PayPal for Schools
3dcart School Store

June 2016

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PayPal Overview

• 157 million
  Number of active PayPal consumers

• 1,400+
  Number of PayPal’s K-12 education customers

• 29%
  Percentage of PayPal users who are parents of K-12 children

• #1
  Choice for over 500,000 nonprofits, which received more than $8 billion through PayPal in 2015
The K-12 challenge

PayPal’s solution for schools and districts is designed to meet the need of K-12 organizations to collect funds through a simple, time-saving process. We offer:

• An easier online way to **map and track** each payment and donation to the appropriate program or event, class, parent, and student

• **None of the costs** of managing checks, such as:
  ✓ Misplaced checks
  ✓ Returned checks
  ✓ Tracking down information about what a check payment is for
  ✓ Manually endorsing and depositing numerous costs

• **Electronic tracking and records** of all transactions, with easier creation of reports and tax receipts

• The ability to **quickly edit online store pages** using standard office software

• **No set-up costs;** only a low per-transaction fee, which can be passed along to parents
How Our Solution for K-12 Works

Your Website

1. Parent sees a link to your online store on your school’s website.

2. Parent shops in your online store, and puts items in the shopping cart.

3. Parent selects his or her choice of several payment methods to check out. (A PayPal account is not necessary.)

Paypal.com

4. Parent completes a secure transaction on PayPal’s site.

5. Parent returns to your site, and your organization receives funds in its PayPal account in minutes.

Transfer these funds to your organization’s bank account whenever you like at no charge.
How It Could Work For You

Back-to-School Appeal

- Capture student information for directory
- Ask for annual donation
- Request PTA/PTO membership dues
- Sell specific items
- Provide single “checkout” experience to pay for multiple items
- Process financial transactions
- Provide confirmation
- Run reports
How It Could Work For You

Jog-a-thon Fundraiser

- Capture student information
- Record donor information
- Offer multiple sponsorship “levels”
- Process financial transactions
- Provide confirmation
- Run reports
How It Could Work For You

School Bus Passes

- Capture student information
- Process financial transactions
- Provide confirmation
- Run reports
Sample School Stores

Welcome to the Rancho El Chorro Store

Welcome to the Brooklyn Urban Garden School Store

Welcome to the Bear Exploration Center PTA!

Welcome to the Westmont Web Store
Checkout

Parents add items to their shopping cart.

Pay with PayPal, debit, or credit card

Enter payment info; receipts are emailed with every transaction.
How Parents Benefit

• **Ease of Use**
  All parents need to log into PayPal is their email and password. **No need to write a check or look for cash.**

• **Security**
  Parents are **protected by PayPal’s industry-leading security technology**, and never have to share credit card information.

• **Convenience**
  Parents are busy people! They’ll appreciate the flexibility of **24x7 online payment options**.
How Your Organization Benefits

Faster Access to Funds
• Funds are accessible within minutes – no more delayed deposits
• No more lost checks or insufficient funds fees

Increased Participation
• Incremental participation from parents
• Ability to involve non-local friends and families in fundraising

Cost Savings
• Reduced cash and checking handling
• Decreased expenses for paper and postage

Flexibility
• Flexible payment amounts and payment options
• Ease of tracking for accounting purposes
<table>
<thead>
<tr>
<th>Description</th>
<th>Your Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Setup Fee</td>
<td>$0</td>
</tr>
<tr>
<td>Monthly Hosting Fee</td>
<td>$11.99</td>
</tr>
<tr>
<td>Transaction Fee</td>
<td>2.2% + $0.30</td>
</tr>
</tbody>
</table>
Potential Results

With PayPal
• 400 students
• $130 average donation amount to annual fund via credit card
• 45% participation rate
• 180 families contribute – including global contributors
• Results:
  • $30 higher average donation amount
  • 20% additional participation

Without PayPal
• 400 students
• $100 average donation amount to annual fund via paper check
• 25% participation rate
• 100 families contribute
• Local contributors only

$10,000

$13,400
Set Up Your Online Store

Email us at paypalforschools@paypal.com with questions.

1. Sign up for a PayPal account

2. Sign up for our online store solution – Email us for our recommended solution provider and special rates.

3. Let us know you’re ready – Send us an email to let us know you are ready, and we’ll build your online store for you. There are no upfront payments or setup costs – simply pay for the monthly hosting fees.

4. Go live and get paid – Whenever a donation or payment is made, the funds appear in your account within minutes. You can transfer the funds into your school’s account at any time and at no charge.

The whole setup process only takes about two weeks