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

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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
  - ✓ Returned checks
  - ✓ Checks without info about what the payment is for
  - ✓ 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

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HOW OUR SOLUTION FOR K-12 WORKS

Your Website

1

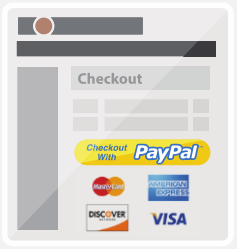
Parent sees a link to your online store on your school's website.

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.)



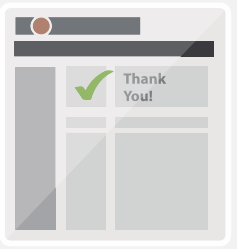
PayPal.com

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.

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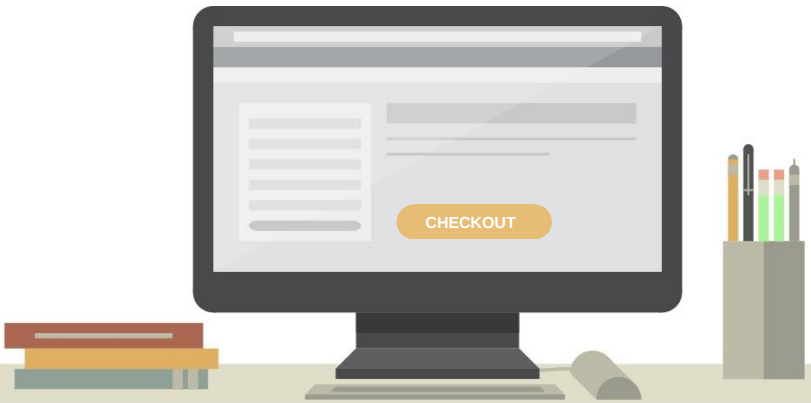
HOW IT COULD WORK FOR YOU

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



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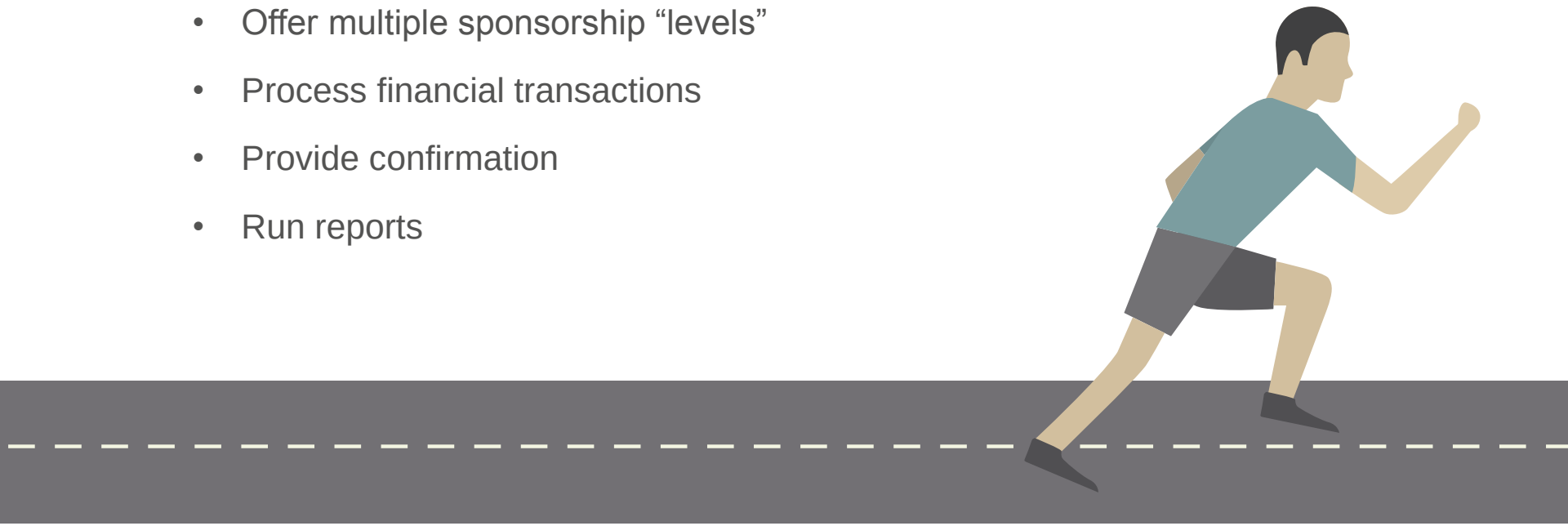
HOW IT COULD WORK FOR YOU

