



# PayPal for Schools 3dcart School Store

June 2016

# 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

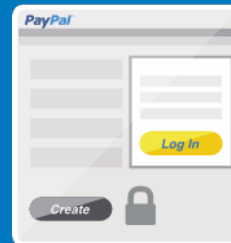
Parent selects his or her choice of several payment methods to check out.  
(a PayPal account is not necessary.)



## Paypal.com

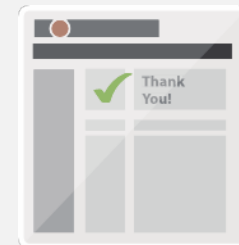
4

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



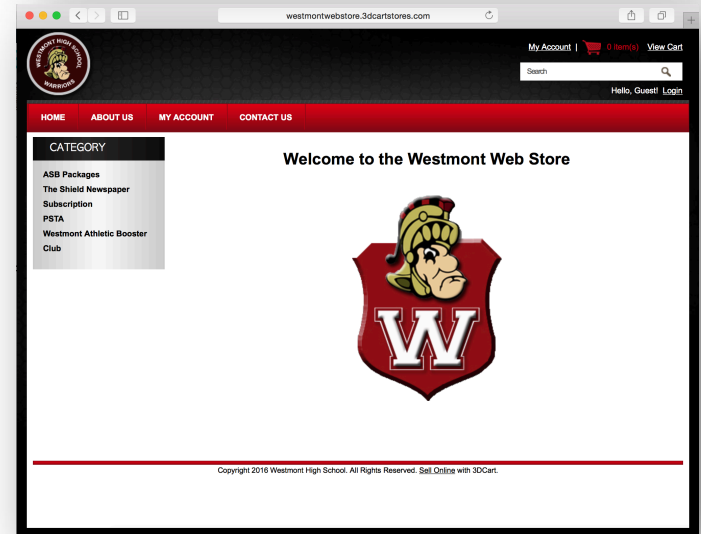
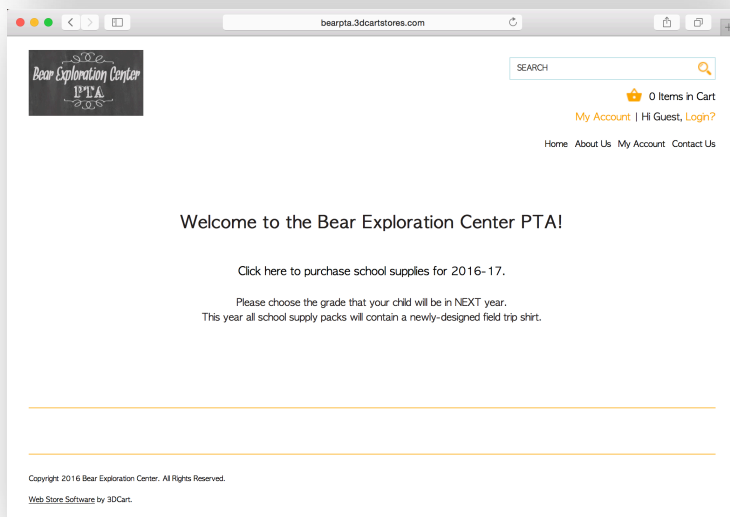
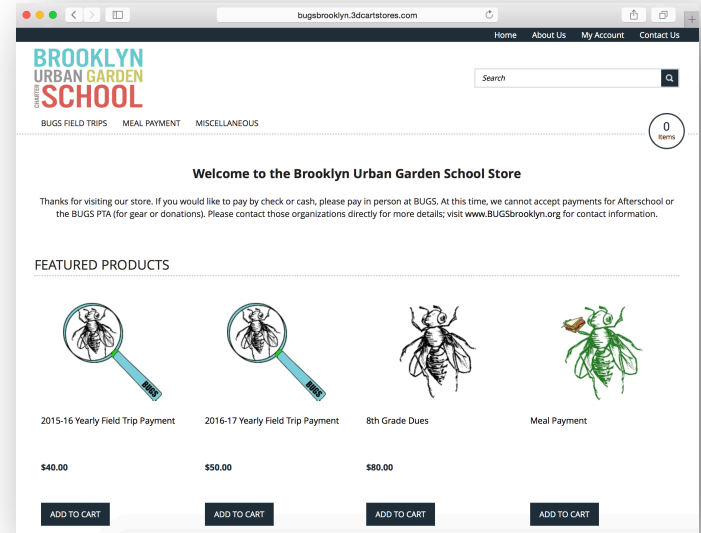
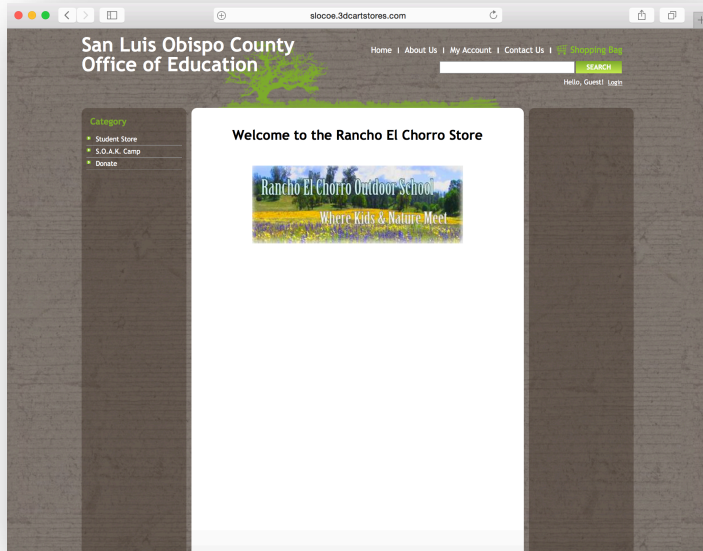
# How It Could Work For You

