



**Double *the* Donation**  
matching gifts made easy

# Paypal Matching Gift Integration with Double the Donation

Guide provided by Double the Donation

<https://doublethedonation.com>

**PayPal**<sup>TM</sup>

## **Double the Donation's Relationship with Paypal:**

**Paypal** is one of the leading providers of ecommerce solutions and donation processing services for nonprofits.

**Double the Donation** is a leading provider of employee matching gift data and services to nonprofits.

This guide was put together to help organizations who use Paypal's donation forms incorporate Double the Donation's employee matching gift plugin into their fundraising pages.

**Paypal and Double the Donation are two separate and unrelated companies.**



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**Overview:** Nonprofits using Paypal should integrate Double the Donation's matching gift plugin into their fundraising strategy using two methods:

In the Paypal donation  
process

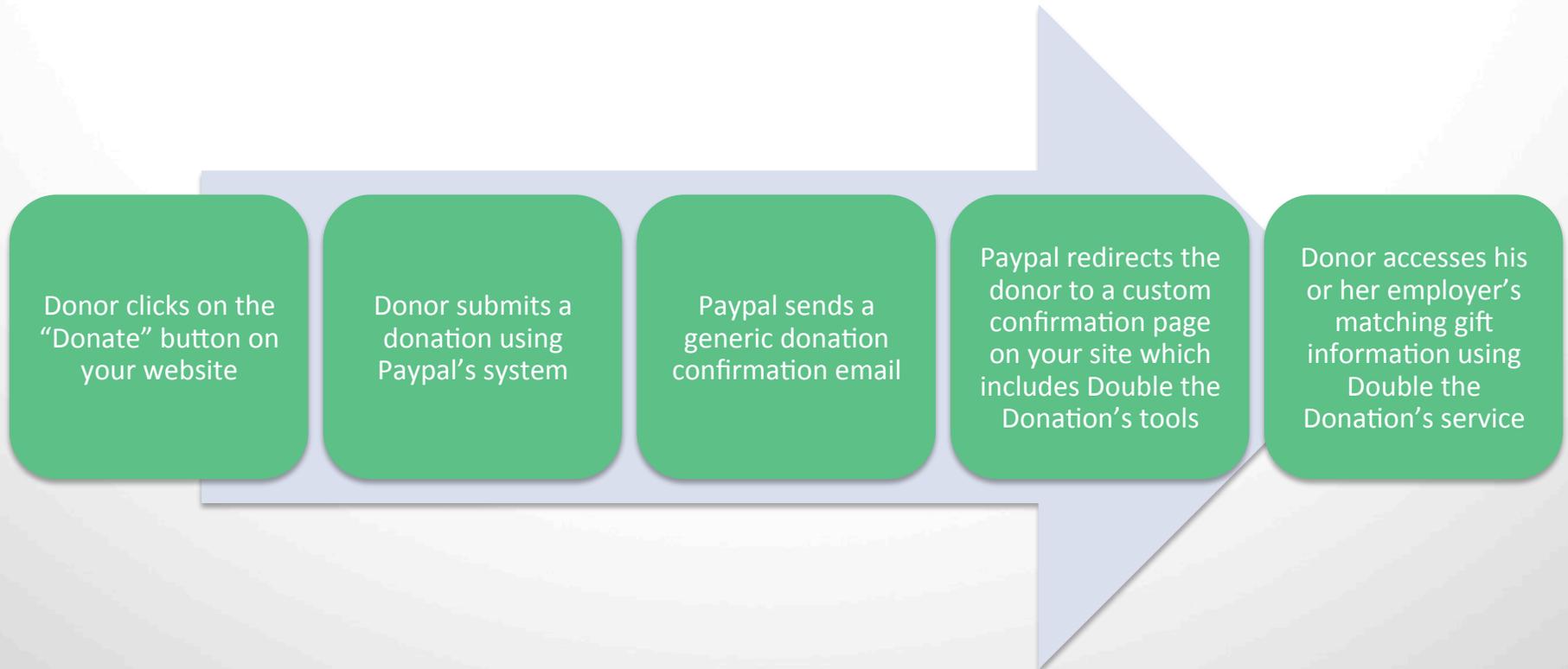
(on a custom donation  
confirmation screen)

On a dedicated matching  
gift page

(promote across your other  
fundraising channels)

The next eight slides outline how to incorporate matching gifts into the Paypal donation process

**Paypal Integration Overview:** There is a five step donor experience for individuals who donate to your organization through Paypal then access company specific matching gift information