Jog-a-thon Fundraiser (school program)

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



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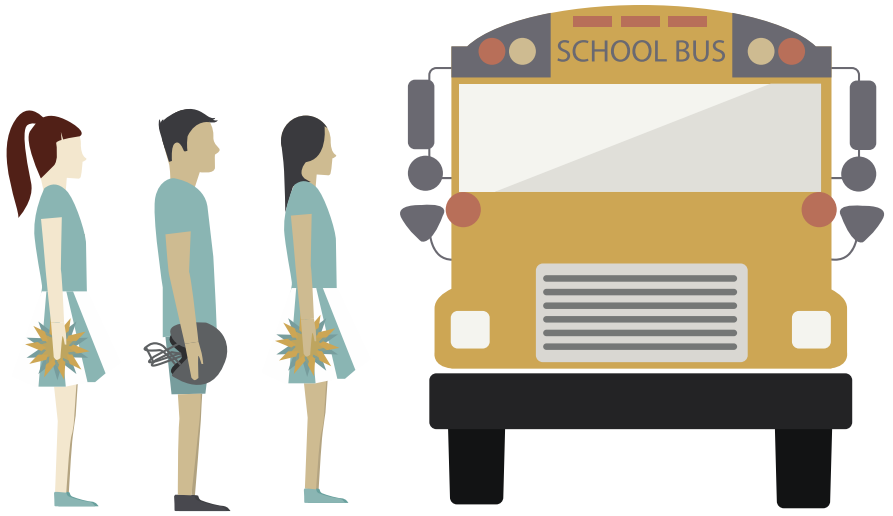
HOW IT COULD WORK FOR YOU

School Bus Passes (school district program)

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



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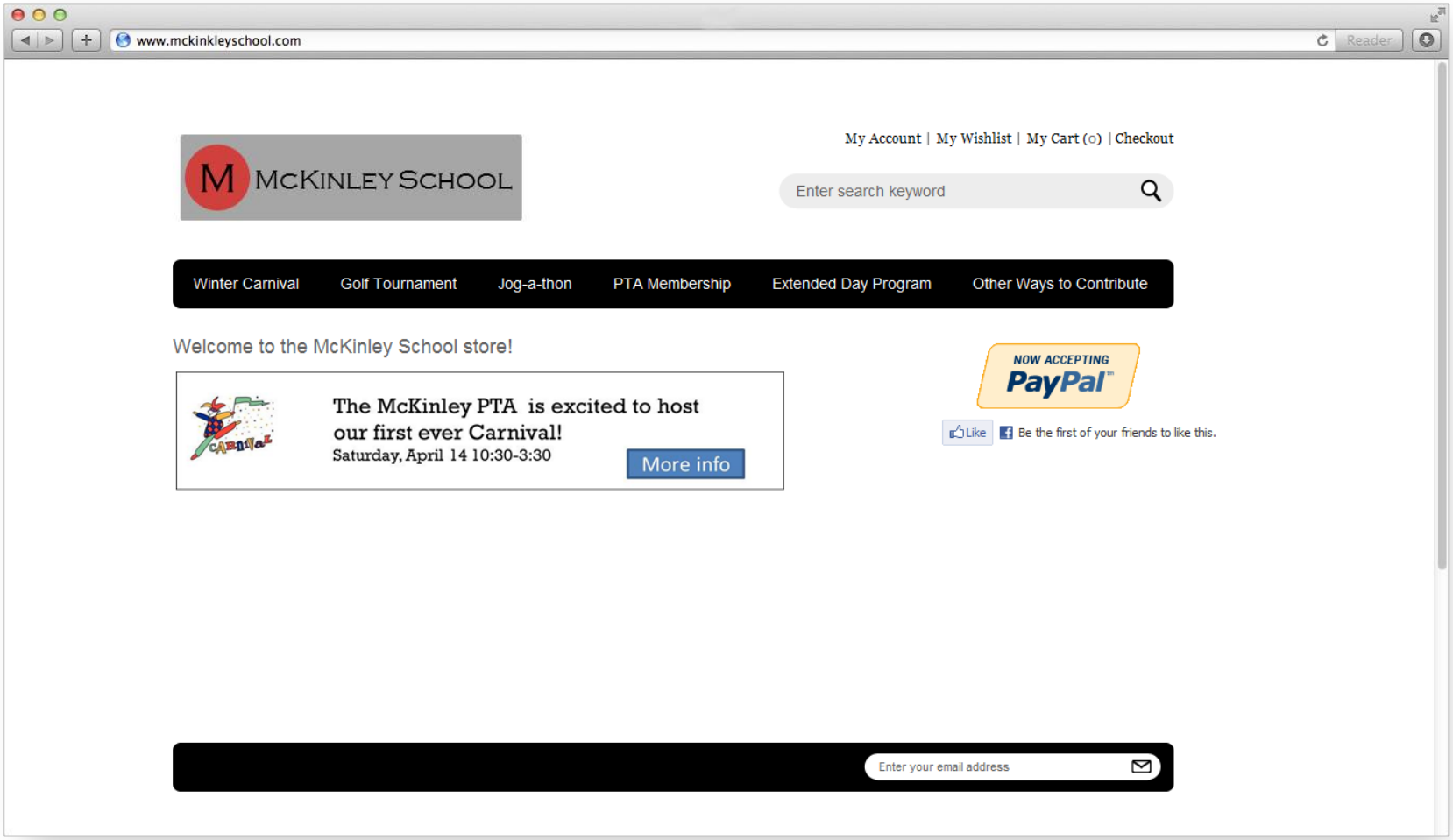
SAMPLE PAGE
HOME



