



Start accepting donations online

What's inside:

- How to create a Donate button
- How to create recurring donations
- How to customize checkout page

Getting started

PayPal offers a safer, easier way for you to accept one-time or recurring donations. When you add PayPal to your website, donors can trust that their contributions are secure and that their financial information will not be exposed.

Sign up for a Business PayPal account

If you don't have a PayPal account, sign up for one at www.paypal.com, selecting "nonprofit" as the type.

How to create a Donate button

You can collect donations online conveniently and cost-effectively with the PayPal Donate button, HTML code that redirects donors to PayPal. The button code contains donation details, including the amount and purpose of the donation.


To create the Donate button:

1. Log in to your PayPal account.
2. Click the **Merchant Services** tab.
3. In the Create Buttons section, click **Donate**.
4. Complete the fields on the Donations page:
 - Enter the name of your nonprofit or worthy cause in the Donation name/service field.
 - Enter a donation ID/number to identify donations for a specific purpose.
 - Enter a donation amount. You can enter a fixed donation amount like \$50, or you can leave the field blank so that donors can enter amounts of their choice, up to \$2,000.
 - Select a currency. The currency defaults to the currency of your primary PayPal account balance.

The screenshot shows the PayPal website interface for creating a donate button. At the top, there are links for 'Log Out', 'Help', and 'Security Center', along with a search bar. The main navigation bar includes 'My Account', 'Send Money', 'Request Money', 'Merchant Services', 'Auction Tools', and 'Products & Services'. The 'Donations' section is highlighted, with a sub-section for 'Create a Donate button'. Below this, the 'Donation details' form is displayed, featuring input fields for 'Donation name/service', 'Donation ID/number (optional)', 'Amount', and 'Currency' (set to 'U.S. Dollars'). A 'Donor's default country' dropdown is also present, set to 'United States'. A 'More Resources' link is provided for additional information.

- Select the style of Donate button you'd like to use. You can use a PayPal button, or you can use one you customize. If you want to customize the Donate button, enter the URL of the button image's location, making sure it's stored on a secure (https) server.

Choose button style

 92x26

 122x47

 74x21

Need more choices?
[Other button sizes](#) | [Use your own button image](#)

5. Click **Create Button Now**.

How to place the Donate button on your website

To add the Donate button to your website, you'll need to copy and paste the code. To do this:

1. Click the **Select All** button to select all of the HTML code in the text box.
2. On your keyboard, press Ctrl+C (Windows) or Cmd+C (Mac) to copy the selected text.
3. Open the webpage where you want your Donate button to be seen.
4. Paste the HTML that you copied to your webpage where you want the button to appear.
5. Save the modified page and upload it to you web server or hosting provider.

Button tip: Put them on lots of pages

Get the most benefit from your online fundraising by placing your PayPal Donate or Subscribe buttons where they're sure to get noticed – on your homepage and next to compelling stories about the good work you do.

Before you know it, your fundraising is under way.

Add a Donate button to your website

Copy your custom HTML code

Click the **Select All** button to highlight the code within the box and then copy it.

Note: An email link will not be generated if you are using button encryption. To turn encryption off, return to the previous page and click the **No** button under **Button encryption**.

Encrypted HTML code for Websites:

(Copy and paste this HTML code onto your website)

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">
<input type="hidden" name="cmd" value="_s-xclick">
<input type="image"
src="https://www.paypal.com/en_US/i/btn/btn_donate_LG.gif" border="0"
name="submit" alt="PayPal - The safer, easier way to pay online!">

```

Select All

Modifying the Donate button code

If you don't want to use the PayPal website to generate your Donate button code, use the sample HTML below and modify it to suit your needs. Example: This code is for a \$50 donation. If you want to make the donation amount open-ended, remove the line that defines the "amount" variable.

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">
  <input type="hidden" name="cmd" value="_donations">
  <input type="hidden" name="business" value="sample@sample.com">
  <input type="hidden" name="item_name" value="Example Donation">
  <input type="hidden" name="item_number" value="2008">
  <input type="hidden" name="amount" value="50.00">
  <input type="hidden" name="no_shipping" value="2">
  <input type="hidden" name="no_note" value="1">
  <input type="hidden" name="currency_code" value="USD">
  <input type="hidden" name="tax" value="0">
  <input type="hidden" name="bn" value="DeveloperDonationKit">
  <input type="image" src="https://www.sandbox.paypal.com/en_US/i/btn/x-click-but21.gif"
    border="0" name="submit" alt="Make payments with PayPal - it's fast, free and secure!">
  
</form>
```

