



5TH ANNUAL **convio**
SUMMIT
OCTOBER 25-27, 2010
BALTIMORE, MARYLAND

Social Giving: Implications from Lessons Learned in E-commerce

Presented by:

Chris Cochran

PayPal[™]

 **convio**[®]
MOVE PEOPLE[™]

NO BOUNDARIES

PayPal-Convio Matching Gift Promotion

November 9th - 12th 2010

Up to \$50,000 in matching funds
Plus TWO \$1,000 bonus gifts

For more information visit PayPal
at Booth #1

Or visit www.matchfundraising.com

To add PayPal to Your Convio Integration:
Send an email to: getpaypal@convio.com

The screenshot displays the Convio website interface during the promotion. At the top, the Convio logo (with the tagline 'MOVE PEOPLE') and the PayPal logo are visible. The main content area features a yellow banner with the headline 'Double your Donations with PayPal and Convio'. Below this, a text block explains the promotion: 'From November 9-12, 2010, double your donations with PayPal and Convio.* It's our pre-holiday gift to you!'. A yellow box titled 'Here's how:' contains four numbered steps: 1. Register your charity by October 29, 2010; 2. Get Convio's integration of PayPal here.**; 3. Plan your strategy and spread the word through social media!; 4. Follow us on Twitter at @PayPalNonprofit & @Convio. Below the steps, a text block states: 'Come back on November 9, 2010 to track your progress on our site! As a bonus, the charity that raises the most money and the charity that receives the most donation transactions will each receive a \$1,000 USD prize. We'll display all participating charities with donations raised. See [Terms & Conditions](#)'. A 'Questions? getpaypal@convio.com' link is provided. A Twitter tweet is shown: 'Join the #double donate conversation @PayPalNonprofit & @Convio. Very excited for @convio summit next week! It's always great to connect with other great nonprofits. -Convio10 created @ 1:03 pm 2010-10-22'. Below the tweet are two retweets from @vivanista. At the bottom of the banner, 'Terms & Conditions | FAQs' is visible. On the right side of the screenshot, a dark blue 'Register Your Charity' form is shown. The form includes fields for 'Charity Name*', 'PayPal email address*', 'Cause Tags:' (with a note '(keywords separated by commas)'), 'Description*', 'Logo*' (with a 'Click Browse...' button and a 'BROWSE' button), 'Website URL*', 'Twitter Page URL', and 'Facebook Fan Page URL'. Below these fields is a 'Your Contact Info' section with 'Your Name*' and 'Your Email*' fields, and a 'REGISTER' button. A small note at the bottom of the form reads: 'By clicking the "Register" button below, you agree to the [Terms & Conditions](#)'.

PayPal is a Leading Global Online Payments Company...



- 90 million active users
- 190 countries, 24 currencies
- 16.5% of US e-Commerce
- \$3B stored value that is spent or donated every 2 weeks

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... and a Leading Provider of Online Donations

Over 100,000 nonprofits raise over \$1 Billion annually with PayPal



Research Shows People Prefer PayPal

Adding PayPal expands the universe of consumers who pay online:

- 72% of U.S. online buyers have a PayPal account
- 90MM active PayPal users
- Businesses reported a 14% average increase in sales after adding PayPal

Donors prefer PayPal*

- 24% of donors to a large national charity reported that they would not have donated if PayPal had not been offered as a payment method.
- 29% of donors to medium sized charities reported that they would not have donated if PayPal had not been offered as a payment method.
- Convenience and safety are the primary reasons donors prefer PayPal.
- US consumers trust PayPal more than MasterCard or Visa (Gartner)

*Source: 2Q2010 research to donors, 752 respondents, 17% response rate.

PayPal Aims to Help Capture Donations Wherever Donors Are

- Nonprofit Websites
 - Over 50 Convio clients activated the PayPal option in the past few months**
- eBay and other eCommerce Shopping sites
- Mobile devices
- Social Media: Facebook widgets and Twitter

eBay Giving Works Five Ways to Support Causes



1. **Community Selling:** sellers donate a percentage of their sale to a favorite organization
2. **Direct Selling:** organization sells directly on eBay
3. **Donate Now:** users can make an immediate donation
4. **Give at Checkout:** Buyers can donate during checkout when using PayPal
5. **Shop for a Cause:** Buyers can purchase items benefiting their favorite organization

eBay Giving Works Administered by Miss

UPDATES: \$1,909,881 donated through 2/15/2010 [100% of Haiti donations](#) will reach the nonprofit [Read](#) nonprofit reports from

SUPPORT EARTHQUAKE RELIEF & RECOVERY IN HAITI

A 7.0-magnitude earthquake struck Haiti, causing mass devastation and destruction. The organizations listed here are providing relief and recovery services to those affected. Please support their critical work today.