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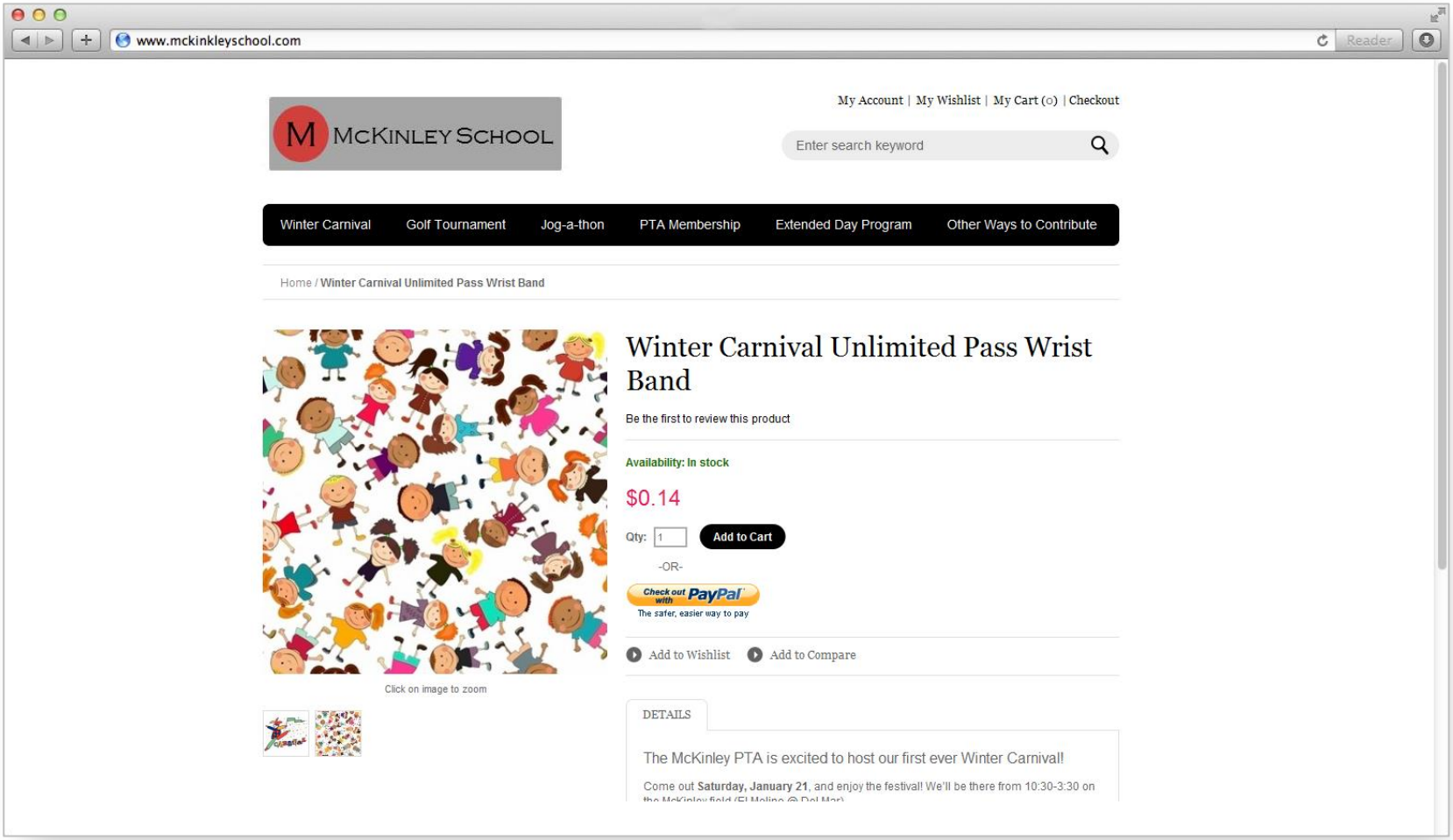
SAMPLE PAGE
WINTER CARNIVAL



