

The background of the entire page is a collage of US one-dollar bills. The bills are shown in various orientations and are slightly faded, creating a textured, layered effect. The central text is overlaid on a dark, semi-transparent rectangular area.

Political Fundraising With PayPal

A free guide from Online Candidate

Online Candidate[®]
Campaign websites and more.

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Political Fundraising with PayPal

Incorporating PayPal into your campaign fundraising program isn't difficult, and the overall expenses are low. Donors make contributions on PayPal's secure pages, and PayPal stores all sensitive payment data, so you don't have to worry about data breach or PCI compliance.



Once an account is created, campaigns can generate donation buttons and links. PayPal's Custom Payment Pages feature gives you the ability to tailor PayPal's payment pages to the style of your political organization's website, providing donors with a seamless payment experience.

OnlineCandidate.com websites are designed to easily integrate with PayPal and other online payment systems.

Here are the basic steps for accepting campaign contributions through PayPal:

- Sign up for a [PayPal Business Account](#).
- Select Nonprofit as the business type
- Select Political as the subcategory
- Confirm that your political campaign account is a nonprofit. You will need to submit a tax letter from the IRS and a bank statement or voided check in the name of your organization, along with your PayPal email account and contact details, to compliance@paypal.com.
- Add a Donate button to your campaign's website. Use the button designer on PayPal.com to create your button, then simply copy and paste the resulting code into your site.
- Be sure to [open your account](#) early, as there's some verification to complete before your account can be set up.

Note that your organization is responsible for gathering relevant donor information, such as employer and occupation.

Additional Resources:

- [PayPal Frequently Asked Questions](#)

Is PayPal The Right Choice for Your Campaign?

There are several pros to using PayPal – It's a well-known platform, it can be simple to set up, and the fees are quite low for a payment processor. Now you can even [take offline donations through a mobile phone](#).

However, there are a few *negatives* to using PayPal for fundraising.

There is no information capture: While PayPal captures payment information, it does not by default allow you to collect all the required information that a campaign requires.

This can include employer information, profession, age testimonials and so on. To get around this, you must create your own form to gather this information from the donor before sending them to PayPal. (*See below for details on Online Candidate's built-in, customizable PayPal form.*)

There are no tools: There are no social media widgets, buttons or tracking with PayPal. Many other donation systems have these tools. While other systems may charge a higher transaction percentage, leveraging their built-in tools can help you bring in more money overall.

There is no recurring payment option (sort of): You can set up a recurring payment button to take, say, monthly or quarterly donations. You can even set the number of times that a recurring payment is transacted. Some other payment systems allow you to automatically stop after a set date, like Election Day. They also make it easier for a donor to get into that 'recurring' mode during the transaction.

A lot of campaigns use PayPal successfully. It's a no-frills payment option. But if you want more advanced online tools and easy reporting, PayPal might not be right for you.

[Online Candidate websites](#) allow for integration of different fundraising systems. For suggested services, visit our [Campaign Resources page](#).



Integrating PayPal Into Your Online Candidate Website

PayPal itself does not collect much of the necessary donor information that a campaign may require. To make that process easier, Online Candidate incorporates a two-step process.

When a donation form is filled out and submitted on your site, the basic donor information is collected in the Reports Section and you are emailed a copy of the form. When the donor has completed the transaction on PayPal, they are returned to your website.

Integrating PayPal into your donation form is easy.

1. In your Site Administration, click 'Site Setup'



2. Under Site Settings, go to **Section 3: Donation Form Options**. Here you can modify your form options.

A screenshot of the 'PayPal Integration' settings page. The page has a title 'PayPal Integration' with a 'HELP' button. A blue information box contains instructions: 'By adding the EMAIL ADDRESS used to create your campaign PayPal.com account, your Donation form will automatically send the user to that PayPal account for payment. If you are not using PayPal, leave the PayPal Address box blank.' Below this is a 'PayPal Address' text input field. A section titled 'Donation Form Options - Paypal or Offline Donations Only' contains another blue information box: 'THE FORM OPTIONS BELOW ONLY APPLIES TO PAYPAL OR OFFLINE ONLY DONATIONS. Add or remove various options. If the recipient email is left blank, then the form information will be sent to the default contact email. All submitted form data can be found in the Reports area. Your Contribution Form for required information will appear on any page where the {Form:Donate} shortcode is placed. If you NOT USING PAYPAL, skip this section and link your navigation directly to an outside page through the Page Editor.' Below this are fields for 'Donation Form Recipient Email' and 'Maximum Contribution Allowed'. A section titled 'Mailed in Donation Information' includes a 'Make checks payable to' field, and 'Address Line 1' and 'Address Line 2' fields. At the bottom, 'Additional Donation Fields' includes checkboxes for '2nd Address Line', 'Alternate Phone', and 'Additional Comment Field'.

3. To tie in your PayPal account to the form, simply enter the *email address* used to create the PayPal account into the **PayPay Address** field.



