Accepting Credit Card Payments for Kiwanis Donations and Payments

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stripe

Why PayPal?

- Easy to accept electronic donations and payments
- Widely-used, trusted, global service
 - Over 325m users and 28m merchants
- Non-profit option available
 - With lower fees for 501c3 clubs
- Easy-to-use reports for tracking



How do we get started?

- Sign up for a PayPal non-profit account
 - Even if you are a 501c4, signing up for a nonprofit account allows you to take donations versus simply accepting payments
- Provide required information →

Organization Details	Bank Account Info	Account Holder Details
Registered Name	Account Number	Job Title
Registered Address	Routing Number	Date of Birth**
Phone Number	Online Banking Access*	SSN**
Email Address		Home Address
Website URL		Email Address***
Date Established		



^{*}optiona

^{**}for verification purposes only, not shared

^{***}becomes login name

How do we accept donations?

- PayPal Buttons provide 3 easy ways to accept donations:
 - QR code
 - Link to donation page
 - Embedded button for website
- Easy way to track donations for different projects



Examples

To make a contribution to Backpacks for Breaks via PayPal, please:

- Use this direct link to make your gift, or
- Scan this QR Code to launch PayPal on your mobile device and make your gift.







KIWANIS CLUB OF ELLICOTT CITY

The Kiwanis Club of Ellicott City has been making a difference in the lives of children in Howard County, Maryland since 1940.

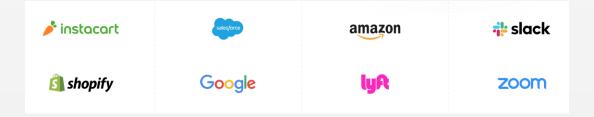






Why Stripe?

Millions of companies of all sizes—from startups to Fortune 500s—use Stripe's software and APIs to accept payments, send payouts, and manage their businesses online.





Does it cost anything?

- Both PayPal and Stripe charge fees per transaction:
 - -2.9% + .30
 - Example: \$100 donation would be \$96.80 after fees
- If your club/foundation has 501(c)3 status, there is a fee discount:
 - -2.2% + .30
 - Example: \$100 donation would be \$97.50 after fees



So, What's the Difference?

- Cost No Difference
- Transfer of Funds Auto-Sweep (Stripe) vs. Manual Sweep (PayPal)
- Simplicity of Options Stripe vs PayPal (Standard, Business, Express, Advanced, Pro, Here)



What about in-person?

- Free Stripe Reader
 - -Card Present Fee 2.6% + .10
- Free PayPal Reader
 - -Card Present Fee 2.7% + .15







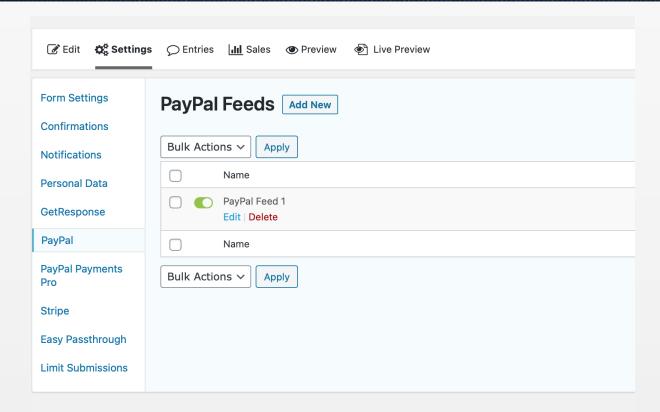
Website Integration

- Kiwanis WordPress Templates allow both Stripe or PayPal for products/service and subscriptions. PayPal can also do donations.
- Stripe does not pop-up additional dialogs for the customer so it's a bit more transparent.





Live Demo



What's the point?

- Electronic payments are the norm and are easiest to track
- Cash donations are difficult to track and come with high liability for your club
- Many people don't even own a check book anymore!

More ways to donate = more children positively impacted by our work!



Q&A

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Thank you!

