



# PayPal SOLUTION FOR K-12

March 2013



# PAYPAL OVERVIEW

- **123 million**  
Number of active PayPal consumers
- **\$3,600+**  
Dollars transacted (total payment volume) every second in Q1 2011, up 31% from the previous year
- **68%**  
Percentage of the top 100 Internet retailers where PayPal is accepted
- **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 200,000 nonprofits, which received more than \$3 billion through PayPal last year

# THE K-12 CHALLENGE

Our Solution for K-12 is designed to meet the need of K-12 organizations to collect funds through a **simple, time-saving process**. We offer:

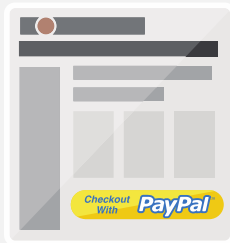
- An easier online way to **map and track** each payment and donation to the appropriate program or event, class, parent, and student
- **None of the costs** of managing checks, such as:
  - ✓ Misplaced checks
  - ✓ Checks without info about what the payment is for
  - ✓ Returned checks
  - ✓ Manually endorsing and depositing numerous checks
- **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

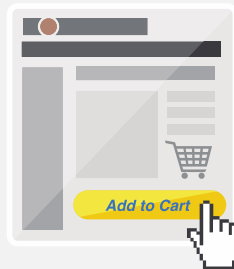
1

Parent sees a link to your online store on your school's website.



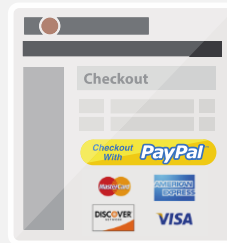
2

Parent shops in your online store, and puts items in the shopping cart.



3

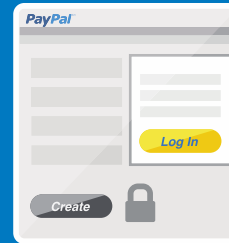
Parent selects his or her choice of several payment methods to check out.  
(a PayPal account is not necessary.)



## PayPal.com

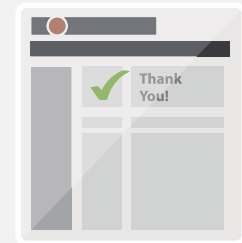
4

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.

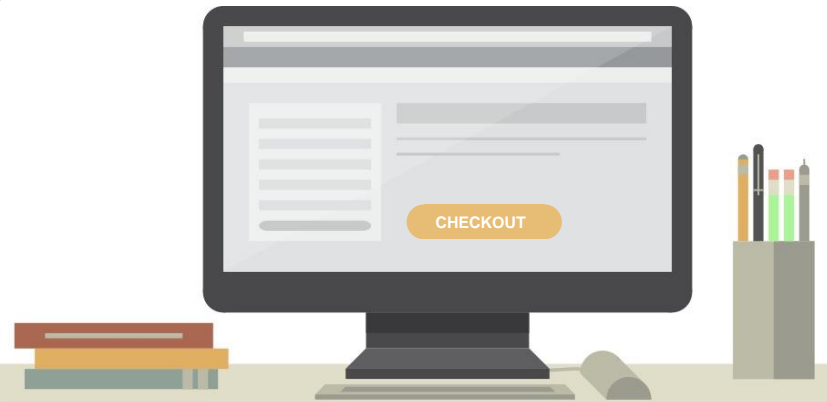


Transfer these funds to your organization's bank account whenever you like at no charge.

# HOW IT COULD WORK FOR YOU

## Back-to-School Appeal (school program)

- 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 (school program)

