



PayPal SOLUTION FOR K-12

January 2015



PAYPAL OVERVIEW

- **162 million**
Number of active PayPal consumers
- **\$485,000**
Dollars transacted (total payment volume) every minute in Q4 2014
- **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 400,000 nonprofits, which received more than \$6 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:

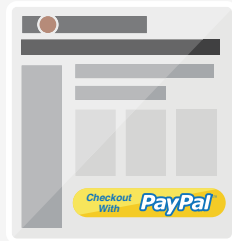
- An easier online way to **map and track** each payment and donation to the appropriate program or event, class, parent, and student
- **None of the costs** of managing checks, such as:
 - ✓ Misplaced checks
 - ✓ Returned checks
 - ✓ Checks without info about what the payment is for
 - ✓ Manually endorsing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

HOW OUR SOLUTION FOR K-12 WORKS

Your Website

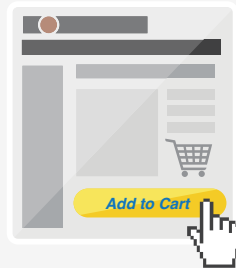
1

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



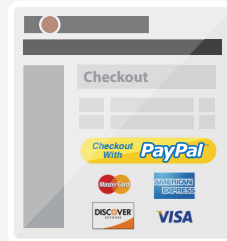
2

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



3

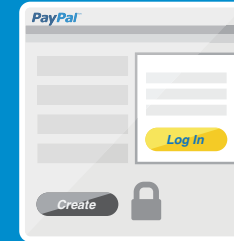
Parent selects his or her choice of several payment methods to check out.
(a PayPal account is not necessary.)



PayPal.com

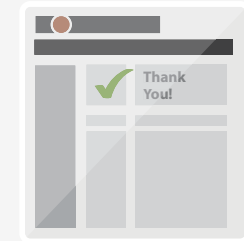
4

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.

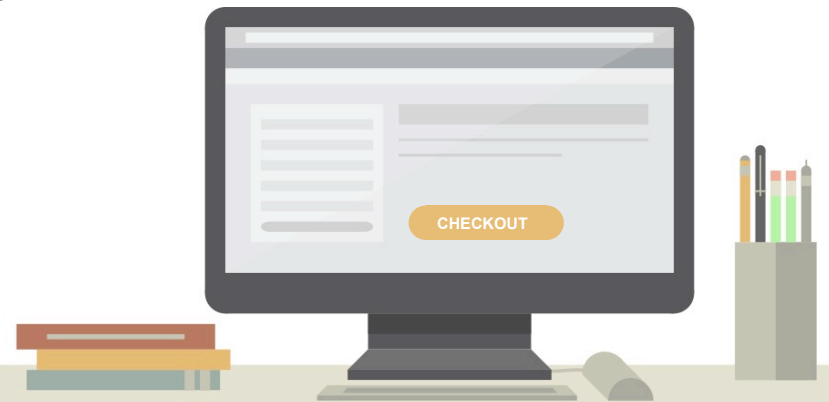


Transfer these funds to your organization's bank account whenever you like at no charge.

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)

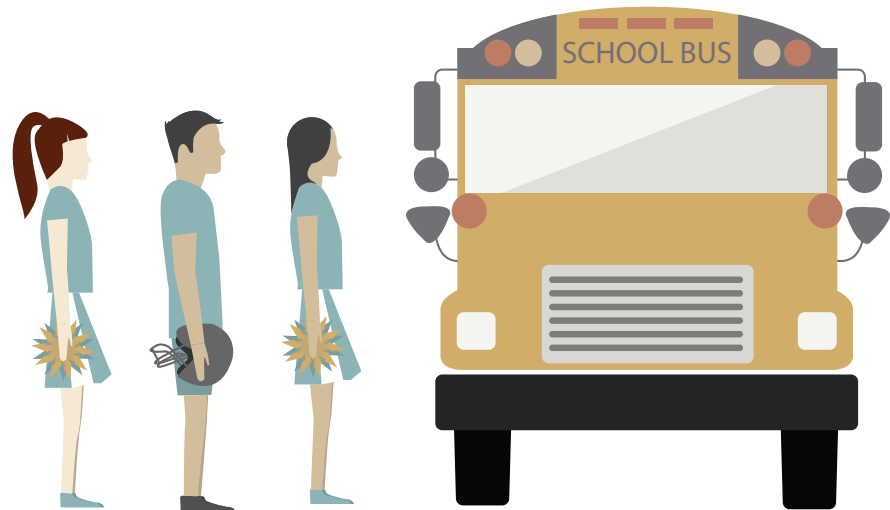
- Capture student information
- Record donor information
- Offer multiple sponsorship “levels”
- Process financial transactions
- Provide confirmation
- Run reports



