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, 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 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 Americans across the country. How? With the StayClassy fundraising solution 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.

FAST FACTS
With StayClassy and PayPal, Team Rubicon:
• Attracted $550,000 in donations in 2011
• Increased recurring donations by 320%
• Raised $38,000 within days of a tornado
• Let 92 donors set up personal fundraising pages

www.teamrubiconusa.org
“Having consistent support coming into our PayPal account gives us confidence that we'll be able to respond whenever people need us most,” says Wood.

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 clients, 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, StayClassy. “It operates seamlessly in the background for our clients, while enabling us to keep scaling up our solution for our growing client base.”

LEARN MORE

PayPal enables nonprofits to tap into donors at the moment they are most motivated to act by accepting donations online, from mobile phones and social media sites. With more than 106 million active accounts in 190 markets and 25 currencies around the globe,1 PayPal helped more than 200,000 nonprofit organizations raise over $3 billion in 2011.2 Learn more about PayPal for nonprofits at: www.paypal.com/nonprofit.

---

1  PayPal Press Center: www.paypal-media.com/about
2  According to PayPal’s internal research