Purchases with Purpose: How to use Give at Checkout to benefit your Charity

PayPal has enabled consumers to purchase with purpose through Give at Checkout

Give at Checkout makes it easy for consumers to support a cause that they care about by being present in their regular, everyday interactions.

PayPal users can add $1 to their purchase when they checkout with PayPal – these microdonations can add up to big impact for your organization.

All donors need to do is set their favorite charity so anytime they checkout with PayPal their favorite charity will show up.

Take advantage of Give at Checkout by encouraging your donor base to set your charity as their favorite.
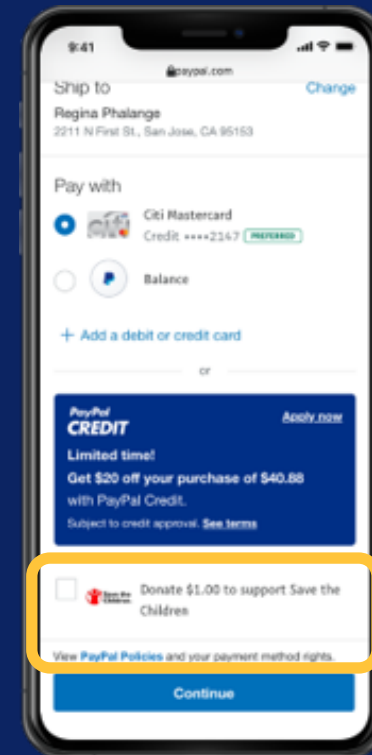
How to use this Toolkit

This toolkit is an overview of the Give at Checkout and Set Favorite Charity donor experience.

Use this toolkit to develop communications to encourage your donors to set your charity as their favorite charity so they can donate $1 to support your cause when they checkout with PayPal.

Contents:

Give at Checkout Impact

Donor Experience

Communicating to Your Donors

Social Media & Email Suggestions

Mandatories & FAQ

A little giving can make a big impact

On average, PayPal customers checkout with PayPal **40+ times a year***

Donors who set a favorite charity are **4 times more likely to donate** in Give at Checkout**

In 2019 more than **$2 million donations** were raised through Give at Checkout**

1M+ PayPal users became first time donors in the past year**

*PayPal internal data, Q2 2020 results

**PayPal internal data, August 2019 - July 2020

Donor Experience:
How donors set their favorite charity

1   Donors visit **charity's profile page on the PayPal Fundraising Site**

2   Donors login to **PayPal**

2 ways donors set their favorite charity

1 Donors visit **charity's profile page on the PayPal Fundraising Site**, then:

♥ Click "Set as Favorite charity"

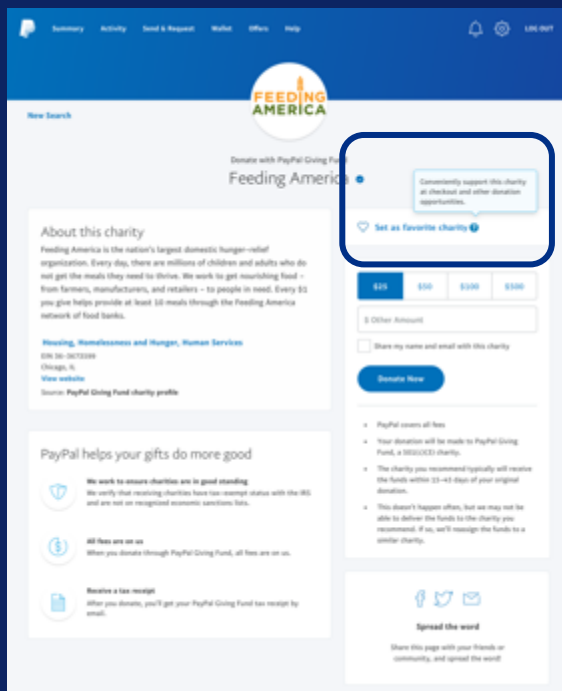Donor can sign up or login into their account with PayPal to complete the process

