



Case Study

PayPal's Give at Checkout helps Dynamo Camp harness hope

Tucked into the picturesque mountains of Limestre, in the heart of Tuscany, you will find a charity like no other. Since 2007, Dynamo Camp has welcomed children with serious or chronic illnesses.

This vibrant camp hosts a variety of activities for the kids to enjoy in a protected environment. By focusing on their abilities rather than their limits, the goal is to restore their self-confidence, improve social skills, and rediscover the thrill of simply being a child. The experience is not only uplifting but is often life changing.

Dynamo Camp relies on donations to fund their mission. It was also one of the first five charities featured in Italy when PayPal's Give at Checkout went live.

We spoke with the charismatic and caring Dynamo Camp team about Give at Checkout's impact. This powerful tool has brought in new donors, boosted donations, and increased awareness of this incredible organization.

A small gift with a big impact

Understanding that illness affects the entire family, Dynamo Camp offers programs for siblings as well as the family as a whole. They do all of this with medical supervision and a qualified and caring staff, and it's all free of charge.

As the camp has grown over the past 15 years, it looked to increase donations in new and different ways. PayPal's Give at Checkout launched in Italy in 2021. It has quickly become a critical donation channel for Dynamo Camp.

Developed to give charities a fast, easy way to reach potential donors, Give at Checkout offers consumers a chance to donate while they shop online. For Dynamo Camp, the process to participate in Give at Checkout was virtually effortless. Whenever potential donors check out with PayPal, they see the option to donate €1 to their favorite charity. Charities do not pay fees for Give at Checkout donations. This means every euro Dynamo Camp collects goes directly to their organization, in support of their fundraising goals.¹

As Francesca Maggioni, Dynamo Camp's head of Press and Media Relations pointed out, **"Give at Checkout has a positive effect on our mission and on the network building it gives our organization. So, it is not only the donation, but also how Give at Checkout helps us enlarge and enrich our network."**

The idea of accepting a microdonation was an entirely different approach from the traditional fundraising Dynamo Camp had implemented in the past. However, these microdonations added up quickly – exceeding over 43,000 euros in May alone.² This not only helped raise funds but perhaps more importantly, expanded their donor base. The results for Dynamo Camp were nothing short of remarkable as approximately 99% of the microdonations have come from new donors. Even better, 17%³ of these new donors have become repeat Dynamo Camp donors.

¹ PayPal covers transaction fees for Give at Checkout donations with exception to any fees related to currency conversion. The donation will go directly to the charity's PayPal account.

² Data source from Dynamo Camp, May 2022. These results may not be typical and may vary substantially by business. This content is provided for informational purposes only. You should always obtain independent business, tax, financial, and legal advice before making any business decision.

³ Data source from Dynamo Camp, June 2021 – May 2022.



"PayPal's Give at Checkout has connected Dynamo Camp with over 100,000 new donors. Surely, this is a real innovation in digital fundraising in the non-profit world."

Mattia Dell'Era
Chief Digital Officer, Dynamo Camp



Give at Checkout Donor Details

100k

net new donors.⁴

17%

donated multiple times.⁴

135k€

raised.⁴

⁴ Data source from Dynamo Camp from launch in June 2021 – May 2022. These results may not be typical and may vary substantially by business. This content is provided for informational purposes only. You should always obtain independent business, tax, financial, and legal advice before making any business decision.

Amplifying awareness, donors, and donations

As a part of the Give at Checkout family, Dynamo Camp benefits from PayPal's extensive consumer network. With 426+ million PayPal active accounts in 200+ markets, Dynamo Camp has the potential to connect with countless potential donors around the globe while growing awareness for their mission at the same time.

According to Mattia Dell'Era, Chief Digital Officer at Dynamo Camp, **"In Italy, PayPal is considered one of the safest payment methods. Dynamo Camp donors use PayPal every day to support our mission to help children and their families."** In fact, over the past 5 years, 1.3 million euro was donated to Dynamo Camp via PayPal alone.⁵

While donations help lift and sustain Dynamo Camp's programs, the awareness and exposure they have gained through Give at Checkout has enabled them to keep expanding in other areas as well.

"The donations we receive not only help with the cost of our camp, but also with the development of our mission throughout Italy," said Maggioni. Currently, the Dynamo Camp team is establishing "city camps" to support urban families in their everyday lives. Through their work in hospitals and homes across Italy, the Dynamo Recreational Therapy programs have reached more than 42,000 people to date.

"The number of new donors that Give at Checkout has provided to us is incredibly relevant," emphasized Roberta Mottino, Dynamo Camp's Communication Director & Event Manager. For many kids, Dynamo Camp offers a chance to take part in the social and physical activities they may have missed out on due to their illness. Dynamo Camp's heroic efforts aim to restore the ordinary back into these extraordinary children's lives.

Aided by the reach and exposure provided by PayPal's Give at Checkout, the Dynamo team can continue to fulfill the dreams of these children and their families. One euro and one donor at a time.



⁵ Data source from Dynamo Camp, 2017 – 2022.