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

The screenshot shows a web browser window with the URL www.mckinleyschool.com. The page features a dark blue header with the McKinley School logo on the left and navigation links for "My Account", "My Cart (0)", and "Checkout" on the right. Below the header is a search bar with the placeholder text "Enter search keyword". A dark blue navigation bar contains links for "Winter Carnival", "Golf Tournament", "Jog-a-thon", "PTA Membership", "Annual Fund", and "Other Ways to Contribute". The main content area has two promotional boxes. The first box, titled "The McKinley PTA is excited to host our first ever Winter Carnival!!", includes a colorful illustration of a clown and a banner that says "CARNIVAL". The text below the illustration reads: "Come out and enjoy the festivities. Saturday January 21st from 10:30-3:30 on the McKinley field". To the right of this box is a yellow badge that says "NOW ACCEPTING PayPal". The second box, titled "FORE!", features a cartoon illustration of a golfer and text that reads: "The first ever McKinley PTA golf tournament is coming. Be a part of a great day while helping raise money for the McKinley Annual Fund." At the bottom of the page is a dark blue footer with an email subscription form that says "Enter your email address" and includes an envelope icon.

SAMPLE PAGE WINTER CARNIVAL

The screenshot shows a web browser window with the URL www.mckinleyschool.com. The page features the McKinley School logo at the top left, which includes a red 'M' in a circle and the text 'McKINLEY SCHOOL a Pasadena, CA, K-8 arts-focused learning environment'. To the right of the logo is a search bar with the placeholder text 'Enter search keyword' and a magnifying glass icon. Below the logo and search bar is a navigation menu with the following items: 'Winter Carnival', 'Golf Tournament', 'Jog-a-thon', 'PTA Membership', 'Annual Fund', and 'Other Ways to Contribute'. The main content area displays the product 'Winter Carnival Unlimited Pass Wrist Band'. The product image shows a colorful jester character holding a green flag, with the word 'CARNIVAL' written in large, colorful letters below. The price is listed as '\$12.00' in red. There is an 'Add to Cart' button and a quantity selector set to '1'. Below the price, there is a '-OR-' separator and a 'Check out with PayPal' button, with the text 'The safer, easier way to pay' underneath. A 'DETAILS' tab is visible, and the text below it reads: 'The McKinley PTA is excited to host our first ever Winter Carnival! Come on Saturday, January 21, and enjoy the festival! We'll be there from 10:00-2:00 p.m.'.

SAMPLE PAGE ADD TO CART

The screenshot shows the McKinley School website's shopping cart. At the top, there is a navigation bar with links for Winter Carnival, Golf Tournament, Jog-a-thon, PTA Membership, Annual Fund, and Other Ways to Contribute. Below this is the 'Shopping Cart' section, which includes a message: 'Winter Carnival Unlimited Pass Wrist Band was added to your shopping cart.' A table lists the item 'Winter Carnival Unlimited Pass Wrist Band' with a unit price of \$12.00, a quantity of 1, and a subtotal of \$12.00. Below the table are buttons for 'Continue Shopping' and 'Update Shopping Cart'. To the right of the table, the subtotal is \$12.00 and the grand total is \$12.00. There are two 'Proceed to Checkout' buttons: one in a yellow box with the PayPal logo and another in a red box. A blue callout box points to the yellow button with the text: 'Your donor sees the PayPal checkout flow shown on slide 11.' Another blue callout box points to the red button with the text: 'Your donor sees the credit card checkout flow shown on slides 12 and 13.' Below the cart, there are sections for 'Discount Codes' and 'Gift Cards'. The 'Discount Codes' section has a text input field and an 'Apply Coupon' button. The 'Gift Cards' section has a text input field and an 'Add Gift Card' button. Below these are recommendations for 'McKinley PTA One-Year Membership' (\$7.00) and 'McKinley Annual Fund' (\$35.00), each with an 'Add to Cart' button.


www.mckinkleyschool.com

McKINLEY SCHOOL
a Pasadena, CA, K-8 arts-focused learning environment

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

Shopping Cart

Winter Carnival Unlimited Pass Wrist Band was added to your shopping cart.