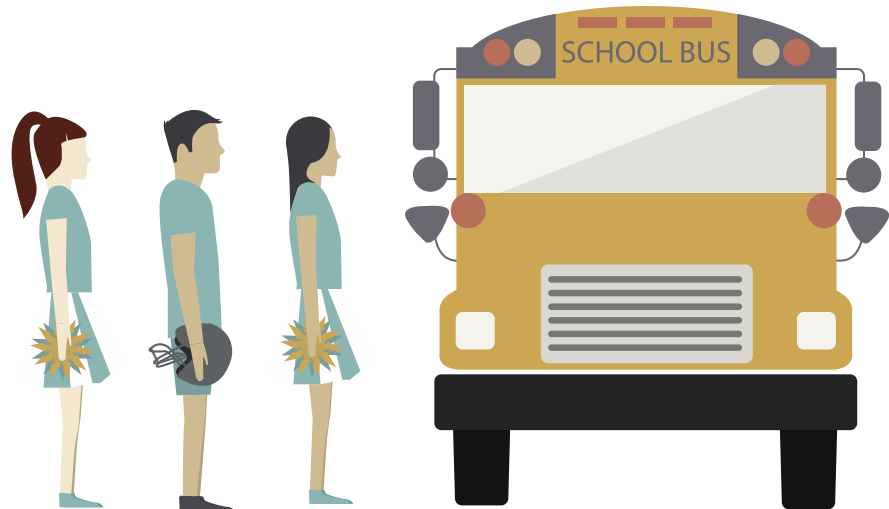
- Capture student information
- Record donor information
- Offer multiple sponsorship “levels”
- Process financial transactions
- Provide confirmation
- Run reports