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**FOLLOW THESE SIX STEPS TO  
INCORPORATE MATCHING  
GIFTS INTO  
YOUR PAYPAL DONATION  
PROCESS**



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# Step #1: Modify the donation confirmation page on your website to include Double the Donation's plugin (or build a new donation confirmation page with Double the Donation's plugin)

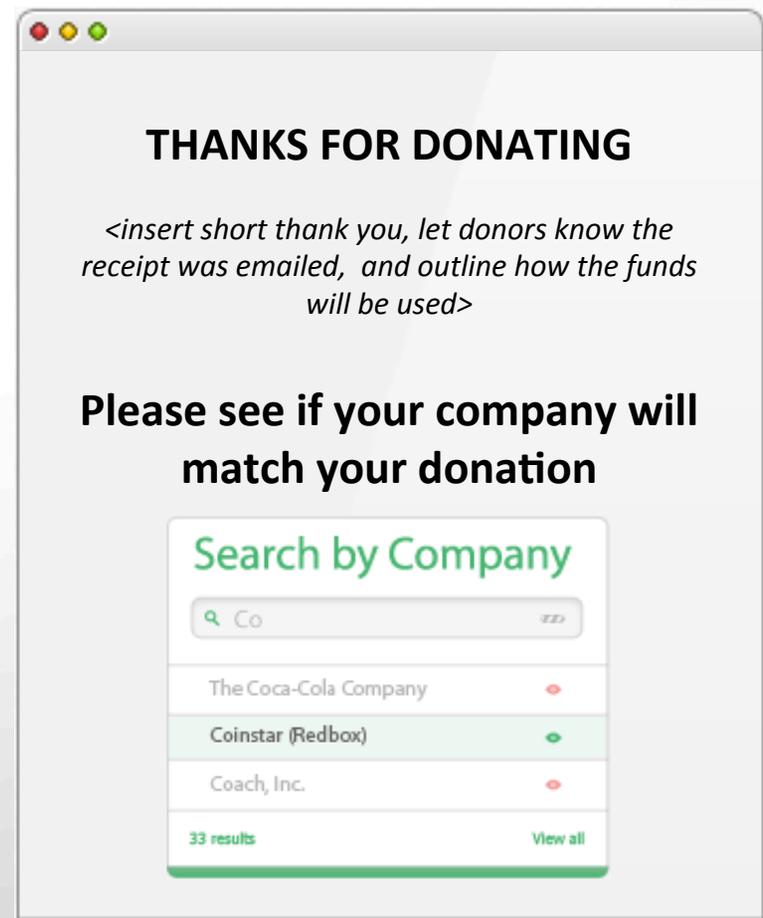
## Section #1 (Say thanks):

- Thank the donor
- Let them know their receipt is being sent via email
- Provide a short overview of how donations help support the great work your organization is doing