## School Bus Passes

- Capture student information
- Process financial transactions
- Provide confirmation
- Run reports



# Sample School Stores





# Checkout

The screenshot shows the school's website header with navigation links: Home, About Us, My Account, and Contact Us. Below the header is a search bar and a menu with categories: BUGS FIELD TRIPS, MEAL PAYMENT, and MISCELLANEOUS. The main content area is titled 'ITEMS' and contains a table with the following data:

ITEMS	QTY	PRICE	Total
2015-16 Yearly Field Trip Payment View/Hide options	1	\$40.00	\$40.00
3% Administrative Fee	1	\$1.20	\$1.20
Subtotal			\$41.20
Total			\$41.20

Buttons for 'Continue Shopping' and 'PROCEED TO CHECKOUT' are visible. A 'Checkout with PayPal' button is at the bottom right.

Parents add items to their shopping cart.

The screenshot shows the PayPal checkout page. At the top, it says 'Brooklyn Urban Garden Charter School' and '\$41.20 USD'. The main heading is 'Pay with PayPal'. There are input fields for 'Email' and 'Password'. A 'Log In' button is below. A checkbox for 'Stay logged in for faster checkout' is also present. A link 'Having trouble logging in?' is below the login fields. At the bottom, there is a button 'Pay with Debit or Credit Card'. A small PayPal logo and a 'New, Faster, Easier.' message are on the right.

Pay with PayPal, debit, or credit card

The screenshot shows the PayPal Guest Checkout page. At the top, it says 'Brooklyn Urban Garden Charter School' and '\$41.20 USD'. The main heading is 'PayPal Guest Checkout'. Below the heading is a message: 'We don't share your financial details with the merchant.' There are input fields for 'United States' (a dropdown), 'Card number', 'Expires', and 'CSC'. A 'Mon.' and 'Sally's' button is below. A 'Billing address' section contains input fields for '211 N First Avenue', 'Apt., ste., bldg.', 'San Jose', 'California', and '95131'. A checkbox 'Ship to my billing address' is at the bottom left. A PayPal logo and a 'PayPal is the safer, easier way to pay' message are on the right.

Enter payment info;  
receipts are emailed with  
every transaction.

# How Parents Benefit

- **Ease of Use**

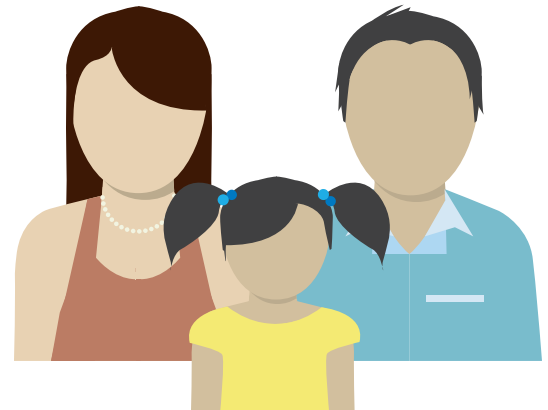
All parents need to log into PayPal is their email and password. No need to write a check or look for cash.

- **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

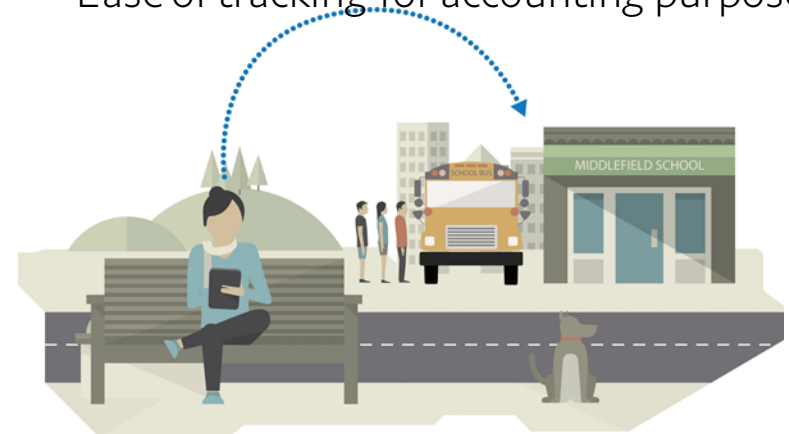
- Incremental participation from parents
- Ability to involve non-local friends and families in fundraising

## 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



# School Store Pricing

Description	Your Cost
Setup Fee	\$0
Monthly Hosting Fee	\$11.99
Transaction Fee	2.2% + \$0.30

# Potential Results

## Without PayPal

- 400 students
- \$100 average donation amount to annual fund via paper check
- 25% participation rate
- 100 families contribute
- Local contributors only



## 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



# Set Up Your Online Store

Email us at [paypalforschools@paypal.com](mailto: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



