silicon valley gives
May 5, 2015

SVGives.org

We would like to thank our partners:

Microsoft
NBC Bay Area
razoo

@svgives
PayPal and SVGives

• PayPal will provide a 1% match to all donations made through PayPal during the 24 hour event
Your payment

Your Payment

- Credit Card
- Giving Card
- PayPal

1. Accept the terms of use and privacy policy.

Clicking this "Donate" button will take you to the PayPal site where you can complete the process before being brought back to Razoo.

$10.00

Use PayPal to donate and they’ll match 1% of your donation!
Story page

The Cupcake Girls Portland is raising support for their city! Goals for this year: to open a Women's Resource Center!

The Cupcake Girls have been in Portland since November 2013. We exist to provide non-judgmental support, consistent care, community resources, peace, love & cupcakes.

Our main goal this year is to have an office space. We will need to have a larger enough space to house our office and Women’s Resource Center. We are asking for something to meet our needs for private support groups, one-on-one mentoring, volunteer training, meetings and staff development, as well as private training, counseling, financial training, resume building, and other consultations for the women we assist.

Our goal is to raise $3,500 per month. This will allow us to do the following:

- Visit nine strip clubs monthly, bringing cupcakes and offering makeup, bathes and hair in the clubs.
- Have girls out on coffee dates and bring them birthday presents on their special day. This allows us to connect with the women on a one-to-one basis so we can assist them—whether that’s connecting them to a resource, helping them reach their goals, or simply being a friend to talk to.

The Kickstarter and other events this year include The Sweet Run, an Indiegogo fundraiser.

Use PayPal to donate and they’ll match 1% of your donation!
Payments via Razoo Mobile

• Select “Donate” on the nonprofit page of choice
Payments via Razoo Mobile

• Select “PayPal” as payment option
Payments via Razoo Mobile

• Complete donation transaction on PayPal mobile
On Razoo Mobile, donors *can*:

- Search for organizations
- Donate
- Pay by credit card or PayPal
- Set reminder to donate later
- Login to Razoo account
On Razoo Mobile, donors cannot:

• Make a recurring donation
• Pre-schedule a donation
• Add a dedication
• Edit page as administrator
American Red Cross - Minnesota

Together with you, the American Red Cross prevents and alleviates human suffering in the face of emergencies.

Select an Amount to Give

Pledge  Donate

Find Out More

About this Nonprofit
Images & Videos 3
Comments 22
Projects and Fundraisers 50
American Red Cross - Minnesota

Your email

Type your email address

Amount (USD)

Pledge

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Visit svgives.org

- Learn how to register as a nonprofit
- Volunteer for SVGives events
- Browse prizes and matching grants
- Schedule a donation

svgives@siliconvalleycf.org
Mobile Fundraising
Silicon Valley Gives Day 2015

@PayPalNonprofit
Tanya Urschel has worked at PayPal for over 9 years, leading numerous product and marketing launches for the B2B and consumer segments. She currently heads nonprofit marketing, working with over 450,000 nonprofits that do $7 billion in PayPal transactions each year. Tanya combines a broad knowledge of PayPal’s online and mobile payments offerings with deep fundraising industry experience. Before joining PayPal, she worked in advertising, design, and financial services.
PayPal Overview
Reach people around the world

PayPal has 152 million active registered accounts

PayPal is available in 203 markets

PayPal supports payments in 26 currencies
PayPal quick view

Easy checkout for web and mobile

• Enable consumers to:
  – Complete transactions quickly and easily with saved wallet details.
  – Avoid manual entry of shipping and financial information.
  – Bypass extra data entry/web pages and securely check out when buying online.

• Streamline checkout to help boost web and mobile conversions.

• Up to 6% more sales and higher conversion*

* A/B testing conducted in September–November 2011. All reported results significant at 95% or greater.

Consumer benefits
• Speed
• Convenience
• Security

Nonprofit benefits
• Higher conversion
• Sales lift
• New consumers
• Better experience
PayPal mobile users

$46B

2014 mobile payment volume up nearly 68% over 2013*

>25%

of all PayPal payments in 2014 were done on a mobile device*

* PayPal 2014 full year financial metrics.
PayPal is committed to nonprofit organizations

+450,000 nonprofits that use PayPal

$7B in nonprofit PayPal transactions in the U.S. and Canada last year

www.paypal.com/nonprofit

Tools for powering giving

Accept payments on your site or in person.

Enable PayPal customers to give through our special programs.
Give Days

So what’s the deal with Giving Days?