How to set up recurring donations

If you would like donors to make contributions to your nonprofit on a regular schedule, you can implement PayPal recurring donations utilizing the Subscribe button. Note: You'll need a PayPal Business Account; see "Getting Started" above.

The Subscribe button is HTML code that redirects donors to PayPal. The button code contains donation details, including the amount, the number of time periods, and the frequency (weekly, monthly, etc.).

To create the Subscribe button:

1. Log in to your Business PayPal account.
2. Click the **Merchant Services** tab.
3. In the Create Buttons section, click **Subscribe**.
4. Complete the fields on the Subscriptions page:
 - Enter the donation amount to be billed each recurrence. You can enter a fixed donation amount like \$10, \$25, \$50, creating separate buttons for different recurring donations.
 - Enter the number of time periods between each recurrence.
 - Enter the time period (D=days, W=weeks, M=months).
 - Select a currency. The currency defaults to the currency of your primary PayPal account balance.
 - Select the style of Subscribe button you'd like to use. You can use a PayPal button, or you can use one you customize. If you want to customize the Subscribe button, enter the URL of the button image's location, making sure it's stored on a secure (https) server.
5. Click **Create Button Now**.

Subscriptions & Recurring Payments

[See Demo](#)

Accept subscriptions and recurring payments on your website by creating a customized payment button.

[More Resources](#)
Techniques, examples,
and more.

Create Subscribe button

Subscription details

Subscription name:

Reference number (optional):

Currency: ?

You can change the default checkout language and content for your buyer by selecting from the countries below. Otherwise, do nothing and your buyers can choose for themselves.

Buyer's default country: ?

Check this box if you would like PayPal to generate usernames and passwords for your subscribers. [IPN and server modifications required](#). **Note:** Auto Return is not compatible with this feature.

Trial periods (optional)

Skip this section if you do not want to offer [trial periods](#) with your subscriptions.

Trial Period #1: (optional) Bill the subscriber now for (Enter 0 to create a free trial period)
This trial period should last -select one-

Skip this section if you are only offering one trial period.

Trial Period #2: (optional) Then bill the subscriber for
This trial period should last -select one-

Regular billing cycle

Subscription price: Bill the subscriber for (This amount will be billed now, or as soon as any trial periods are over)

Continue to bill the subscriber for this amount on a [recurring basis](#)?

Yes No

Length of each [billing cycle](#) -select one-

Would you like to stop the recurring payments after a certain number?

Yes No

if yes, how many?

Would you like to [reattempt](#) if payment fails for the subscription?

Yes No

Choose button style

<input checked="" type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>

Need more choices?

[Use your own button image](#)

Button encryption

Yes Your item price and other details are [encrypted](#) and cannot be altered.

Note: Selecting encryption means you cannot use option fields or create email links.

No Non-encrypted buttons allow you to directly modify your HTML code, create [option fields](#), and generate email links.

How to place the Subscribe button on your website

To add the Subscribe button to your website, you'll need to copy and paste the code. To do this:

1. Click the **Select All** button to select all of the HTML code in the text box.
2. On your keyboard, press Ctrl+C (Windows) or Cmd+C (Mac) to copy the selected text.
3. Open the webpage where you want your Subscribe button to be seen.
4. Paste the HTML that you copied to your webpage where you want the button to appear.
5. Save the modified page and upload it to your web server or hosting provider.

You can now accept recurring donations.

Button tip: Make them as big as you can

Want your donors to notice that you're raising money online? Use the largest size buttons that PayPal offers. People tend to jump around sites and pages, so big Donate and Subscribe buttons help get the attention of web surfers who just take a quick look at your pages.

Add a Subscribe button to your website

Here are the terms of the subscription you just created:

\$2.00 USD for each 3 weeks

Copy your custom HTML code

Click the **Select All** button to highlight the code within the box and then copy it.