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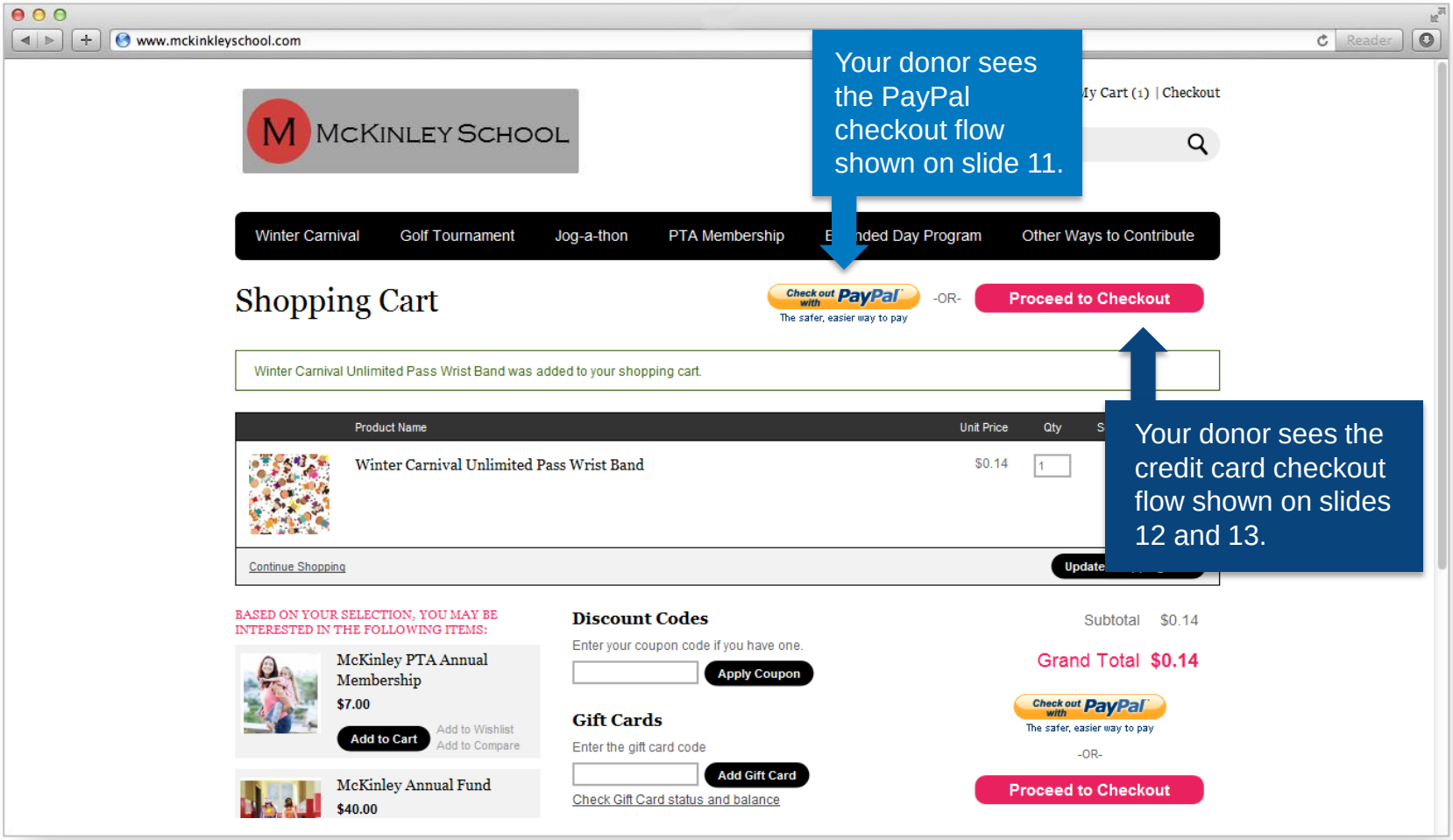
SAMPLE PAGE
ADD TO CART