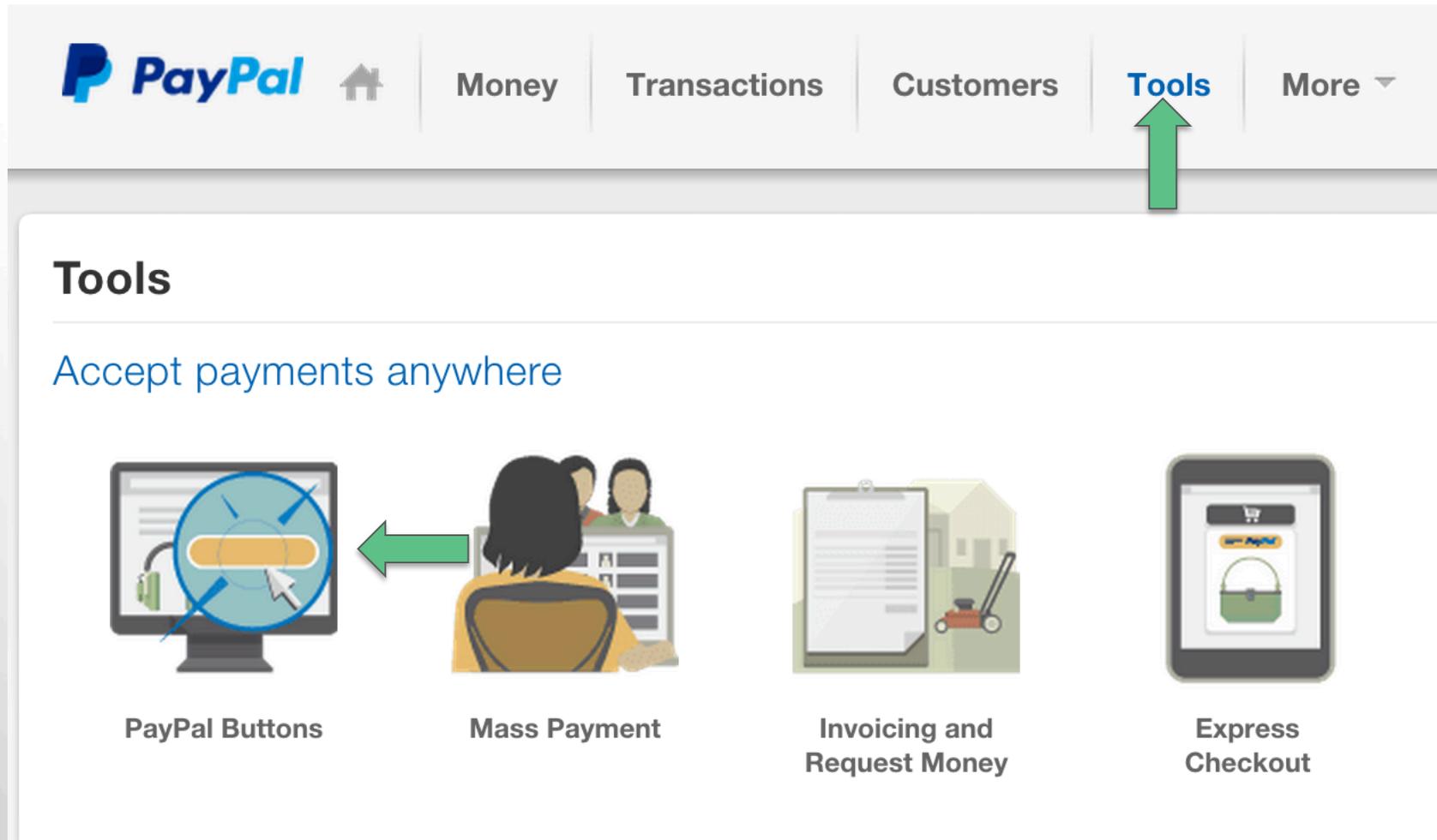
## Section #2 (Highlight matching gifts):

- Provide a quick overview of matching gifts
- Add Double the Donation's matching gift plugin directly to this page (recommended). Alternatively you can add a graphic taking donors to your dedicated matching gift page

## Modify Your Organization's Donation Confirmation Screen



## Step #2: Log in to your Paypal account and proceed to the section of your account where you can add a Paypal Button



**PayPal**  [Money](#) [Transactions](#) [Customers](#) [Tools](#) [More](#) 

### Tools

Accept payments anywhere

-  **PayPal Buttons**
-  **Mass Payment**
-  **Invoicing and Request Money**
-  **Express Checkout**



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# Step #3: Select the “Create a button” option

PayPal Payments Standard: Setup

- **What is it?** PayPal Payments Standard includes everything you need to accept credit cards on your site.
- **How do I use it?** Simply create a payment button from Option 1 and start accepting payments in as little as 15 minutes. If you have a shopping cart or a developer, check out Options 2 or 3.

Choose the option that's right for you:

Option 1  
Create payment button

Option 2  
Use existing shopping cart

Option 3  
Set up custom integration (developers)

**SETTING IT UP**  
HOW TO CREATE A BUTTON  
AND ADD IT TO YOUR SITE

[Watch how it works](#)

**Create a button**

**Add a PayPal payment button to your site**

No matter how you do business, we have a button to suit your business needs. Your customers can pay securely and easily, using PayPal or a credit card.

**Helpful info:**

**Did you know?**  
You can also use your own custom button images to match the look and feel of your website.

**Need to edit a button?**

If you already have a Paypal donation button on your website you can modify the existing button rather than adding a new button by following steps #4-5

# Step #4: Change the button type to “Donations”.

## Create PayPal payment button

PayPal payment buttons are an easy way to accept payments. Check the [PayPal Payments Standard Overview](#) for more information.

Use this page to customize your button and create the HTML you'll need to copy and paste into your website. [Learn more](#).

[Having trouble viewing this page?](#)

▼ **Step 1: Choose a button type and enter your payment details**

Choose a button type ? Which button should I choose?

**Donations** 

Note: [Go to My saved buttons](#) to create a new button similar to an existing one.