Note: An email link will not be generated if you are using button encryption. To turn encryption off, return to the previous page and click the **No** button under **Button encryption**.

Encrypted HTML code for Websites:
(Copy and paste this HTML code onto your website)

```
<form action="https://www.sandbox.paypal.com/cgi-bin/webscr"
method="post">
<input type="hidden" name="cmd" value="_s-xclick">
<input type="image"
src="https://www.sandbox.paypal.com/en_US/i/btn/btn_subscribe_LG.gif"
border="0" name="submit" alt="PayPal - The safer, easier way to pay
online!">
<img alt="" border="0"
</pre>
```

Select All

Paste the HTML code onto your website or into your email

Use an HTML editor to open up the webpage where you'd like the payment button to appear. Paste the button code you just copied into the appropriate line. Now preview your webpage; you should see the payment button next to the item you want to sell.

Some HTML editors may add, delete, or change characters in your code. Make sure that the button code pasted into your webpage is identical to the code above.

To Create Another Button

You can create additional payment buttons by clicking **Create Another Button** and repeating the same steps.

Create Another Button Done

[Mobile](#) | [Money Market](#) | [Debit Card](#) | [Referrals](#) | [About Us](#) | [Accounts](#) | [Fees](#) | [Privacy](#) | [Plus Card](#) | [Security Center](#) | [Contact Us](#) | [Legal Agreements](#) | [Developers](#)



About SSL Certificates

Copyright © 1999-2008 PayPal. All rights reserved.
[Information about FDIC pass-through insurance](#)

Modifying the Subscribe button code

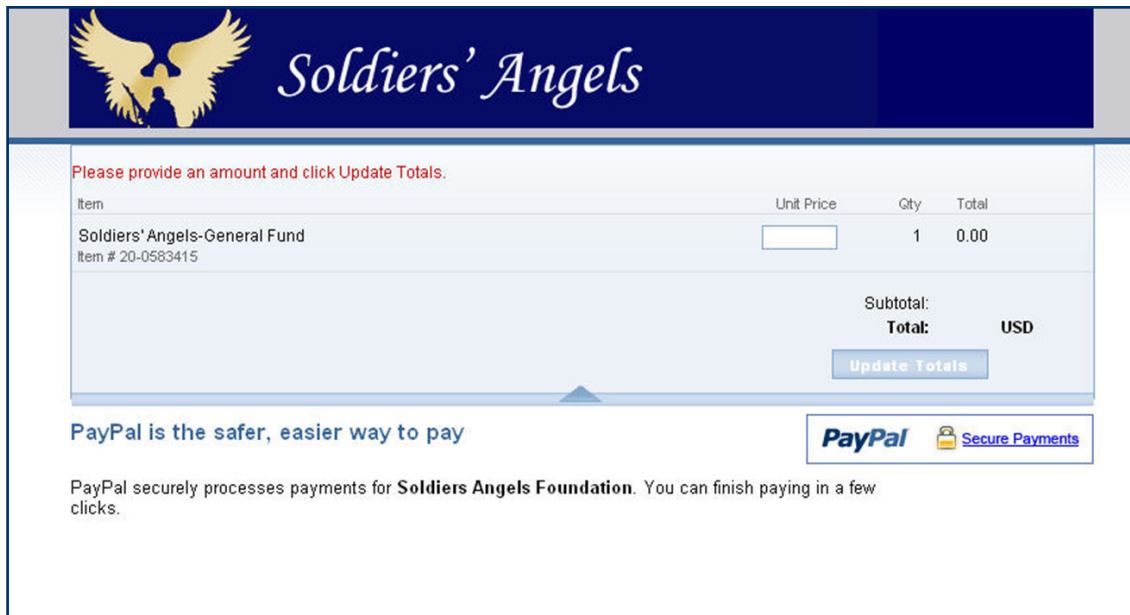
You can also create Subscribe buttons by modifying the sample HTML below. This sample code is for a \$20 a month recurring donation. To set up a different recurring donation amount, you would need to edit the values for three variables:

