PayPal™

PayPal FOR NONPROFITS
GET STARTED GUIDE

JANUARY 2012

Get more out of your fundraising efforts by giving donors a convenient and safe way to contribute. Encourage supporters to act by placing a Donate button prominently on your home page.

- Discounted rates for 501(c)(3) status
- Your donors don't even need a PayPal account
- Accept all major credit cards

Receiving donations and selling fundraising merchandise online for your organization is easy with PayPal. In this guide, we'll review how you can:

- Sign up for a business account and verify your nonprofit status
- Create buttons and generate the related code for one-time and recurring donations and purchases
- Customize your payment pages to match the look and feel of your site (optional)

I. Set Up and Confirm a Business Account

Go to www.paypal.com to set up a Business account, and click on the **Business** tab. Here's what to expect:

Step	What to Provide	How Long it Takes
Sign up	• Account/business owner's name, address and email • Business name and address • Customer service information	5–10 minutes
Confirm email address	Email address used for sign-up	2 minutes
Add and confirm bank account	• Bank name • Account and routing numbers • Name associated with account	3–5 days
If applicable, verify your nonprofit status (only for organizations with 501(c)(3) status)	• Evidence of tax-exempt status • Bank statement or voided check in your organization's name • PayPal email account • Contact information • Description of your organization and type of payments it wants to accept (such as donations and merchandise payments)	3–5 business days You can log in a day after signing up for an account and submit items through the Resolution Center. Note: Once you've added a Donate button to your nonprofit website, you can begin accepting donations right away. However, you won't be able to withdraw or transfer funds until your nonprofit status has been verified.

II. Create Payment Buttons

To create a button, you'll need to select a button type and set its parameters. PayPal's Button Designer tool will generate button HTML code that's easy to copy and paste to your website. Select your button based on the actions your supporters need to take:

Donate – To contribute a fixed or variable donation amount
Subscribe (Recurring donations) – To make recurring payments or donations
Buy Now – To purchase one item at a time
Add To Cart – To pay for one or more items in a single checkout

How to Create a Donate Button:

1. Go to www.paypal.com and log in using your new Business account.
2. Click on **Profile,** then **More Options.** Under the **Selling Preferences** column, click on **My Saved Buttons**. From the **My Saved Buttons** page, select **Create New Button**.
3. On the **Create a PayPal Payment Button** screen, select the **Donations** option from the **Choose a Button Type** pull-down list.
4. Enter the name of your nonprofit in the **Organization Name** field and an optional **Donation ID** number to identify the type or purpose of the donation – this can be anything that you choose.
5. **Customize** your button if you choose. You can opt to make the button smaller, include credit card logos, or change the country and language for the button. You can also use your own button image. For this option, you'll need to provide the URL of the location of your button image on a secure (HTTPS) server. If you store the image on a secure server, your customers won't receive messages from their web browser indicating that the payment page contains insecure items.
6. Select a **Currency** from the pull-down list.
7. Under **Contribution** enter a fixed donation or payment amount, or if you choose, you can leave the field blank for donors to enter an amount of their choice (up to $2,000).
8. Click **Create Button** to save the button. Once saved, you can use this button again as a template for other **Donate** buttons.

How to Set up a Subscribe Button for Recurring Donations

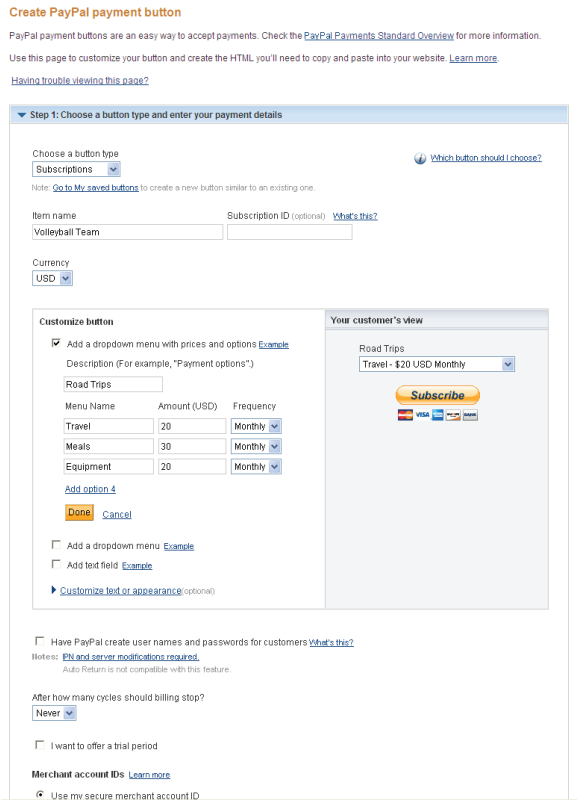
Donors can make regular, scheduled PayPal contributions to your nonprofit with the **Subscribe** button. Like other payment buttons, the **Subscribe** button's HTML code redirects donors to PayPal to make their contribution, and returns them back to your site after the secure donation is complete.

