# Purchase with Purpose: How to use **Give at Checkout** to benefit your Charity

PayPal empowers consumers to make each purchase powerful with **Give at Checkout**

Donors can support a cause that they care about with a $1 donation every time they check out with PayPal. These microdonations can add up to a big impact for your organization.

All donors need to do is set their favorite charity so when they check out 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.
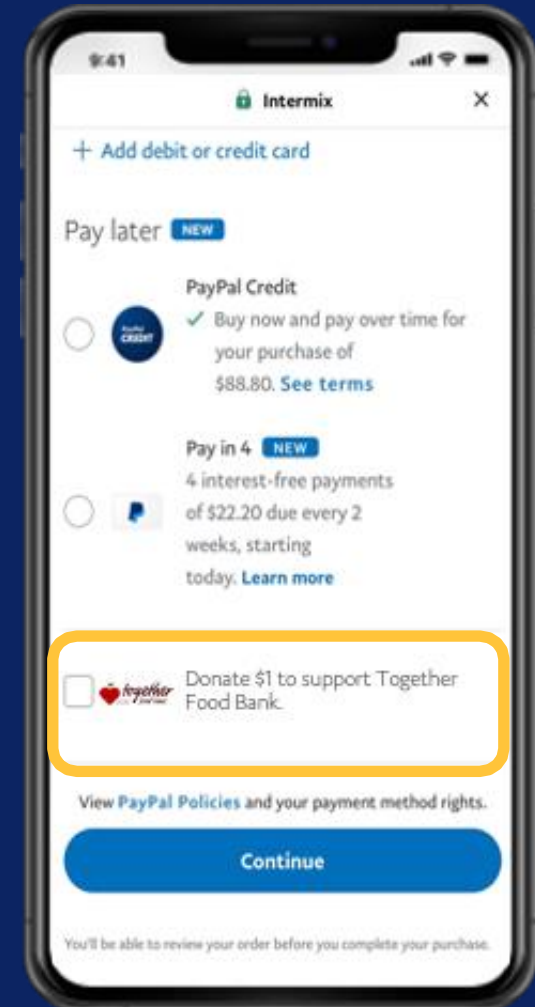
How to use this Toolkit

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

Use this toolkit to help you develop communications to encourage your donors to set your charity as their favorite so that they can easily donate $1 to support your cause whenever checking out with PayPal.

Contents:

1) What is Give at Checkout and Set Your Favorite Charity

2) Give at Checkout Impact

3) Donor Experience

4) Communicating to your Donors

5) Social Media & Email Suggestions

6) Mandatories & FAQs

PayPal has enabled microdonations through Give at Checkout

Take advantage of Give at Checkout by encouraging your donor base to set your charity as their favorite – receive microdonations through grants from PayPal Giving Fund that can help add up and make a big impact on your organization.
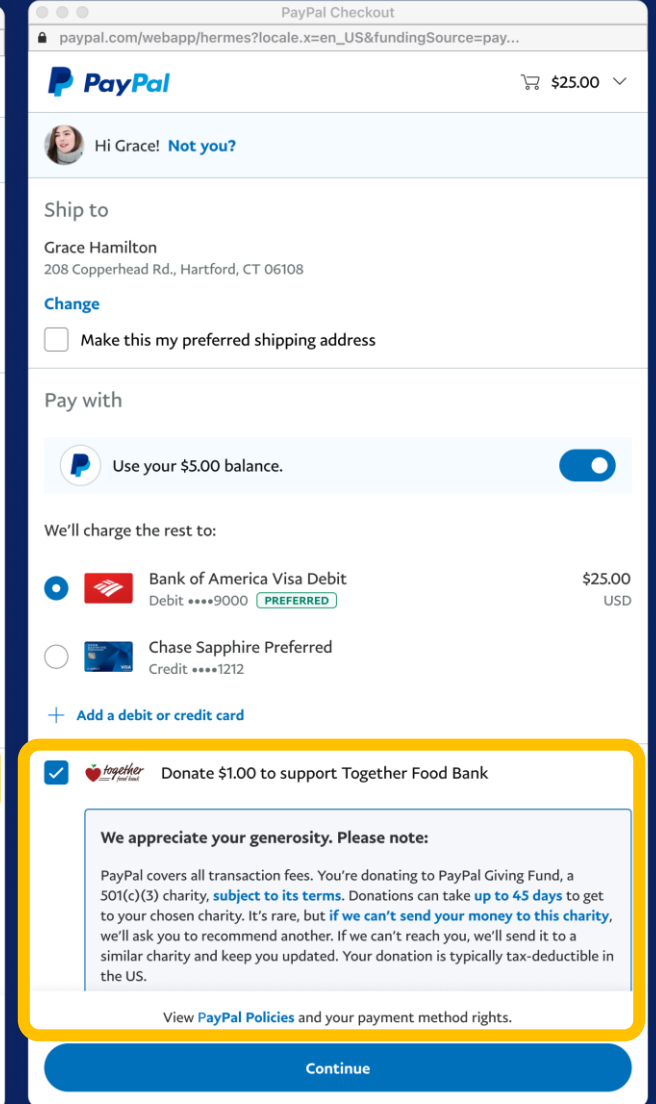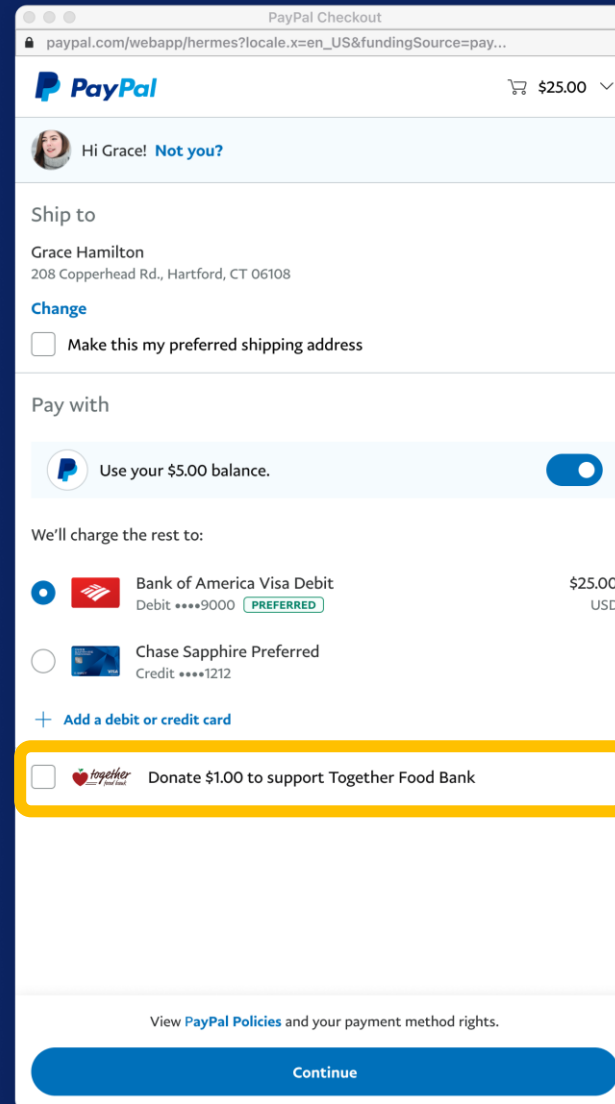
A little giving can make big impact

