



Empowering Donors: The Impact of PayPal on Greater Good Charities

Greater Good Charities is a global nonprofit organization that works to amplify the good in the world. They work to help people, pets, and the planet by mobilizing in response to need.* We spoke with Noah Horton, Greater Good Charities' Chief Operating Officer, to learn more about the charity and their donors. "I'm a big believer in people—that we all want to do good in the world. Greater Good Charities is a global community focused on exactly that," said Horton.

The opportunity.

To continue to make a positive impact in the world, Greater Good Charities is dependent on their loyal donors. Ensuring that donating is as seamless as possible, is essential. Also, adding payment types that their donors trust is critical to their ability to amplify the good they do.

The solution.

Greater Good Charities added PayPal to their payment options, in addition to traditional credit cards and other APMs. "We've seen some donors trust and prefer PayPal. They let us know they will not give unless PayPal is an option," said Horton.

The impact.

"When we began offering PayPal, we saw pretty quickly that almost 50% of our donors chose to donate via PayPal, and we're still at that level," noted Horton.** PayPal has also had a positive effect on recurring donors. Horton explained, "With donors opting for recurring donations with credit cards, an expired card can result in a plan expiring, even when the donor wants it to continue. With PayPal transactions that are not tied to a credit card, we don't see that same attrition, which is better for us, the donor, and those we help. I think any nonprofit would agree that recurring donations are the lifeblood of the organization. Recurring donors are some of the most active and engaged supporters who are champions and ambassadors for your work."



We've never had any issues with PayPal, and it clearly offers a tremendous benefit to our organization to be able to offer it.

Noah Horton

Chief Operating Officer,
Greater Good Charities

**48% of donors
choose PayPal.****

**Decrease in
donor attrition
with PayPal.****