To create a **Subscribe** button for recurring donations:

1. Follow Steps 1 and 2 in the "How to Create a Donate Button" section above.
2. On the **Create a PayPal Payment Button** screen, select the **Subscriptions** option from the **Choose a Button Type** pull-down list.
3. Enter the payment details of your subscription.

a. Subscription name: enter a name for the subscription (for example, "Food for Shelter Animals").
b. Set up the recurring amount to be billed and the billing frequency.
c. Or, customize the button with drop down menu(s) offering different payment levels and category options. If you would like to use a custom image in place of the **Subscribe** button, click on **Customize text or appearance** and provide the URL location for the button image.

4. Select the number of billing cycles for the recurring payment, and if you would like to offer a trial period.
5. Click **Create Button** to save the button. Once saved, you can use this button again as a template for other **Subscribe** buttons.



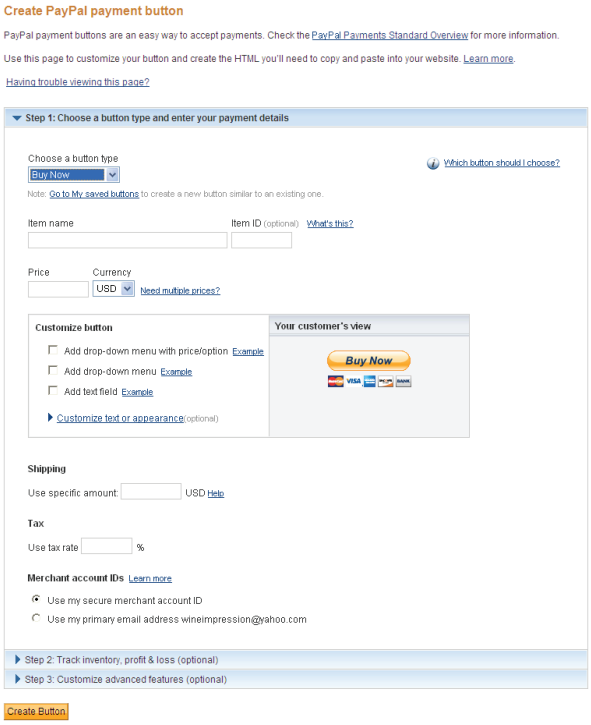
How to Create a Buy Now Button:

1. Follow Steps 1 and 2 in the "How to Create a Donate Button" section above.
2. On the **Create a PayPal Payment Button** screen, select the **Buy Now** option from the **Choose a Button Type** pull-down list.
3. Select a **Currency** from the pull-down list.
4. **Customize** your button if you choose. You can opt to make the button smaller, include credit card logos, or change the country and language for the button. You can also use your own button image. For this option, you'll need to provide the URL of the location of your button image on a secure (HTTPS) server. If you store the image on a secure server, your customers won't receive messages from their web browser indicating that the payment page contains insecure items.

5. Enter any **Shipping** or **Tax** amounts to be added to the transaction in the appropriate fields.
6. Click **Create Button** to save the button. Once saved, you can use this button again as a template for other **Buy Now** buttons.

To allow users to select multiple items during a single checkout, create an **Add to Cart** button for each item:

1. Follow Steps 1 and 2 in the "How to Create a Donate Button" section above.
2. On the **Create a PayPal Payment Button** screen, select **Shopping Cart** from the **Choose a Button Type** pull-down list.
3. Enter the name of the item associated with the button (for example: "Bumper Sticker").
4. Follow Steps 4–6 in the section above. Repeat for each item.