Product Name	Unit Price	Qty	Subtotal
 Winter Carnival Unlimited Pass Wrist Band	\$12.00	1	\$12.00



[Continue Shopping](#) [Update Shopping Cart](#)

Subtotal \$12.00
Grand Total **\$12.00**

[Check out with PayPal](#) -OR- [Proceed to Checkout](#)

[Check out with PayPal](#) -OR- [Proceed to Checkout](#)

BASED ON YOUR SELECTION, YOU MAY BE INTERESTED IN THE FOLLOWING ITEMS:

-  McKinley PTA One-Year Membership \$7.00 [Add to Cart](#)
-  McKinley Annual Fund \$35.00 [Add to Cart](#)

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](#)

SAMPLE PAGE

CHECK OUT WITH PayPal

www.mckinkleyschool.com


EDUPAYPAL

Your order summary

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

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

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

Checkout

YOUR CHECKOUT PROGRESS

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

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

The screenshot shows a web browser window with the URL www.mckinkleyschool.com. The page title is "Checkout". On the left, under "YOUR CHECKOUT PROGRESS", there are four steps: "Billing Address", "Billing Address", "Pick-up Only", and "Payment Method". The main content area is titled "Billing Information" and contains the following fields:

- * First Name
- * Last Name
- Company
- * Email Address
- * Address (two lines)
- * City
- * State/Province (dropdown menu with "Please select region, state or province")
- * Zip/Postal Code
- * Country (dropdown menu with "United States")
- * Telephone
- Fax (pre-filled with "mckinleypa")

At the bottom of the form, there are two radio buttons: "Pick-up Only" (selected) and "Ship to different address". A "Continue" button is located at the bottom right of the form area. A red asterisk legend indicates "* Required Fields".

WHAT PARENTS GET

- **Ease of Use**

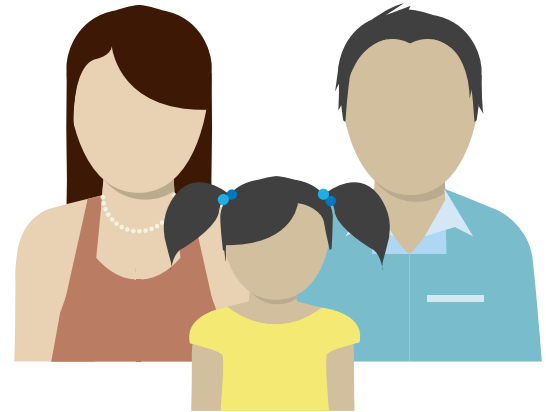
All you need to log into PayPal is your email and password. **No need to write a check.**

- **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



SOLUTION FOR K-12 PRICING

Description	PayPal Costs
Setup Fee	\$0
Monthly Hosting Fee	\$11.99
Transaction Fee	2.2% + \$0.30

POTENTIAL RESULTS

Without PayPal

- 400 students
- \$100 average donation amount to annual fund via paper check
- 25% participation rate
- 100 families contribute
- Local contributors only



With PayPal

- 400 students
- **\$130** average donation amount to annual fund via credit card
- **45%** participation rate
- **180** families contribute
- **Global** contributors



**\$30 higher
average donation
amount
+
20% additional
participation**

SET UP YOUR ONLINE STORE

It's easy – here's how.

Email us at paypalforschools@paypal.com at any time if you have questions.

1. **Sign up for a PayPal account**
2. **Sign up for our online store solution** – Email us for our recommended solution provider and special rates.
3. **Let us know you're ready** – Send us an email to let us know you are ready, and we'll build your online store for you. There are no upfront payments or setup costs – simply pay for the monthly hosting fees.
4. **Go live and get paid** – Whenever a donation or payment is made, the funds appear in your account within minutes. You can transfer the funds into your school's account at any time and at no charge.

The whole setup process only takes about two weeks.