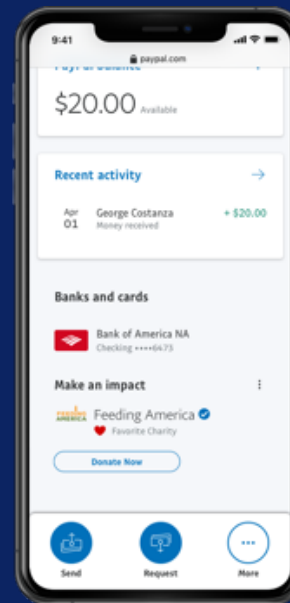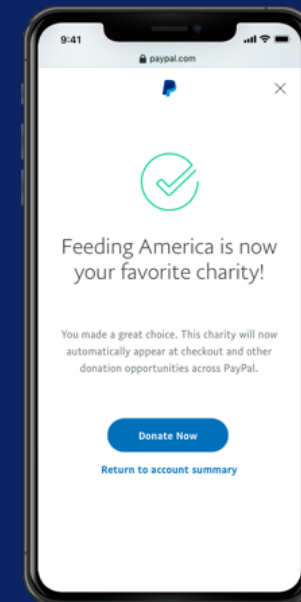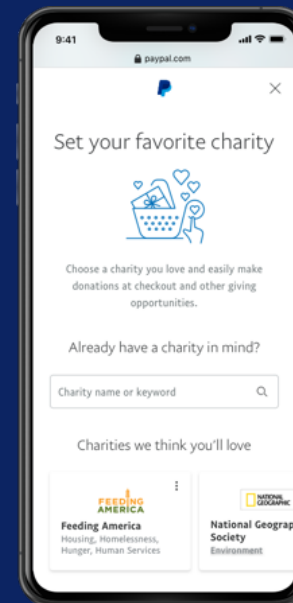**2** Donors login to **PayPal**, then:

♥ Click "Set Your Favorite Charity"

Type in charity's name

Donor confirms their favorite charity and then the charity will appear on their PayPal homepage

This is the easiest place for you to send donors
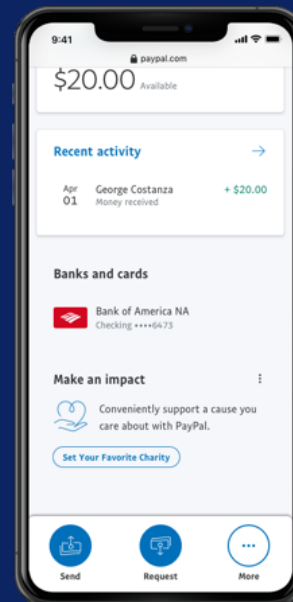
How to drive donors to your profile page so they can set your charity as their favorite

1 **Social media is a great way to drive awareness among your entire base of supporters**

2 **Email is ideal for targeting your PayPal donor base**

Use the following messaging examples as guidelines for your approach.

Social Media Suggestions

Option 1:

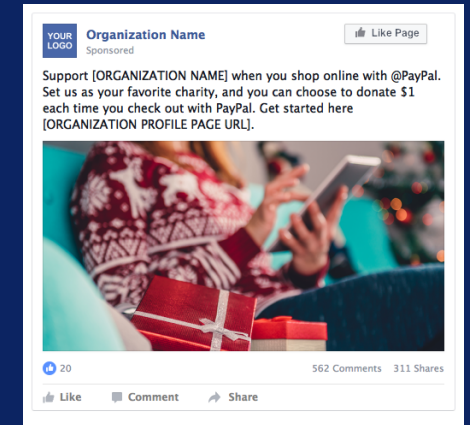@PayPal makes it easy to support [ORGANIZATION NAME] when you shop online. Set us as your favorite charity so you can donate $1 when you checkout with PayPal [BIT Link to Profile Page].