PayPal Integration [HELP](#)

i By adding the **EMAIL ADDRESS** used to create your campaign [PayPal.com](#) account, your Donation form will automatically send the user to that PayPal account for payment. **If you are not using PayPal, leave the PayPal Address box blank.**

PayPal Address:

4. Save the settings



5. Then Regenerate your site, and you are all set.

That's it!

Now when someone fills out your donation form, they will be automatically taken to your PayPal account to complete the donation transaction. You will be emailed a copy of the donation form, and you can access copies of the donation form in your *Reports* area under *Tools and Widgets*.

Sample Campaign Fundraising Letter

Below is a sample template for an initial fundraising appeal from a candidate to his or her friends or close acquaintances.

For more letter templates, download our [Political Letter Templates](#) ebook.

Dear [Name],

Having been involved in [name civic activities] since [time period], I have long worked for positive change in [location]. [My family and] I now feel that the time has come for me to seek elected office. I want to bring [fresh ideas and positive solutions or other attribute] to the [appropriate government body] by running for [position].

As you know, I have always been very concerned about [issue]. I believe there are workable solutions available that will enhance [qualities related to primary issue]. I would like to see [result of issue success]. [Add additional results you would like to see on this issue.]

Another important issue is [secondary issue]. We are [what is currently being done that is wrong]. [Include an additional sentence or two to describe issue]. We need to find ways to [describe result of solving secondary issue].

To succeed in this effort, I need to mount an aggressive campaign. My opponent is [describe opponent without naming him or her. Provide background of how long in office, if unopposed, in previous elections, etc.] It's for these reasons that I have decided offer the voters of [location] a real choice [in this election].

This campaign will require a strong and organized grassroots organization. [Describe work that you are already doing to prepare for the campaign.] With brochures, flyers, yard signs, [local or specific type] advertising to place, and [location areas] to canvass, I cannot do this alone. That's why I'm inviting the people that know me best to join my campaign and help make a real difference.

An early contribution of \$25, \$50, \$100, \$250, \$500 or [maximum amount], made payable to "[Organization Name]", will help raise the initial funds needed to launch the campaign.

We hope to raise [\$ amount] by [date]. I ask for your support in meeting this goal.

An envelope and reply card is enclosed. I do hope that you will use them to return your personal check and help me to bring better government to the people of [location].

Thanks in advance for your encouragement and support. I look forward to hearing from you.

Sincerely,

[Candidate Name]

[PS: You can make an online donation right now! We now have a website at [www.websitename.com] where you can find out more about our campaign and how you can get involved.]

Your Online Pitch

To take online donations, your campaign website will need a dedicated page. This donation page should have your "Donate Now" button to allow your donors to take action. Start your contribution page with a few short sentences about how and why a donor's gift will make a difference. There's no need to go into detail about your campaign, and at no point should the donor be distracted with links to other organizations or information about other giving opportunities.



Your contribute page should note any legal requirements that your campaign falls under, such as:

- No corporate funds may be used for a contribution.
- That the donor be an American citizen or resident alien.
- That the donor does not exceed the maximum legal contributions.
- That the political contribution is not tax deductible.

Also, list an address where checks can be mailed and to what organization the contribution should be made out.

Online donation tips

- Include a donation button on every page of your website. The upper right area of a page is the most valuable call to action location.
- For many donors, their first online contribution may very well be to your campaign. They will expect your campaign to maintain high standards of privacy and security. Be sure that your site's privacy policy reflects this.
- Use clear language on your Donate or Give Now page. Make the call to action without ambiguity: No 'please give' or 'support us' kind of text. The same rule goes for your volunteer page as well.
- Use messaging on your donate page to reinforce *why* they are donating. It can be whatever fits the request, such as, "For every \$25 you give, we can reach another hundred voters."

- A theme-based appeal (explaining how a donation will be used) is generally more effective than a generic appeal for funds.
- In your mailings, always state that online donations are accepted. People who might not take the time to write a check might be willing to make a quick donation online. This also works well in tandem with phone calls, where callers mention that donations can be made through your campaign website.
- Donors can be contacted repeatedly for additional contributions during a campaign. Many successful campaigns follow the “rule of three”, where contributors are first asked to contribute early in the campaign, once again in the middle, and then finally again near the end.

**For more tips and useful strategies for running your
online political campaign, visit**

<https://www.onlinecandidate.com/articles>



Start Your Digital Campaign
Campaign websites and marketing services.

Online Candidate®
Campaign websites and more.

Which Package is Best for You?

The advertisement features a background of an American flag. In the center, there are four devices displaying a campaign website for Jane SMITH. The devices include a desktop monitor, a laptop, a tablet, and a smartphone. The website on the monitor shows a header with 'Jane SMITH' and a navigation menu. Below the header, there are sections for 'Welcome to Jane's Campaign Website' and 'Support Jane's Campaign'. The text 'Online Candidate® Campaign websites and more.' is centered below the devices. At the bottom, a green button contains the text 'Which Package is Best for You?'.