



PayPal School Stores

# CASE STUDIES



PAYPAL CASE STUDY:

# SYNAPSE SCHOOL STORE

**Synapse Elementary School** is an independent elementary and middle school in Menlo Park, CA, that offers an advanced academic curriculum fully integrated with social emotional learning.

**Kristin Major** is a busy working mom, to put it mildly. She's VP and Deputy General Counsel, Global Functions, at Hewlett-Packard Company, and also a parent volunteer at Synapse School.

Kristin set up the Synapse School Store primarily to make paying dues and donating money easier. She was thrilled at how simple it was to customize the store to suit the school's needs.

# SYNAPSE SCHOOL STORE

## CHALLENGE

## SOLUTION

## RESULTS

## TESTIMONIAL

### Writing checks became “old school”

Prior to March 2012, Synapse relied on cash and check payments for their fundraisers and donations. Because they collect quite a few payments for school-related activities, they were running into a few problems:

- People were forgetting to drop off their checks
- Collecting and processing those checks placed a burden on parent volunteers
- Parent volunteers often have full-time careers and need simple, convenient solutions



# SYNAPSE SCHOOL STORE

CHALLENGE

**SOLUTION**

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TESTIMONIAL

## PayPal provides “new school” ways to donate

Synapse started using the PayPal School Store, which gave them an easy-to-set-up, customizable online store that accepts payments, dues, funds, and donations with PayPal or credit cards.

- People are paying online for dues, tickets, and more
- Fewer checks are being written, and sent to school in kids' backpacks
- Less time is being spent chasing down parents to pay for something
- More parents are participating in fundraising activities simply because paying for them is easier



## Why the PayPal School Store works for Synapse

- The online store was free to set up and it's easy to use
- Transferring money to the school association's bank account is simple
- More money is being raised than in past years
- Parents who work full time don't need to spend as much time on volunteer tasks

## Big plans for the Synapse School Store

“It was easy to learn how to set up the items in the store, and using it has now become routine. We definitely plan on using PayPal for additional purposes in the future.”

– Kristin Major, *parent volunteer, Synapse School; also VP and Deputy General Counsel, Global Functions at Hewlett-Packard Company*





PAYPAL CASE STUDY:

## GLIDER SCHOOL STORE

**Glider Elementary School** (K-6) is a California Distinguished School in San Jose, CA, dedicated to the strong academic development of its students.

Glider used the PayPal School Store to make it more convenient for people to donate, set up a way to track payments, and increase the amount of money they raise. The solution allows those who live out of state and abroad to donate, provides a customized online experience, and relieves parent volunteers of administrative tasks like handling checks.

# GLIDER SCHOOL STORE

## CHALLENGE

## SOLUTION

## RESULTS

## TESTIMONIAL

### Collecting checks wasn't cutting it

In 2012, Glider relied on fundraising door-to-door to collect sponsorships for their Walk-a-thon event. It's their biggest event all year, targeting \$30-\$40K each year.

- The kids were trying to raise \$55 each, but donors often only gave the bare minimum
- They were only able to accept cash or checks
- Sometimes the checks bounced
- Parent volunteers had to repeatedly run to the bank to make deposits



# GLIDER SCHOOL STORE

CHALLENGE

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TESTIMONIAL

## Donations from near and far

Glider started using the PayPal School Store, which gave them an easy-to-set-up, customizable online store that accepts payments, funds, and donations with PayPal or credit cards.

- More than 50% of the donations came from over 25 miles away from the school—including two international donations
- The PayPal School Store made it possible to offer multiple donation amount options, including the target donation of \$55 per student
- Glider was able to keep an online paper trail containing important info: which students were sponsored, donor's names, amounts donated, and transaction dates



# GLIDER SCHOOL STORE

CHALLENGE

SOLUTION

**RESULTS**

TESTIMONIAL

## Why the PayPal School Store works for Glider

- Makes it convenient for people to donate—so Glider receives more donations
- Enables those who live outside of the community to easily support the school
- Relieves volunteers of the responsibility of handling checks and money
- Can be personalized—so it has the look and feel of their school

## What's next? The possibilities are limitless.

“PayPal has enabled new possibilities for us to gain more donations and has saved us a lot of time in terms of managing payments.”

– Rhonda LaVelle, parent volunteer, Gilder Elementary School