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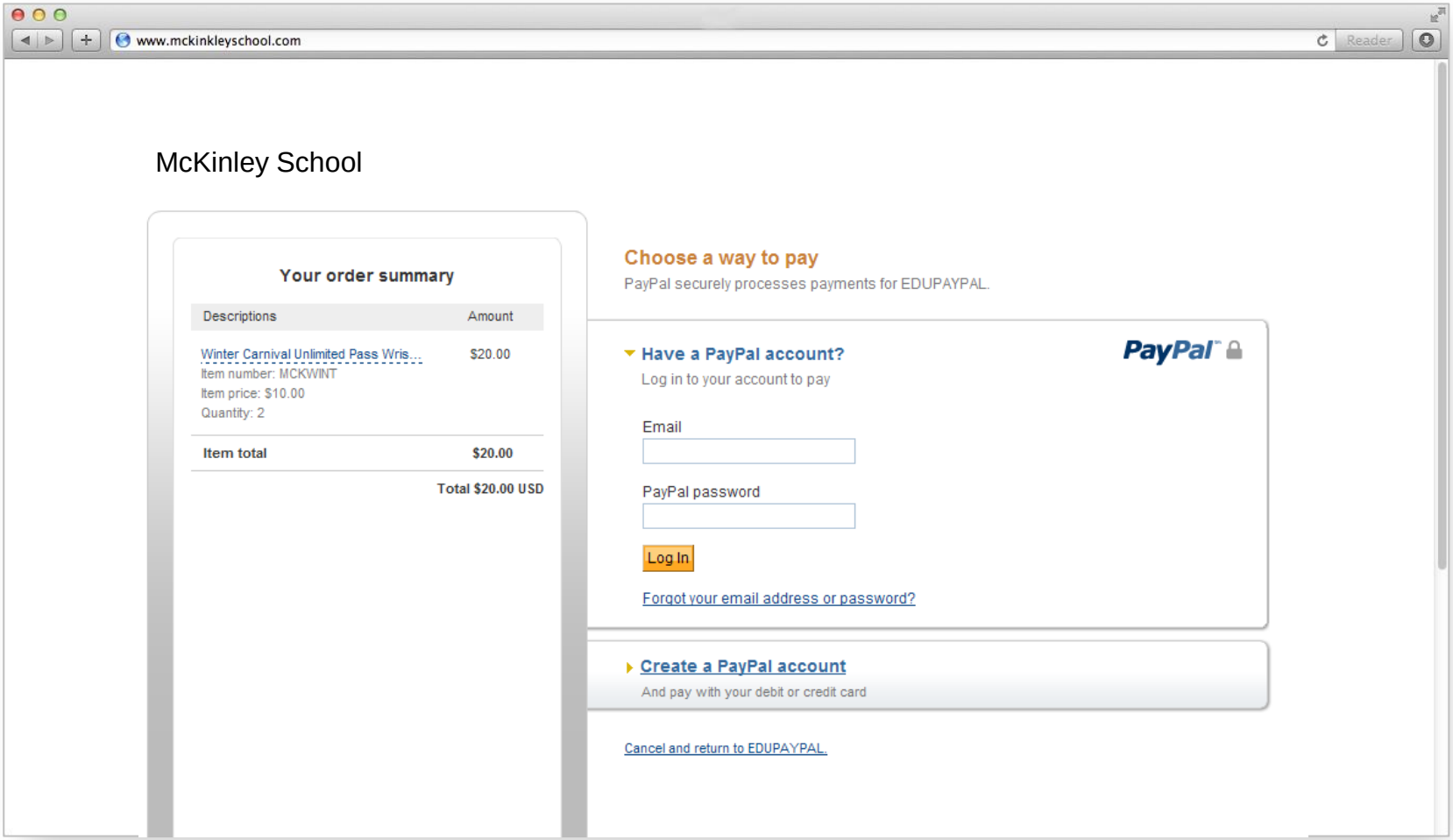