- a3 - amount to billed each recurrence
- p3 - number of time periods between each recurrence
- t3 - time period (D=days, W=weeks, M=months, Y=years)

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">
  <input type="image" src="https://www.paypal.com/en_US/i/btn/btn_subscribe_LG.gif"
    border="0" name="submit" alt="PayPal - The safer, easier way to pay online!">
  
  <input type="hidden" name="cmd" value="_xclick-subscriptions">
  <input type="hidden" name="business" value="sample@sample.com">
  <input type="hidden" name="item_name" value="Recurring Donation">
  <input type="hidden" name="no_shipping" value="1">
  <input type="hidden" name="no_note" value="1">
  <input type="hidden" name="currency_code" value="USD">
  <input type="hidden" name="lc" value="US">
  <input type="hidden" name="bn" value="DeveloperDonationKit">
  <input type="hidden" name="a3" value="20.00">
  <input type="hidden" name="p3" value="1">
  <input type="hidden" name="t3" value="M">
  <input type="hidden" name="src" value="1">
  <input type="hidden" name="sra" value="1">
</form>
```

How to customize pages

PayPal's Custom Payment Pages feature gives you the ability to tailor PayPal's payment pages to the style of your nonprofit's website, providing donors with a seamless payment experience.



Please provide an amount and click Update Totals.

Item	Unit Price	Qty	Total
Soldiers' Angels-General Fund Item # 20-0583415	<input type="text"/>	1	0.00

Subtotal:
Total: USD

[Update Totals](#)

PayPal is the safer, easier way to pay

PayPal Secure Payments

PayPal securely processes payments for **Soldiers Angels Foundation**. You can finish paying in a few clicks.

Using Custom Payment Pages

To start using Custom Payment Pages, go to the Custom Payment Page Styles.

1. From the Account Overview page, click on the **Profile** sub-tab.
2. Click on the Custom Payment Pages link under the Selling Preferences heading. This will take you to the Custom Payment Page Styles page.
3. From this page, you can Add, Edit, Preview, and Remove page styles, as well as make any page style your Primary style.

The screenshot shows the PayPal interface for managing Custom Payment Page Styles. At the top, there's a navigation bar with tabs for 'My Account', 'Send Money', 'Request Money', 'Merchant Services', 'Auction Tools', and 'Products & Services'. Below this, a secondary bar shows 'Overview', 'Add Funds', 'Withdraw', 'History', 'Resolution Center', and 'Profile'. The main heading is 'Custom Payment Page Styles' with a 'Back to Profile Summary' link. A brief description explains that this feature allows customizing the look and feel of payment pages. Below this, a table lists the current page styles. One style named 'PayPal' is listed with a status of 'Primary'. At the bottom of the table are buttons for 'Edit', 'Preview', 'Make Primary', 'Remove', and 'Add'.

Your Page Styles	Status
PayPal	Primary

Adding a Page Style

You may add up to 3 page styles. To add a page style:

1. Begin at the Custom Payment Page Styles page (see "Custom Payment Pages," above).
2. Click **Add**.
3. Enter your page style preferences.

The screenshot shows the 'Edit Custom Page Style' page in the PayPal interface. It features the same navigation and profile tabs as the previous page. The heading is 'Edit Custom Page Style' with a 'Back to Profile Summary' link. A description states that users can customize the payment pages to match their website's style. Below this, there are several form fields: 'Page Style Name' (with a note to use up to 30 characters and no spaces), 'Header Image URL' (with a note about image size and secure servers), and 'Header Background Color' (with a note to use HTML hex code). The 'Page Style Name' field contains the text 'Donations'.

How to access your PayPal donations

So how do you get the donations for your nonprofit or worthy cause? It's simple. You can link your checking or savings account to your PayPal account, so your money can be electronically transferred at no charge within three to four business days. Or you can withdraw the funds by check, which PayPal will process for a small fee. Either way, you'll get an email from PayPal whenever money is withdrawn from or sent to your account.

Get more information

For more information about the Donate or Subscribe button, visit PayPal Developer Central at <https://www.paypal.com/developer> and select Website Payments Standard. The Integration Guide for Website Payments Standard has more detailed instructions for both buttons.