On average, PayPal customers checkout with PayPal **40+ times a year**[1]

Donors that set a favorite charity are **4 times more likely to make a donation** in Give at Checkout[1]

So far in 2021 more than **$16 million donations** were raised at Give at Checkout[2]

2.5M+ users became first time donors so far this year.[2]

Donor Experience: 2 ways donors can set their favorite charity

1

Donors go to your *charity's profile page on PayPal.*

♥ Donor clicks "Set as Favorite charity"

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

This is the easiest place for you to send your donors

2

Donors login to *PayPal via PayPal app or web browser*

♥ Click "Set Your Favorite Charity"

Type in your charity's name

Donor confirms their favorite charity and will see it every time they open the PayPal app
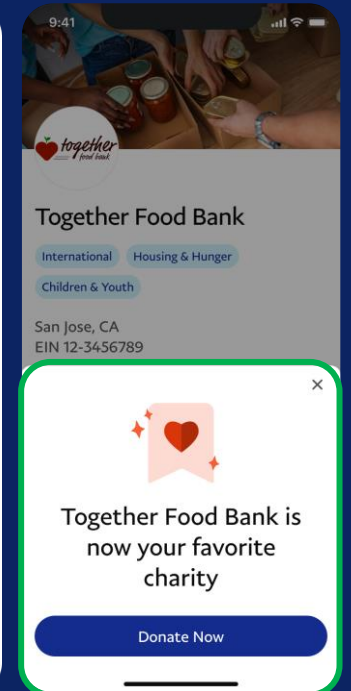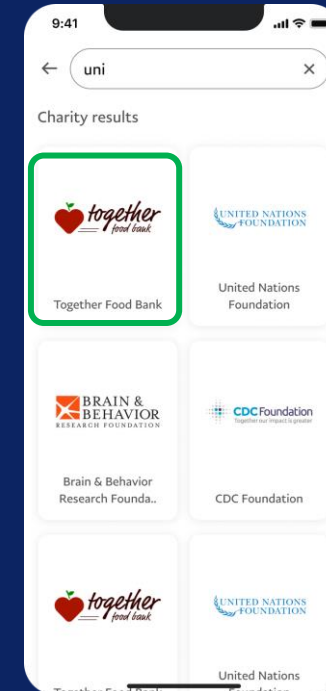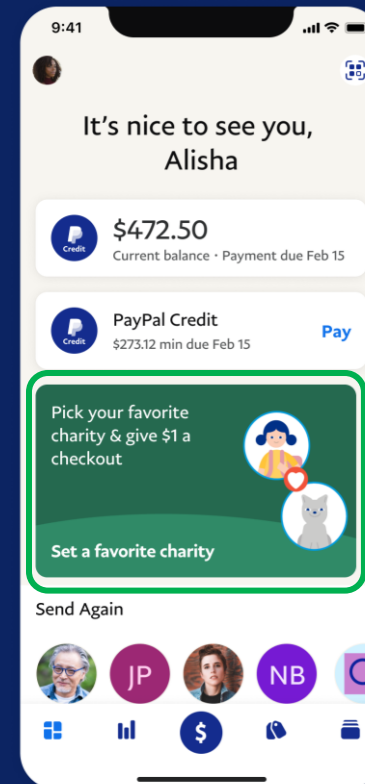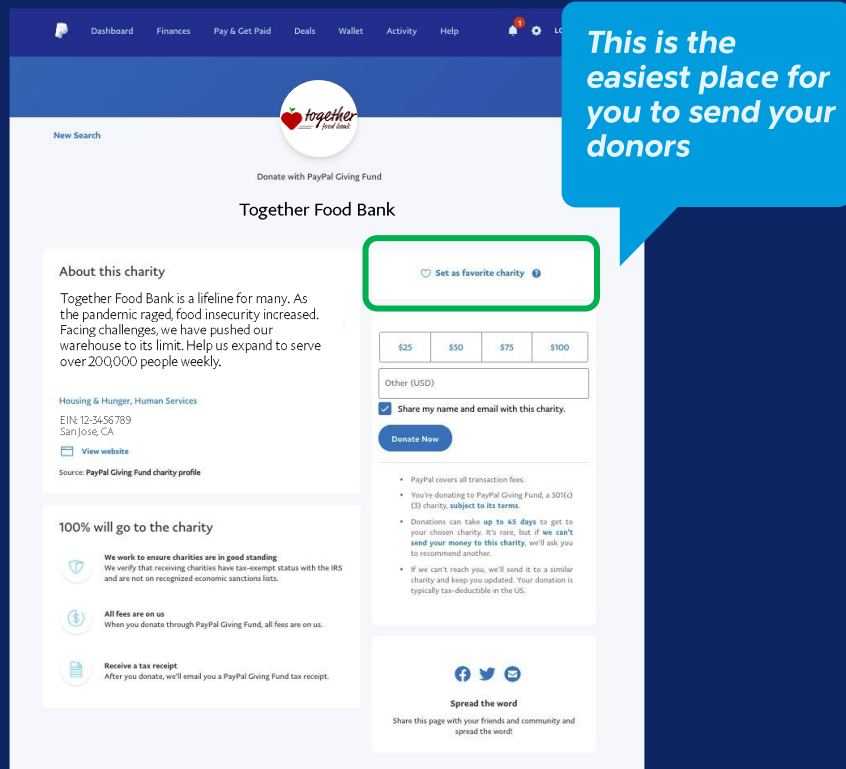
How to drive donors to your profile page so they can set your charity as their favorite
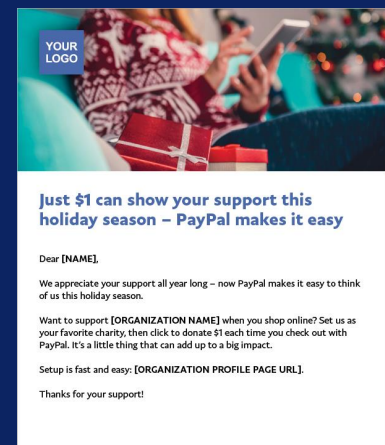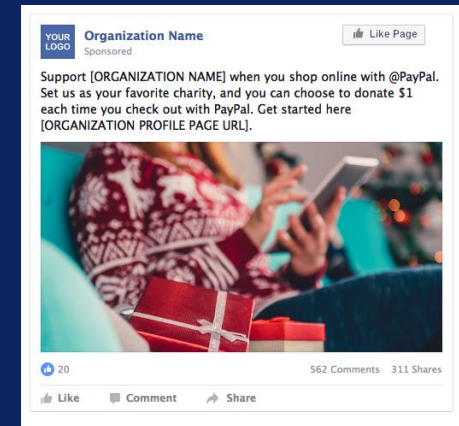
1 Social media is a great way to drive awareness among your entire base of supporters

2 Email is ideal for targeting your PayPal donor base

Use the following messaging examples as guidelines for your approach.

YOUR LOGO **Organization Name** Sponsored — Like Page

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

20 — 562 Comments — 311 Shares

Like — Comment — Share

YOUR LOGO

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!

Social Media Post 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 check out with PayPal. [BIT Link to Profile Page]

Option 2: Support [ORGANIZATION NAME] with every online purchase when you check out with @PayPal. It's easy to set us as your favorite charity at [ORGANIZATION PROFILE PAGE URL].

(<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 each time you check out 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 each time you check out with @PayPal. It's easy: [ORGANIZATION PROFILE PAGE URL]

(<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 each time you check out with PayPal. [ORGANIZATION PROFILE PAGE URL/**Link in bio**].

(<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 PayPal 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, 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"

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

Thank you

Your cause is close to our heart.