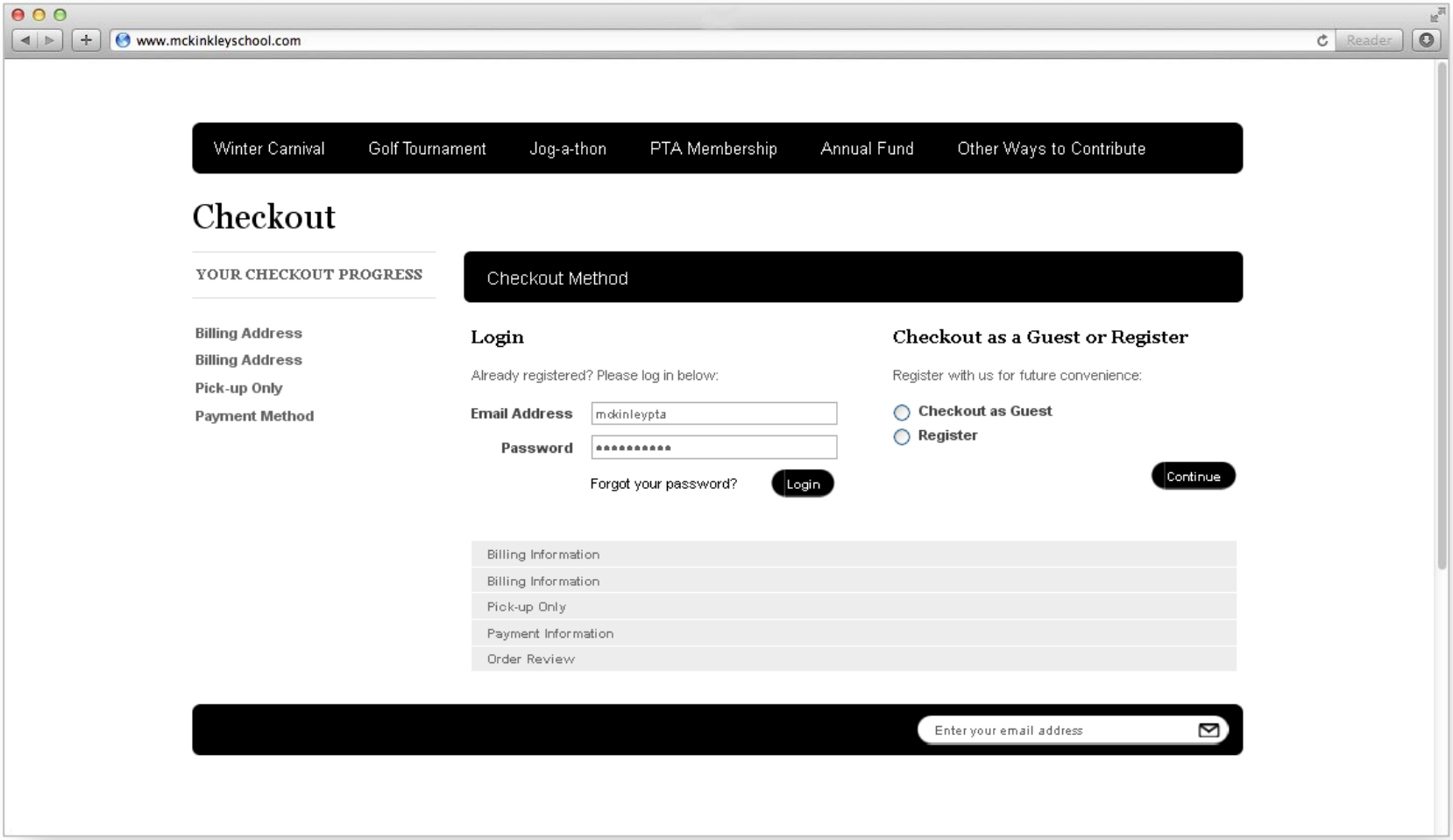
SAMPLE PAGE
CHECK OUT WITH PayPal



