

## PAYPAL FOR EDUCATION

### ACCEPT ONLINE PAYMENTS WITH PAYPAL

Collect online payments for tuition, school-related activities, fundraisers, and merchandise. Give parents, students, and donors more ways to pay, while saving staff time processing payments. With PayPal, you can:

- **Simplify payment processing.** Reduce the time and number of people involved in collecting, depositing, and reconciling payments.
- **Provide more options.** Accept PayPal payments, bank transfers, e-checks, debit cards, and major credit cards (Visa, MasterCard, American Express, and Discover) for everything from tuition and school events to field trips and text books.
- **Reduce risk.** Relieve school staff and volunteers of payment processing responsibilities and the burden of storing the sensitive financial information of students, parents, and donors.
- **Make donations easier.** Let alumni contribute online with just a few clicks. You can also set up recurring payments for donors wishing to make monthly contributions automatically.
- **Accept overseas payments.** Make it easier for your foreign students to pay for their education. With 19 currencies and a network of more than 190 countries and regions, PayPal gives your school a safer way to collect payments from across the globe.

### HOW PAYPAL WORKS



1. On your education website, a parent, student, or donor selects a payment button to make a payment or donation.
2. The parent, student, or donor completes the secure transaction on PayPal's site using a preferred method of payment.
3. The parent, student, or donor returns to your site, and your organization receives funds to its PayPal account quickly. Transfer these funds to your organization's bank account at no charge.

“PayPal has provided us with a convenient way to accept online donations and sell tickets to events online. Donors feel safer using PayPal, and we have been able to increase revenue without increasing our workload.”

— Jean Abeles, for kids!  
San Mateo-Foster City  
Education Foundation

## GET STARTED

- Sign up for a PayPal business account. Select **PayPal Payments Standard** as the PayPal product type.
- Follow directions for linking your school's PayPal account to its bank account.
- Add appropriate payment buttons (such as Buy Now, Donate, or Add to Cart) to the school's website. Use the button designer on PayPal.com to create the button and simply copy and paste the code into the school's site – no programming expertise required.

To get help deciding which PayPal product is right for your school or educational organization, contact a sales representative by email at [sales@paypal.com](mailto:sales@paypal.com) or phone at 866-837-1863.

## DID YOU KNOW?

- By using PayPal, you remain PCI-compliant – PayPal secures all the personal financial information of payers, so you don't have to.
- You don't need a PayPal account to pay via PayPal.
- PayPal helped educational organizations process over \$240M in 2008.
- It takes just a few minutes to add a PayPal payment button to your website, so you can start accepting payments online right away.
- PayPal is pre-integrated with software solutions tailored for education organizations, including eCampusGroups, EdClick, OrgSync, Pay It Square, PayPams, Sycamore Education, and TicketJunior.

“Considering all the time we spent handling checks, it was costing us money not to accept credit cards. PayPal has eliminated a major administrative burden.”

– Andrea Watson,  
Reynolds School District

“With PayPal, we've definitely seen an increase in students paying with credit cards versus checks, which has helped our cash flow. Overall we've been very happy with the system.”

– Sarah Cook,  
Michigan Virtual University

## LEARN MORE

For help integrating PayPal or deciding whether to add functionality using other products, such as Virtual Terminal, Express Checkout, and PayPal Payments Pro, visit [www.paypal.com/education](http://www.paypal.com/education) or contact a sales representative by email at [sales@paypal.com](mailto:sales@paypal.com) or phone at 866-837-1863.