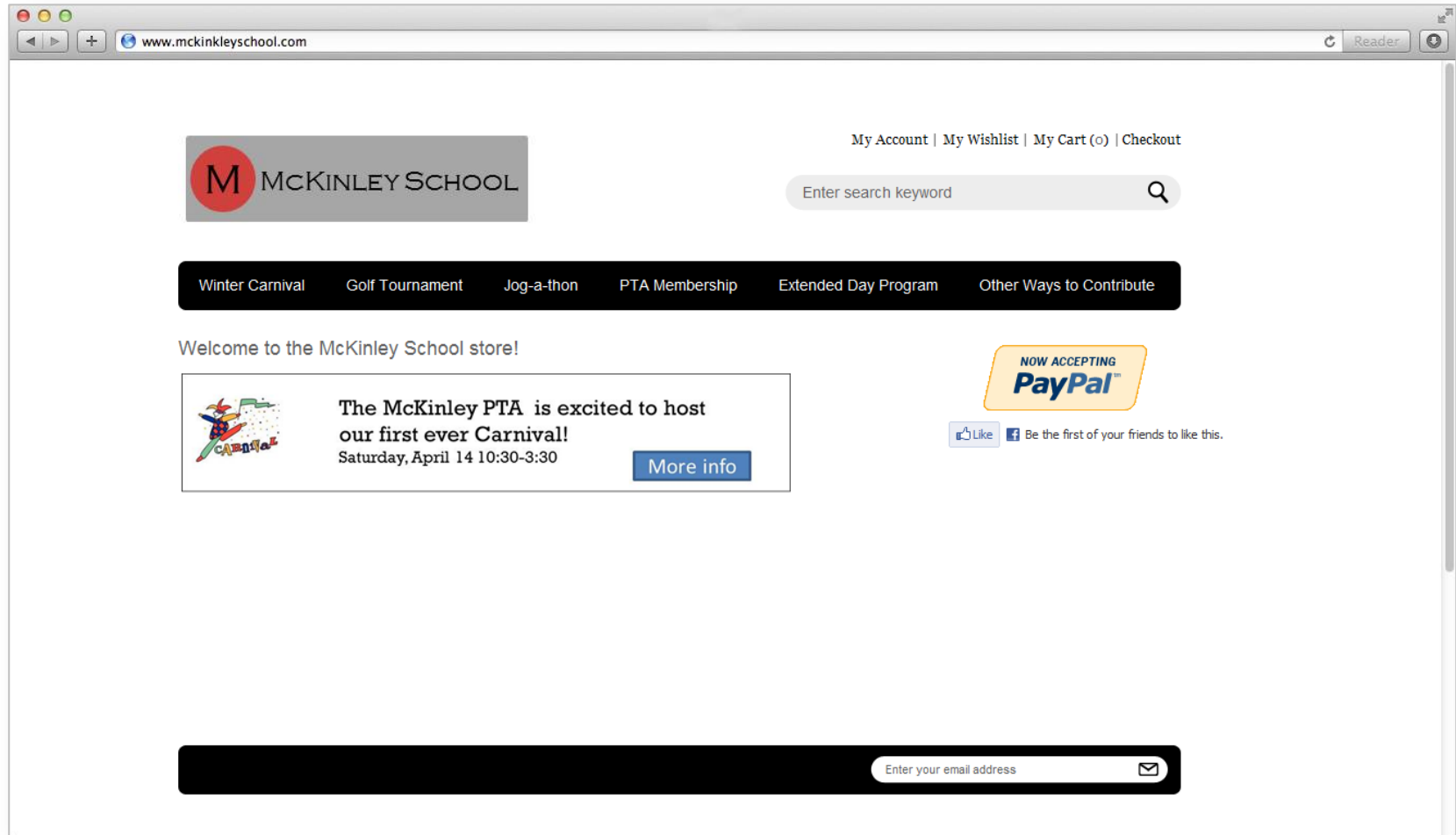
# HOW IT COULD WORK FOR YOU

## School Bus Passes (school district program)

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



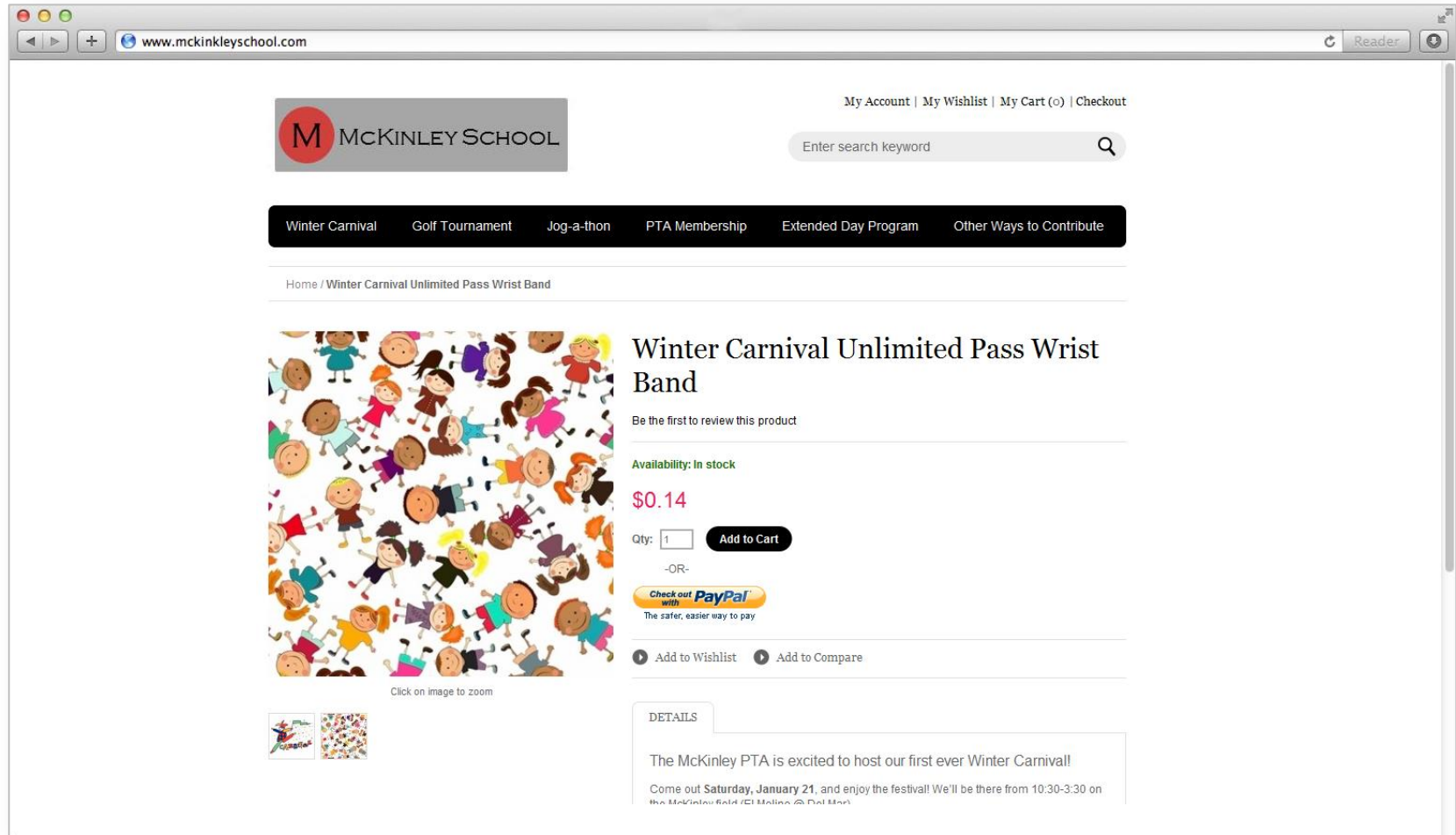
# SAMPLE PAGE HOME






# SAMPLE PAGE

## WINTER CARNIVAL



# SAMPLE PAGE ADD TO CART

The screenshot shows the McKinley School website's shopping cart page. The browser address bar displays [www.mckinkleyschool.com](http://www.mckinkleyschool.com). The page features a navigation bar with links: Winter Carnival, Golf Tournament, Jog-a-thon, PTA Membership, Extended Day Program, and Other Ways to Contribute. The main heading is "Shopping Cart". A blue callout box with an arrow pointing to the "Check out with PayPal" button contains the text: "Your donor sees the PayPal checkout flow shown on slide 11." Below the heading, a message states: "Winter Carnival Unlimited Pass Wrist Band was added to your shopping cart." A table lists the item:

Product Name	Unit Price	Qty	\$
 Winter Carnival Unlimited Pass Wrist Band	\$0.14	1	

Below the table are links for "Continue Shopping" and "Update". A blue callout box with an arrow pointing to the "Proceed to Checkout" button contains the text: "Your donor sees the credit card checkout flow shown on slides 12 and 13." At the bottom, there are sections for "Discount Codes", "Gift Cards", and a list of recommended items:

**Discount Codes**  
Enter your coupon code if you have one.  
 **Apply Coupon**

**Gift Cards**  
Enter the gift card code  
