

FAST FACTS

\$550,000:

The total amount of dollars donated to Team Rubicon via PayPal and StayClassy in 2011

320% increase:

The increase in recurring donations to Team Rubicon via StayClassy and PayPal

\$38,000:

The value of donations that came in through PayPal and StayClassy within days of a tornado

92:

The number of donors that set up personal fundraising pages for Team Rubicon

“Having consistent support coming into our PayPal account gives us confidence that we’ll be able to respond whenever people need us most”

- Jacob Wood, President & Co-Founder, Team Rubicon



Team Rubicon: Helping Veterans Help Others

The most effective nonprofit organizations don’t just help the needy – they also thrive on improving the lives of their own volunteers. Team Rubicon deploys teams of big-hearted military veterans to bridge the gap in natural disaster response. “When veterans leave the military, they often lose their sense of purpose in life,” explains Jacob Wood, president and co-founder of Team Rubicon. “We give them a new purpose: helping people whose lives have been turned upside down.”

When a tornado struck Joplin, Missouri in 2011, Team Rubicon’s heroic volunteers were there to clear the rubble, prevent further casualties – and restore hope. They funded their efforts by using tablet computers and a custom-branded donation page to raise \$38,000 in donations from Americas across the country. How? With StayClassy fundraising and PayPal payment processing.

BUILDING TRUST AMONG DONORS

Team Rubicon began accepting donations online at its inception but eventually sought out a fundraising platform that could offer users a more seamless payment process. StayClassy delivered, allowing Team Rubicon to set up a branded checkout powered by PayPal. “Having a checkout process that matches the look of our overall site builds trust in our donor base – and that’s critical for us,” says Wood.

ATTRACTING MONTHLY SUPPORTERS

Nobody knows where the next natural disaster will occur – or when. That’s why it’s so important for Team Rubicon to maintain a consistent support base. Using StayClassy’s recurring donation feature, Team Rubicon tallied a 320% increase in recurring donors during its first full year on the platform.

StayClassy also provides tools and insights to help Team Rubicon improve its fundraising efforts. Using the StayClassy platform, Team Rubicon has planned events and creative campaigns – and has even allowed supporters to build their own fundraising pages that direct donations to Team Rubicon’s PayPal account.

SCALING TO A GROWING CLIENT BASE

Why did StayClassy choose to integrate PayPal into its fundraising solution? Chalk it up to scalability, as well as PayPal’s ability to split payments between StayClassy, its client, and third-party event hosts. “PayPal has a reputation in the nonprofit community as an easy-to-use, reliable provider,” says Pat Walsh, founder and CMO of StayClassy. “It operates seamlessly in the background of our clients, while enabling us to keep scaling up our solution for the growing client base.



4,000 first-time donors pay their pledges using PayPal. Since these were first-time donors, Charters believes that PayPal likely led to a significant number of donations that wouldn't have otherwise occurred.

Charters said that 10 percent of all donations on CanadaHelps are now being facilitated by PayPal. "We're definitely seeing some new donors through PayPal," he added.

GROWING WITH PAYPAL

CanadaHelps expects to take advantage of PayPal in new and exciting ways in the years to come. Charters thinks that the future of online charitable donations is mobile, and he believes that PayPal positions his organization to make the most of on-the-go giving.

"The challenge in the mobile space is payment," said Charters. "Too many clicks on a small screen can be frustrating. No one wants to enter 16 digits on their phones. If you pay with PayPal, on the other hand, it can be as simple as just a couple of quick taps, depending on the app. That matters, because when it comes to donations it's all about getting rid of potential barriers and making the process as painless as possible."

CanadaHelps is still examining mobile donation strategies, and Charters has been impressed by the unexpected ways in which PayPal has proved helpful in this area. "PayPal's people have gone the extra mile and connected us with other companies that they work with, including developers of mobile applications," he said. "They've already vetted these businesses, so we feel we can trust them."

Charters calls the relationship that PayPal has forged with his company "unique" in his experience. "We've got a really good feeling about the PayPal Canada team," he said. "I think they care about our business and our mission. We look forward to mutual and cooperative growth with PayPal."