SAMPLE PAGE
CHECKOUT WITH CREDIT CARD



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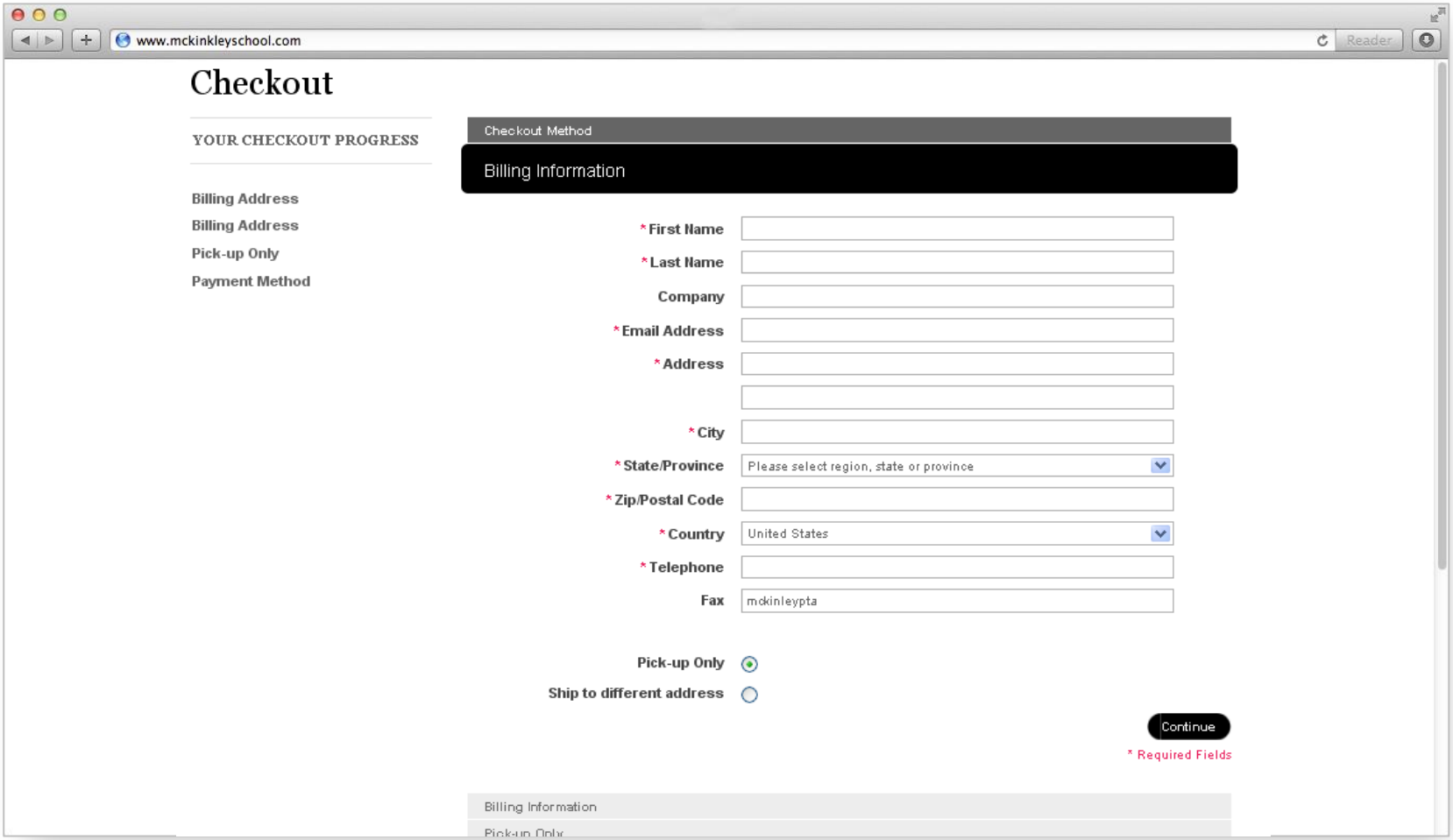
SAMPLE PAGE
BILLING INFO