Photo Credits: AFP/Getty

<p>BUY AN ITEM</p> <p>Shop to help organizations involved in the relief effort.</p> <p>Buy Now</p>	<p>SELL AN ITEM</p> <p>Donate 10-100% of your final sale price with eBay Giving Works.</p> <p>Sell Now</p>	<p>GIVE NOW</p> <p>Make an online contribution with PayPal.</p> <p>Donate Now</p>
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eBay Buy Sell My eBay Community

within eBay Giving Works Search Advanced Search

eBay Giving Works Administered by MissionFish

Shop Goodwill Industries on eBay

Help enhance the quality of life of individuals, families and communities by eliminating barriers to opportunity when you shop and sell on this page.



Shop Goodwill Industries Donate 10-100% of your sale to Goodwill Industries Make an online contribution with PayPal

[Shop Now](#) [Sell Now](#) [Donate Now](#)

Current Sellers Nonprofits

The following nonprofits currently have the greatest number of five listings in this campaign! (Click a nonprofit logo to see all their listings)



25224 Listing

Buy Sell Donate Now

Shop now to support Goodwill Industries

Search by eBay Item number, Seller ID or keywords within item results:

Search

Sort by:

Categories

Antiques (8)	Art (1)	Baby (1)
Books (140413)	Business & Industrial (5)	Cameras & Photo (16)
Cell Phones & PDAs (7)	Clothing, Shoes & Accessories (66)	Collectibles (78)
Computers & Networking (1286)	Crafts (3)	DVDs & Movies (6941)
Dolls & Bears (25)	Electronics (19)	Health & Beauty (9)
Home & Garden (42)	Jewelry & Watches (29)	Music (6371)
Musical Instruments (50)	P.C. & Peripherals (5)	Power & Storage (24)

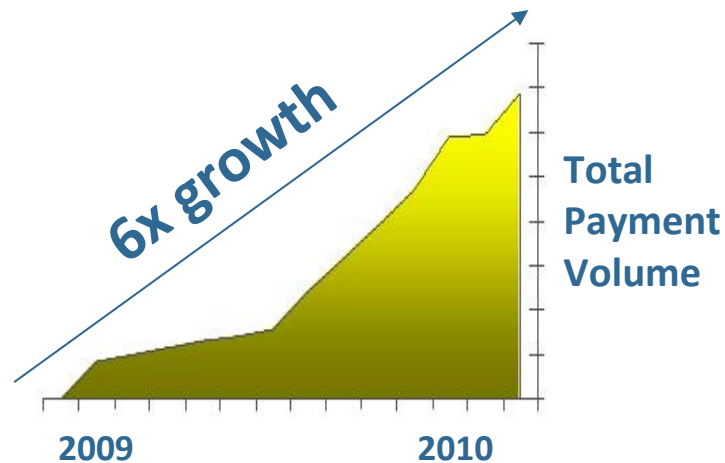
 **35% of the final sale price will support Goodwill Industries of Northern New England**

About this nonprofit:
Goodwill Industries of Northern New England is a human service organization residential, educational and support services, Goodwill works to enhance the social and experience barriers to such independence.