Organization name/service  Donation ID (optional) [What's this?](#)

**Customize button**

▶ [Customize text or appearance](#) (optional)

**Your customer's view**





## Step #5: Expand the “Customize advanced features” section. Check the box which allows you to direct donors to a custom confirmation page and add the URL of your confirmation page

▶ Step 1: Choose a button type and enter your payment details

▶ Step 2: Save your buttons (optional)

▼ Step 3: Customize advanced features (optional) ←

### Customize checkout pages

If you are an advanced user, you can customize checkout pages for your customers, streamline checkout, and more in this section.

Can your customer add special instructions in a message to you?

Yes

No

Do you need your customer's shipping address?

Yes

No

Take customers to this URL when they cancel their checkout

Example: <https://www.mystore.com/cancel>

Take customers to this URL when they finish checkout ←

Example: <https://www.mystore.com/success>

The URL you enter should be the URL of the donation confirmation page you set up on your own site which incorporates Double the Donation's plugin

# Step #6: Copy the Paypal donation button code and embed it in the appropriate locations on your website

## Add your button code to your webpage

You just created customized HTML code for your button. The final step is to copy the code from this page and paste it into your website editor.

### Copy the button code:

1. Click **Select Code**.
2. Right-click and copy the selected code.

If you're working with a website developer, you can paste the button code into an email and send it to your developer now.

### Paste the button code in your website editor:

The code must be pasted in the "code" view, where you can view and edit HTML.

1. In your website editor or admin page, open the page where you want to add your button.
2. Look for an option to view or edit HTML.
3. Find the section of the page where you want your button to appear.
4. Right-click and paste your button code into the HTML.
5. Save and publish the page. (The preview function in your editor may not display the button code correctly.)
6. Test the button to make sure it links to a PayPal payment page.

Need more help? [Click here](#) for additional information.

The screenshot shows a web editor interface with two tabs: 'Website' and 'Email'. The 'Website' tab is selected and displays the following HTML code:

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post" target="_top">
<input type="hidden" name="cmd" value="_s-xclick">
<input type="hidden" name="hosted_button_id"

<input type="image"
src="https://www.paypalobjects.com/en_US/i/btn/btn_donateCC_LG.gif"
border="0" name="submit" alt="PayPal - The safer, easier way to pay
```

Below the code is a 'Select Code' button and a link 'edit this button'. A green arrow points from the 'Select Code' button to the code area. To the right, the 'Buyer's View' tab shows a preview of the 'Donate' button with logos for MasterCard, VISA, Discover, and BANK.

If you already have a Paypal donation button on your website you can also modify the existing button by following the previous steps

**Overview:** Nonprofits using Paypal should integrate Double the Donation's matching gift plugin into their fundraising strategy using two methods:

In the Paypal donation  
process

(on a custom donation  
confirmation screen)

On a dedicated matching  
gift page

(promote across your other  
fundraising channels)

The next three slides outline how to add Double the Donation's matching gift plugin to a dedicated matching gift page on your organization's website

# Step #1 – Create a dedicated matching gift page on your main website.

The screenshot shows the THIRTEEN WNET website with a dedicated matching gift page. The page features a navigation bar with links for Home, Watch Programs, Schedule, Local, Education, Kids, Shop, Mobile, and About. A search bar is also present. The main content area is titled "Support THIRTEEN" and includes a section for "Matching Gifts" with the text: "Double Your Donation with a Matching Gift to THIRTEEN!". Below this, there is a form titled "See if your employer will match your donation!" with a text input field for "Company name...". The page also includes a sidebar with a "Donate / Join" menu containing options like "Renew Your Membership", "Monthly Giving", "Membership & Benefits", "Patron Network", "Kids Club Thirteen", "Bequests & Planned Gifts", "Corporate Membership", "Other Ways to Give", "Memorial & Tribute Gifts", "Matching Gifts", "Donate By Mail", and "Help Center".

**THIRTEEN** WNET NEW YORK PUBLIC MEDIA

Weekly Program Updates / Sign Up

Follow Like

Enter Email Address

Donate/Join

Home Watch Programs Schedule Local Education Kids Shop Mobile About

search

## Support THIRTEEN

Your support keeps THIRTEEN's quality programs free and independent.

### Matching Gifts

Double Your Donation with a Matching Gift to THIRTEEN!

For more information about matching gifts or to become a matching gift company, call THIRTEEN's Matching Gift office at 212.560.8438 or email [MatchingGifts@wnet.org](mailto:MatchingGifts@wnet.org).

Please contact your Human Resources department if you are unable to locate your company below.

### See if your employer will match your donation!

Enter the name of your company:

Company name...

Matching Gift and Volunteer Grant information provided by

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Donate / Join

- Renew Your Membership
- Monthly Giving
- Membership & Benefits
- Patron Network
- Kids Club Thirteen
- Bequests & Planned Gifts
- Corporate Membership
- Other Ways to Give
  - Memorial & Tribute Gifts
  - Matching Gifts
  - Donate By Mail
- Help Center

You can incorporate Double the Donation's matching gift plugin (Tier 2) directly on your own website

## Step #1B: Double the Donation's matching gift plugin code can be found in your organization's Double the Donation account management pages (Tier 2 and up)

### You'll want to use the following steps:

1. Log into your Double the Donation account
2. Access the embed code
3. Copy the embed code to the dedicated matching gift page on your own site
4. Our searchable plugin will automatically load
5. Add our matching gift search directly to your own website

The diagram illustrates the process of embedding the matching gift plugin. It starts with a code block containing HTML and JavaScript for the plugin. A green lightning bolt icon with three gears is overlaid on the code. A large black arrow points down to a screenshot of the plugin's user interface. The interface features a search bar for company names, a dropdown menu, and the Double the Donation logo.

