On Flipcause, you have two ways to use each campaign you create: Widget and Landing Page. In most cases, you will only plan to use one version and not both, so it's always good to consider which version you plan to use and how you want it to appear before you begin on a campaign.

Each has separate look and feel configurations (appearance settings), so once you've chosen to use one and not the other, you can safely ignore the one you know you won't use.

**When to use the widget**

The Widget is meant to serve as an integrated part of your webpage and lives there either as an embedded area or as a popup that is activated by the click of a button.

**This version is ideal for**

- basic donation forms
- volunteer forms
- online store (unless you have many items)
- any time you want just the call-to-action in a section of your website.
- not peer-to-peer campaigns - these are designed to be used as the full site via Landing Page, and won't work properly in the widget.

**When to use the landing page**

The Landing Page is a full-featured campaign site that is hosted on Flipcause. It is a lot more flexible and customizable than the Widget, allowing full rearrangement of elements and as well as background images.

**This version is ideal for**
- peer-to-peer campaigns
- multi-tool campaigns *(any campaign that has more than one engagement tool active)*
- major fundraising events, such as galas and crowdfunding campaigns
- major fundraisers, like capital campaigns

Now that you have chosen which version to use your campaign in, you will need to focus only on customizing one of the two Appearance tabs you'll find in your Campaign Editor: you'll typically only use either the Widget Appearance or the Landing Page Appearance tab, since the two different versions have different look and feel options available.