 **Add Gift Card**  
[Check Gift Card status and balance](#)

**Recommended Items:**

- McKinley PTA Annual Membership**  
\$7.00  
**Add to Cart** [Add to Wishlist](#) [Add to Compare](#)
- McKinley Annual Fund**  
\$40.00

**Subtotal** \$0.14  
**Grand Total \$0.14**  
**Check out with PayPal**  
The safer, easier way to pay  
-OR-  
**Proceed to Checkout**

# SAMPLE PAGE


## CHECK OUT WITH PayPal

McKinley School

**Your order summary**

Descriptions	Amount
Winter Carnival Unlimited Pass Wris...	\$20.00
Item number: MCKWINT	
Item price: \$10.00	
Quantity: 2	
<b>Item total</b>	<b>\$20.00</b>
<b>Total \$20.00 USD</b>	

**Choose a way to pay**  
PayPal securely processes payments for EDUPAYPAL.

**Have a PayPal account?** 

Log in to your account to pay

Email

PayPal password

[Log In](#)

[Forgot your email address or password?](#)

**Create a PayPal account**  
And pay with your debit or credit card

[Cancel and return to EDUPAYPAL.](#)

# SAMPLE PAGE

## CHECKOUT WITH CREDIT CARD

www.mckinkleyschool.com

Winter Carnival Golf Tournament Jog-a-thon PTA Membership Annual Fund Other Ways to Contribute

### Checkout

**YOUR CHECKOUT PROGRESS**

**Checkout Method**

**Login**

Already registered? Please log in below:

**Email Address**

**Password**

[Forgot your password?](#)

**Checkout as a Guest or Register**

Register with us for future convenience:

☐ Checkout as Guest ☐ Register

Billing Information  
Billing Information  
Pick-up Only  
Payment Information  
Order Review