```
<-- begin Double the Donation code -->
<div class="post_content">
<script>var DDCONFIG = { "API_KEY": "12345", "HOST":
"http://doublethedonation.com/api" };</script><br />
<script src="http://doublethedonation.com/api/jin.js"></script>
<link href="http://doublethedonation.com/api/css/plugin.css"
<-- end Double the Donation code -->
```

See if your employer will match your donation!

Enter your company name:

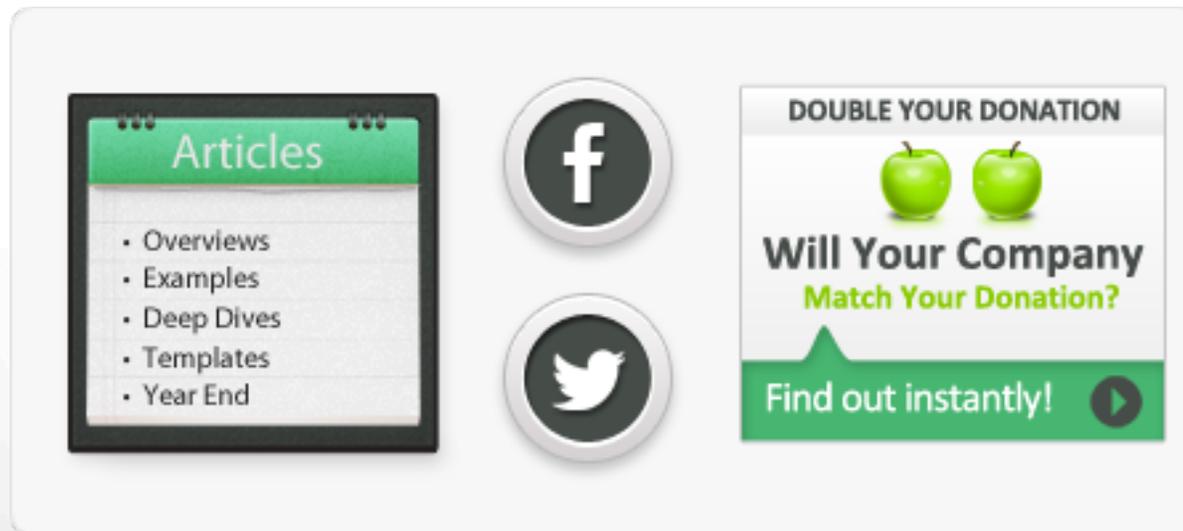
Company Name...

Matching Gift and Volunteer Grant information provided by



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## Step #2: Direct donors to your dedicated matching gift page across your broader fundraising efforts



For our complete marketing toolkit which includes suggested marketing locations, downloadable graphics, sample wording, and examples visit:

<https://doublethedonation.com/marketing-matching-gifts/>

# Have Questions About Double the Donation's Service?

Learn more about Double the Donation's service by visiting our website at <https://doublethedonation.com>.

**View Double the Donation's pricing or start your risk-free trial at <https://doublethedonation.com/pricing>.**

Email Double the Donation at [info@doublethedonation.com](mailto:info@doublethedonation.com).

Use the contact form for Double the Donation's customer support team at <https://doublethedonation.com/contact-us/>

Schedule a demo of Double the Donation's service at [http://www.vcita.com/v/doublethedonation/set\\_meeting](http://www.vcita.com/v/doublethedonation/set_meeting).



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