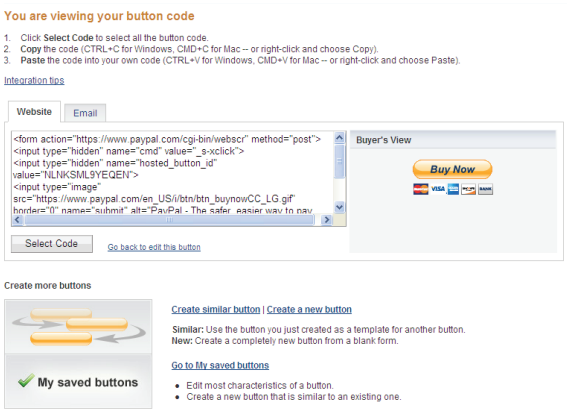
Create a PayPal payment button for Buy Now

Once you've created your button, the next step is to place it on your website.

Placing Buttons on Your Website

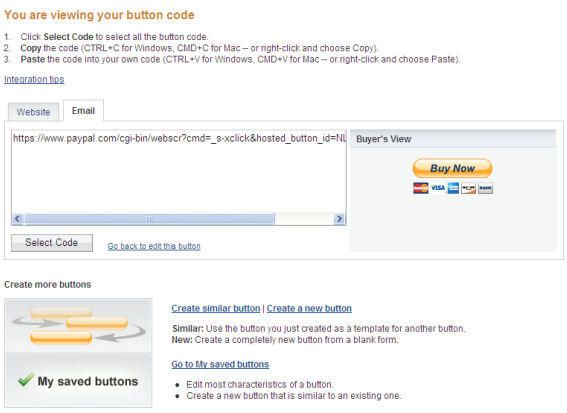
1. Go to **My Saved Buttons** and find the button on the list. Click on **Actions** and then **View Code** from the pull-down list.
2. Cut and paste the code in the text box, or use the **Select Code** button to select and copy all of the HTML code in the text box.

3. In your web editing tool, open the page where you want to place the button, and paste the button HTML code into the page.
4. Save your modified page and upload it to your web server or host provider.



Placing a Link in Emails

You can also place a URL link in an email to request a donation or payment. The URL links to a PayPal hosted web page that accepts payments. To access the code for this URL link, click the **Email** tab on the **You've Created Your Button** page as pictured above and cut and paste the URL where you need it.



III. Customize Your Payment Pages

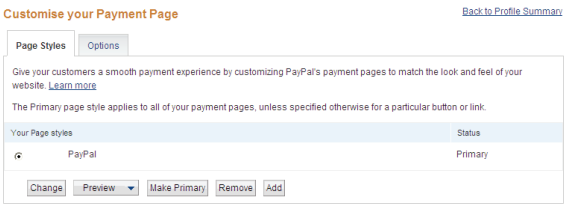
You can customize PayPal's payment pages to match your website's colors and images in order to provide a more seamless payment experience. **Custom Payment Page** styles can be applied to all PayPal website payment pages. The page style you select will apply to every page in the payment flow. To customize your pages:

1. Click on **Profile**, then **More Options.** Under **Selling Preferences**, click on the **Custom Payment Pages** link. This will take you to **Customize Your Payment Page.**
2. From this page, you can **Add, Edit, Preview,** and **Remove** page styles, and make any page style the primary style.
3. To access customization options, click on the **Add** button. This takes you to the **Edit Custom Page Style** page, where you can specify your customizations.

Edit Custom Page Style Options

On the **Edit Custom Page Style page**, you can provide the specific colors and links to any logos or URL images needed to customize your payment pages.

- **Page Style Name** – Enter a name for your reference.
- **Logo Image URL** – Provide the URL to an image in .gif, .jpg, or .png format, no larger than 190 pixels wide by 60 pixels high. The image should be on a secure server.
- **Cart Area Gradient Color** – Enter the HTML hex code for this color. Do not include the # symbol. If you do not know your hex code, click on the **HTML Hex Code** link on the page for a color chart.
- **Header Image URL** – Provide the URL to an image no larger than 750 pixels wide by 90 pixels high.
- **Header Background Color** – Enter the HTML hex code.
- **Header Border Color** – Enter the HTML hex code.
- **Background Color** – Enter the HTML hex code.
- Click **Preview** to preview your page style, or click **Save** when you are finished. When you create your next button, you will have the option to apply this page style.



Resources/Get More Information

For additional information on customizable features and documentation for all PayPal products, visit the PayPal Developer Network at www.x.com.

For information on tools and solutions for users with PayPal Business accounts, visit PayPal Merchant Services at www.paypal.com/merchants (requires login)

PayPal Help – www.paypal.com/help

PayPal Technical Support – www.paypal.com/mts

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