Giving Days are like a virtual party for your cause

#15NRTCgivingdays
Give Days – Giving Tuesday 2014

PayPal has saw a **101% YOY mobile increase** in transactions during #GT 2014
Mobile World
Mobile trends

Your donors are already mobile

- Email
- Webs
- Social
- Calendar

* Q1 2014 (Movable Ink US Consumer Device Preference Report)
Mobile trends

58% of American adults have a smartphone

42% of American adults own a tablet computer

34% of mobile users go online mostly using their phones

Source: January 2014 Pew Research Center Mobile Technology Fact Sheet.
Mobile trending

25-44 young adults lead smartphone use

80% increase in nonprofit dollars via PayPal mobile from 2013 to 2014 in NA

** January 2015 PayPal data

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Mobile trends

65% of emails are opened on a mobile device.

88% of consumers ages 18-30 open emails on their smartphones.

Mobile trends

* The ‘2015 Small Business Perspectives on Mobile’ online survey issued to a subset of Endurance subscribers. The survey had a total of 909 respondents that participated from February 26 to March 4 2015.
Mobile Technology Landscape

- Mobile Web
- Mobile Apps
- SMS and Dial to Web
- In person mobile payments
Mobile Web

Pros

• Most used
• Easy to find and access
• Easier/cheaper to make changes
• Compatibility with browsers and devices

Cons

• Need internet connection
• Sometimes not convenient to enter credit card info
Mobile Apps

Pros

• Great for engagement
• Builds loyalty

Cons

• Costly to build and maintain
• Charges for payments
• Hard to get people to download and use
Text to Give

Pros

• Ideal during urgent scenarios
• Simple and easy for donor

Cons

• Limited donation size
• Delayed payment
• No donor data
• Hard to continue the conversation
Dial to Web

Pros
• No carrier charges

Cons
• More steps to complete
• Not customary behavior for donors
Scanning technology: QR and Bar codes

**Pros**
- Use for events or any location
- Free and easy to generate

**Cons**
- Need to have reader app
- Hard to scan sometimes
- Usually very low response rates
In-person

Events: Galas, Walks, Golf Tournaments

- Registration Fees
- Sale of Items
- Ad hoc Donations
- Auction payouts
Future looking

• Location Based Technology: NFC, App Check-in (order ahead)

• Television Payments: pay by remote, smartphone or tablet

• Wearables: Google Glass, Apple and Samsung Watch
Where to start

- Analyze where you stand
- Best Practices: Mobile Web and Emails
- In person mobile payments
See where you are

- Use Google Analytics to see what % of visitors are coming from a mobile device.

- Experience it. Read your emails, visit your site, and give on a mobile device.

- Designate a task team to focus on it. Prioritize according to customer trends.
Mobile Web Best Practices

- Simple content, short to the point
- Maximum page load 3-5 seconds
- Make sure links and buttons are large enough to click on with small screens. Enough space.
Mobile Web Best Practices

- Place main call to action at top. ‘Donate Button’ both top and bottom.
- Do A/B testing to find out what works best
- Minimize data entry and scrolling whenever possible. Use expandable sections when possible so most content fits on screen
Mobile Web Best Practices

- Optimize payment experience
  - Less fields
  - Less steps to pay
  - Secure

30% increase in mobile conversion*

Source: *PayPal Merchant A/B testing.
Mobile Web Best Practices

- Drop down menu
- Tracking Success
  - How much mobile traffic
  - Where is it coming from
  - Where do they go? Behavior pattern.
- Partner optimization: DAF, CRM, Social, etc.
Mobile Email Best Practices

- Keep it Simple and Short. Including Subject line.
- Test email in multiple browsers
- Select email providers that have templates and automatically mobile optimize. Ex. Constant Contact
- Add Donate Button to email
Mobile Events Best Practices

- Use optimized pre/during registration software
- Use mobile auction technology
- In-person payments tools: have WIFI booster and extra devices.
Resources

Tips/Tools: www.svgives.org/nonprofits

What online giving capabilities do I need?

At a minimum:
- Clean, simple giving process
- Automated thank yous and tax receipts
- Mobile-ready site for learning & giving
- Easy admin for set up, and management
- Embedded social sharing
- Instant reporting on the progress of your day

Ideally you’ll also have:
- Multiple inspiring fundraising pages
- Equipped to show your matching funds
- Peer-to-peer fundraising capability
- Donor scroll or progress meter

http://givingdayplaybook.org/
http://www.givingtuesday.org/tools/

http://my.nten.org/15ntc/browse/communitylibraries?tab=groupdetails
www.paypal.com/nonprofit