Option 2:

Support [ORGANIZATION NAME] with your online purchases when you checkout with @PayPal. It's easy to set us as your favorite charity at [ORGANIZATION PROFILE PAGE URL].

(must be <280 characters)

Option 1:

Support [ORGANIZATION NAME] when you shop online with @PayPal. Set us as your favorite charity, and you can choose to donate $1 when you checkout with PayPal. Get started here [ORGANIZATION PROFILE PAGE URL].

Option 2:

Want to support [ORGANIZATION NAME] when you shop online? Set us as your favorite charity, then click to donate $1 when you checkout with @PayPal. It's easy: [ORGANIZATION PROFILE PAGE URL].

(must be <63,206 characters)

Option 1:

@PayPal makes it easy to support [ORGANIZATION NAME] when you shop online. Set us as your favorite charity at [ORGANIZATION PROFILE PAGE URL/Link in bio].

Option 2:

@PayPal makes it easy to support [ORGANIZATION NAME] when you shop online. Set us as your favorite charity, then click to donate $1 when you checkout with PayPal [ORGANIZATION PROFILE PAGE URL/Link in bio].

(must be <2,200 characters)

Email Suggestions

Headline:
Just $1 can show your support this holiday season – PayPal makes it easy

Subject Line:
Set [ORGANIZATION NAME] as your favorite charity

Body copy option 1:

Dear [NAME],
We appreciate your support all year long – and now PayPal is making it easy for you to think of us this holiday season.

Set us as your favorite charity, and every time you make an online purchase with PayPal, you'll have the opportunity to donate $1 to our cause. It's an easy and convenient way to have a big impact.

Visit our profile page on the PayPal Giving Fund to set us as your favorite charity. [ORGANIZATION PROFILE PAGE URL].

Thanks for your support!

Body copy option 2:

Dear [NAME],
We appreciate your support all year long – now PayPal makes it easy to think of us this holiday season.

Want to support [ORGANIZATION NAME] when you shop online? Set us as your favorite charity on PayPal, then click to donate $1 each time you checkout with PayPal. It's a little thing that can add up to a big impact.

Setup is fast and easy: [ORGANIZATION PROFILE PAGE URL].

Thanks for your support!

Just $1 can show your support this holiday season – PayPal makes it easy

Dear **[NAME]**,

We appreciate your support all year long – now PayPal makes it easy to think of us this holiday season.

Want to support **[ORGANIZATION NAME]** when you shop online? Set us as your favorite charity, then click to donate $1 each time you check out with PayPal. It's a little thing that can add up to a big impact.

Setup is fast and easy: **[ORGANIZATION PROFILE PAGE URL]**.

Thanks for your support!

Email Example

PayPal Copy Mandatories

The basics:

- **Do** capitalize both P's in PayPal

- **Do not** use PayPal as a verb, I.e., do not say "PayPal it"

- **Do not** refer to PayPal as a bank or a provider of banking or depository services

Important things to keep in mind when discussing PayPal consumer accounts:

- **Do not** use "PayPal account" instead use "account with PayPal"

- When generally discussing use of PayPal, use "PayPal" instead of "PayPal account" (e.g. say "log into PayPal", not "log into your PayPal account")

FAQ

Who is eligible for Give at Checkout?
Charities that are enrolled in PayPal Giving Fund can benefit from Give at Checkout.

How does Give at Checkout work?
All Give at Checkout donations are made to PayPal Giving Fund and granted to the charity along with other donations made to PayPal Giving Fund to benefit the charity on a monthly basis.

Where can I track Give at Checkout donations?
Donations will show up in charity's PayPal Giving Fund dashboard.

Will donors receive a receipt for their donation?
Yes, donors will receive an official donation receipt for their $1 donation from PayPal Giving Fund.

Are there any fees?
No, charities receive 100% of the donation.

Thank you

Your cause is close to our heart.