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WHAT PARENTS GET

- **Ease of Use**

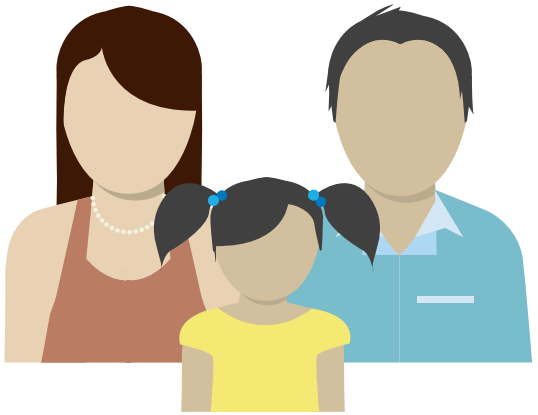
  All you need to log into PayPal is your email and password. **No need to write a check.**

- **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.**



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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

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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

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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

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SET UP YOUR ONLINE STORE

It's easy – here's how.

Just follow the instructions on 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, 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.

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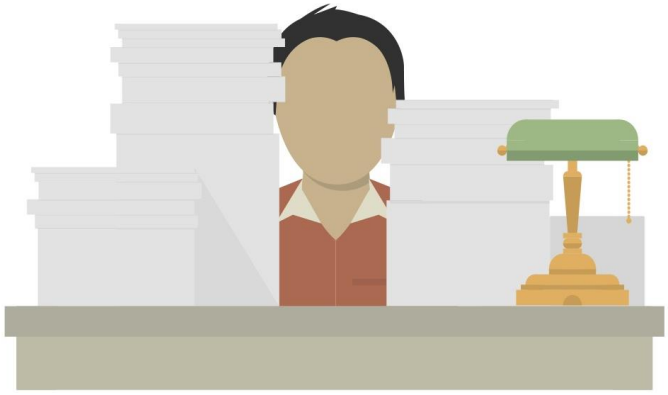
PAYPAL CASE STUDY:

GLIDER SCHOOL STORE–SUMMARY

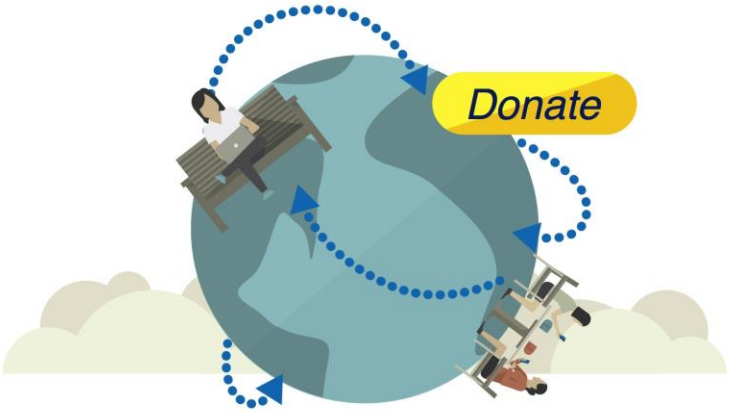
Without PayPal

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