell Tickets. If selling tickets, learn more on how to [create a dedicated Ticketing activity here](#).
- Item elements cannot be made required on a form. To make a selection required, consider a [drop down](#) or [radio button](#) element instead.

Add an Item Element

To add an **Item elements**, you may first want to add a new form Section, [as outlined here](#).

Select **Add Form Element > +Item** within a form's section.

Display Label

The **Display Label** is the name of the item that supporters will see on the form.

Reporting Label

If the Display Label is lengthy, it might be a good idea to shorten it for back-end reporting purposes by editing the **Reporting Label**.

IMPORTANT: Do not edit the Reporting Label if Items of that type have already been sold. The Reporting Label is not public and only impacts reporting.

Set the Item Price and FMV

All Items added to a form require a Price. If there is no cost for the item, click **Set to Free** beneath the Price.

The **Fair Market Value** is the amount that someone would pay in a fair market (e.g. outside the context of supporting your organization).

The difference between an Item's Price and FMV is the *Tax-Deductible Amount*. All three values are displayed on the **PDF receipt** that purchasers will receive. The FMV is optional, but recommended.

Item Description and Thumbnail

Use the optional **Description** field to provide more details about the item.

Upload a small **thumbnail** image of the Item. The Recommended size is 80px by 80px, which will always display as a square image.

Optional: Set Item Limits

Limit Item Capacity: Restrict the number of items available to sell.

Example: You have a total of 20 T-Shirts available to sell. Set the Max Items at 20 to match your inventory.

- When enabled, set the number of items you have to sell in the **Max Items**.
- The number of items left will be displayed below the description.

When the capacity is reached on an item:

- Additional items of that type cannot be sold.
- The + button will be non-responsive.
- A "sold out" message will appear

Set Purchase Limit: Restrict the number of items that can be purchased at one time.

Example: You don't want anyone to purchase more than 2 T-Shirts at a time. Set the Max Items to 2.

- When enabled, set the maximum number of items for any single transaction in the **Max Items** box.
- Edit the **Max Items Label** to let the buyer know they can only purchase x amount of that item.
 - If you don't edit this label, it will default to: [max] Item Limit.

When the purchase limit is reached on an item, additional items of that type cannot be selected.
