



Operation Smile: Restoring one smile at a time

Operation  Smile

www.operationssmile.org

FAST FACTS

After integrating PayPal with Convio, Operation Smile:

- Increased revenue collected via PayPal by 60% in 2011¹
- Received PayPal donations from 7% of donors in 2011²
- Boosted its donor conversion rate
- Built donor relationships for future campaigns

Every three minutes a child is born with a cleft lip or palate.¹ Many can't eat, speak, socialize, or smile. If their families can't afford corrective surgery, these children face a lifetime of rejection and humiliation.

That's why Operation Smile was founded. Since 1982, the organization has provided more than 200,000 free surgeries for children and young adults born with facial deformities. Thanks to its big-hearted medical volunteers, Operation Smile can perform these operations for just \$240 each. But the organization's reach depends entirely on the generosity of its donors.

Operation Smile accepts donations through a Convio fundraising platform – and integrates PayPal as a payment option. “Missing out on even one donation could mean a child somewhere will never get the help they need,” says Jeff Swingle, Senior Manager, Online & Interactive, Operation Smile. “The combination of Convio and PayPal gives our donors an easy, familiar payment experience when they give to support our mission.”

INTEGRATING PAYPAL BOOSTS DONATIONS

Convio's vision is to help nonprofit causes connect with ordinary people to achieve extraordinary results. Operation Smile is doing just that by using the Convio platform to manage relationships, run effective fundraising campaigns, and process contributions.

Seeking to boost donations, Operation Smile integrated its existing PayPal account with its Convio platform in late 2010. The results exceeded all expectations. “We think integrating another trusted payment option into the payment process gave us a higher conversion rate,” Swingle explains. “Our number of PayPal transactions exploded in 2011.”

PayPal can help your nonprofit change the world too! Learn more:

Web: www.paypal.com/nonprofit · Twitter: [@paypalnonprofit](https://twitter.com/paypalnonprofit) · Email: nonprofit@paypal.com · Phone: 1-866-365-6319

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– Jeff Swingle,
Senior Manager,
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EASY INTEGRATION AND DONOR MANAGEMENT

Operation Smile’s PayPal integration took just three days to complete. Now, when donors choose to pay through PayPal, it’s easier for Operation Smile to build relationships with them. “The integration between PayPal and Convio lets us keep donor information in one place for follow-up campaigns,” says Swingle. “It also allows us to measure our conversion rates with much greater accuracy.”

TOUCHING THOUSANDS OF LIVES

With a presence in 60 countries, Operation Smile provided 18,000 free operations in 2011. The organization is counting on PayPal to help it change even more lives in future years. “If someone cares enough to change a child’s life, then we want to make their donation experience as easy as possible,” Swingle concludes. “PayPal is a trusted name in payments. That’s why integrating PayPal with Convio just made sense.”

LEARN MORE

PayPal enables nonprofits to tap into donors at the moment they are most motivated to act by accepting donations online, from mobile phones and social media sites. With more than 106 million active accounts in 190 markets and 25 currencies around the globe,³ PayPal helped more than 200,000 nonprofit organizations raise over \$3 billion in 2011.⁴ Learn more about PayPal for nonprofits at: www.paypal.com/nonprofit.

1 http://www.operationssmile.org/about_us/who-we-are/index.html

2 According to Operation Smile’s internal records

3 PayPal Press Center: www.paypal-media.com/about

4 According to PayPal’s internal research

PayPal can help your nonprofit change the world too! Learn more:

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