This is an **eBay Giving Works** charitable listing

PayPal is Setting the Standard for Mobile Commerce ...and for Mobile Donations



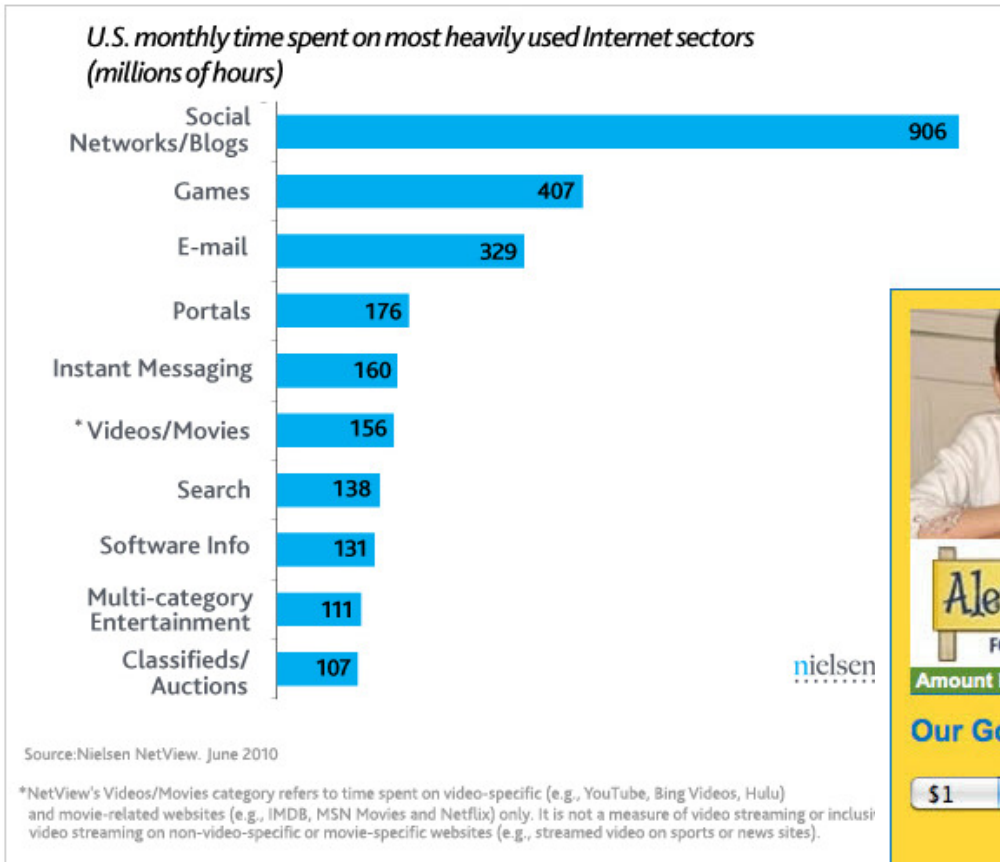
- In 2010, PayPal forecasts over \$500 million in mobile payment volume and over 5 million members regularly using PayPal from mobile devices.
- eBay is amongst the largest mobile retailers in the market, eBay forecasts \$1.5 billion in mobile sales-one item every two seconds
- 1.5 million items were bought via the mobile application and site over Christmas 2009.



Donors can give through:

- PayPal iPhone, Android, BB Apps
- PayPal imbedded in your own App

Powering Donations on Social Sites



Alex's Lemonade Stand Foundation

We're fighting childhood cancer, one cup at a time. Help us reach our fundraising goal during National Childhood Cancer Awareness Month!

Take Action

- » Volunteer
- » Take Action
- » Newsletter
- » News

Our Goal: 1,000 USD

\$1

whatgives POWERED BY **PayPal**

Learning #1: Going “Viral” is Rare

Social marketing should be one key aspect of your online fundraising strategy.



Learning #2: Donation Amounts are Less

Social media fundraising is nascent.
Set realistic fundraising goals.

	UNDER \$1,000	\$1,001 - \$10,000	\$10,001 - \$25,000	\$25,001 - \$100,000	OVER \$100,000
Facebook	77.6%	18.8%	2.1%	0.9%	0.5%
Twitter	88.8%	10.3%	0.9%	None	None
YouTube	88.4%	9.3%	2.3%	None	None

Nonprofit Social Network Report, April 2010

Learning #3: It's All About Engagement

Build an engaged base, not necessarily a large base.



Our Panelists

Debbie Swider, eMarketing Director Member
Communications, ASPCA



Kristi Kastrounis, Online Community and Social
Media Specialist, Operation Smile



Devin Gladstone, Emerging Media Director,
Food for the Poor, Inc.



Social Giving: Implications from Lessons Learned In E-commerce



The graphic features the Convio logo (an eye icon) and the text 'CONVIO® MOVE PEOPLE™' on the left, and the PayPal logo on the right. Below the logos is a white box with the headline 'Double your Donations with PayPal and Convio'. Underneath is a smaller white box with the text: 'From November 9-12, 2010, double your donations with PayPal and Convio.* It's our pre-holiday gift to you!'. The bottom section is a yellow box with the heading 'Here's how:' followed by four numbered steps: 1. Register your charity by October 29, 2010; 2. Get Convio's integration of PayPal here.**; 3. Plan your strategy and spread the word through social media!; 4. Follow us on Twitter at @PayPalNonprofit & @Convio.

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PayPal

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Questions and Answers