# SAMPLE PAGE

## BILLING INFO

www.mckinkleyschool.com

## Checkout

YOUR CHECKOUT PROGRESS

- Billing Address
- Billing Address
- Pick-up Only
- Payment Method

Checkout Method

Billing Information

\* First Name

\* Last Name

Company

\* Email Address

\* Address

\* City

\* State/Province

\* Zip/Postal Code

\* Country

\* Telephone

Fax

Pick-up Only ☒

Ship to different address ☐

Continue

\* Required Fields

Billing Information

Pick-up Only

# WHAT PARENTS GET

- **Ease of Use**

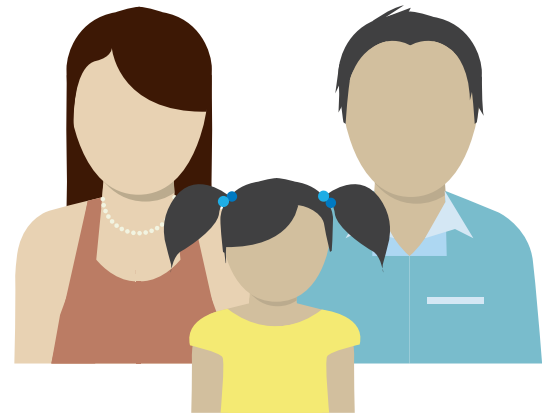
All you need to log into PayPal is your email and password. **No need to write a check.**

- **Security**

You are **protected by PayPal's industry-leading security technology**, and never have to share your credit card information.

- **Convenience**

Parents are busy people! You'll appreciate the flexibility of **24x7 online payment options.**



# WHAT YOUR ORGANIZATION GETS

## Faster Access to Funds

- Funds 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 family in fundraising

## Cost Savings

- Reduced cash and check handling
- Decreased expenses for paper and postage

## Flexibility

- Flexible payment amounts and payment options
- Ease of tracking for accounting purposes



# PRICING FOR K-12 SOLUTION

Description	PayPal Costs	Other Alternatives
Setup Fee	\$0	\$3,000
Hosting Fee (first 6 months)	\$0	Up to \$100 per month
Hosting Fee (after 6 months)	\$11.99 per month w special summer pricing	Up to \$100 per month
Transaction Fee	2.2% + \$0.30	~2.9% or higher



# POTENTIAL RESULTS

## Without PayPal

- 400 students
- \$100 donation to annual fund
- 25% participation rate
- 100 families contribute
- Local contributors only



## With PayPal

- 400 students
- \$100 donation to annual fund
- **45% participation rate**
- **180 families contribute**
- **Global contributors**



**20% additional  
participation  
= 80 more  
transactions**



Fees to PayPal

# SET UP YOUR ONLINE STORE

It's easy – here's how.

Just follow the instructions on [www.paypal.com/education](https://www.paypal.com/education)

1. **Sign up for a PayPal account** – Set up or upgrade to a PayPal Payments Pro account.
2. **Link accounts and submit documentation** – Link your organization's bank account to your PayPal account, then confirm your nonprofit status.
3. **Let us know you're ready** – At this point, email us at [paypalforschools@paypal.com](mailto:paypalforschools@paypal.com), and we'll create a customized solution to meet your specific store requirements. We cover the cost of hosting your website for the first 6 months, and there are no upfront payments or setup costs. After the first 6 months, the hosting fees for your web store are \$11.99 per month. Ask about our special summer pricing.
4. **Go live and get paid** – Whenever a donation or payment is made, the funds appear in your account within minutes. At any point, simply transfer the funds into your school's account at no charge.

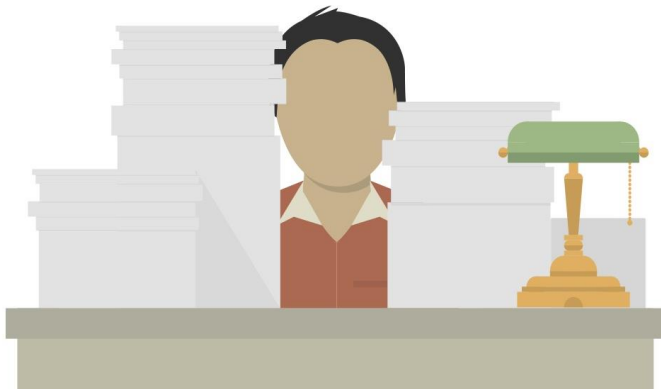
**The whole setup process only takes about two weeks.**

# GLIDER SCHOOL STORE—SUMMARY

## Without PayPal

**Donations limited to vicinity,  
difficult to manage**

- Kids raised funds door-to-door
- Donors often gave minimum donation amount
- Checks sometimes bounced
- Parent volunteers ran cash and checks to the bank



## With PayPal

**Donations from all over,  
easy to track**

- Donation goals achieved
- Collecting donations from anywhere made easy
- >50% of donations from out of area
- Fewer payments by check
- Vital information now on record

