

The background of the entire page is a collage of US dollar bills. A dark, semi-transparent vertical band runs down the center, serving as a backdrop for the main title. The bills are shown in various orientations and are slightly faded, creating a textured, layered effect. Visible text on the bills includes "UNITED STATES OF AMERICA", "WASHINGTON, D.C.", "5", and "1".

# Political Fundraising With PayPal

A free guide from Online Candidate

**Online Candidate®**  
Campaign websites and more.

## LICENSE NOTES

Thank you for downloading this free ebook. You are welcome to share it with your friends. This book may be reproduced, copied and distributed for non-commercial purposes, provided the book remains in its complete original form. If you enjoyed this book, please return to [OnlineCandidate.com](http://OnlineCandidate.com) to discover other works by this author.

## NOTICE OF LIABILITY

The author and publisher have made every effort to ensure the accuracy of the information herein. However, the information contained in this book is sold without warranty, either express or implied. Neither the author, nor its dealers or distributors, will be held liable for any damages caused either directly or indirectly by the instructions contained in this book, or by the software or hardware products described herein.

The reader is encouraged to seek competent legal and accounting advice before engaging in any campaign business activity.

Compiled and published by:  
Online Candidate® [OnlineCandidate.com](http://OnlineCandidate.com)

©Daley Professional Web Solutions

# 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.

However, there are a few substantial *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 advanced tools:** There are no social media widgets, buttons or advanced tracking with PayPal. Many other donation systems have these tools. Leveraging those features can help you bring in more overall donations.

**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. However, other payment systems allow you to *automatically stop* processing recurring donations after a set date, like Election Day. They also make it easier for a donor to get into that 'recurring' mode during the donation transaction.

**For these reasons, we don't recommend using PayPal for political donations.** This also applies to other 'generic' payment systems like Square, Venmo, Apple Pay or Google Pay

That said, some of campaigns use PayPal successfully. It's a no-frills payment option. But if you want top-notch online tools and easy reporting, *PayPal might not be right for you.*

**Online Candidate websites allow for integration of fundraising systems.** For suggested services, read our [Recommended Vendors article](#).

# Political Fundraising with PayPal

Incorporating PayPal into your campaign fundraising program isn't difficult. Donors make contributions on PayPal's secure pages, and PayPal stores all sensitive payment data.

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](mailto:compliance@paypal.com).
- Add a Donate button to your campaign's website or use Online Candidate's integrated form.
- *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](#)

# 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.

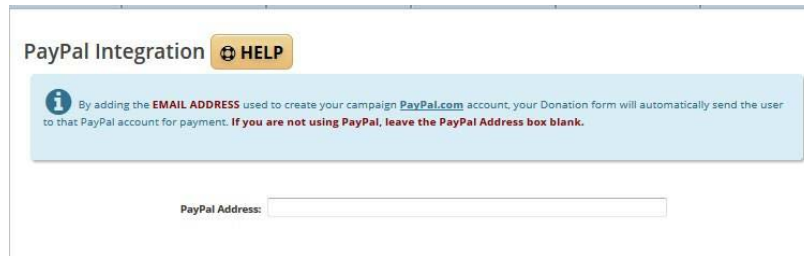
**Integrating PayPal into your Online Candidate donation form is easy.**

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



2. Under Site Settings, go to Section 3: *Donation Options*. Here you can modify your donation page settings.

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



## 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 information of the donation form submissions in your *Reports* area under *Tools and Widgets*.

# Sample Fundraising Letter

Below is a sample template for an initial fundraising appeal from a candidate to their 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.]

# Opening a Campaign Bank Account

A successful political campaign can be an expensive endeavor. As money tends to be the lifeblood of politics, fundraising and managing expenses is an important part of the election process. Establishing a campaign bank account is an important step in establishing a viable campaign.

**A bank checking account serves several purposes.** It allows you to accept political donations and contributions from supporters, and to make campaign purchases. Open your political campaign checking account as early as possible. Campaign finance laws in many states require that a campaign bank account be established in order to legally deposit political donations and make payments for campaign expenses.

**Prior to opening a campaign bank account,** you may need to establish a political campaign committee with your local county Board of Elections. The name you use for your campaign committee is the name you will use to open the bank account. The bank will require committee paperwork along with personal identification.

**You may want to open an interest-free checking account** rather than an interest-bearing savings account. Any interest earned on a campaign bank account must be reported in your finance reports. Considering how little banks pay in interest these days, the small amount of money to be gained is hardly worth the additional effort required by your committee treasurer to report.

While a candidate's personal funds can be used for campaign purchases before a campaign bank account is established, those purchases are generally treated as an in-kind donation or as a personal loan. Once the campaign is underway, the committee treasurer should handle the political funds and keep track of income and expenditures.

**For larger campaigns, it may be a good idea to hire an accountant** to make sure no overspending occurs and to keep track of contributions and where the money goes.

Because of financial filing requirements, it is important to keep detailed records of every account transaction. Keep statements, records and receipts in a safe place. They should be held indefinitely in case questions later arise as to your campaign finances.

*As always, be sure to know and follow your local election laws to the letter!*



# Your Online Pitch

To take online donations, your campaign website will need a dedicated donations page. 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.

## 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.**

**Recurring contributions are a great way to increase the value of your donors.** Even though monthly donors generally give smaller amounts on a per donation basis, the aggregate amount that they give over time is usually more than the average onetime donation amount.

**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.



**The easiest way to start your campaign website.**

Get started today! Visit us at [OnlineCandidate.com](https://www.OnlineCandidate.com)

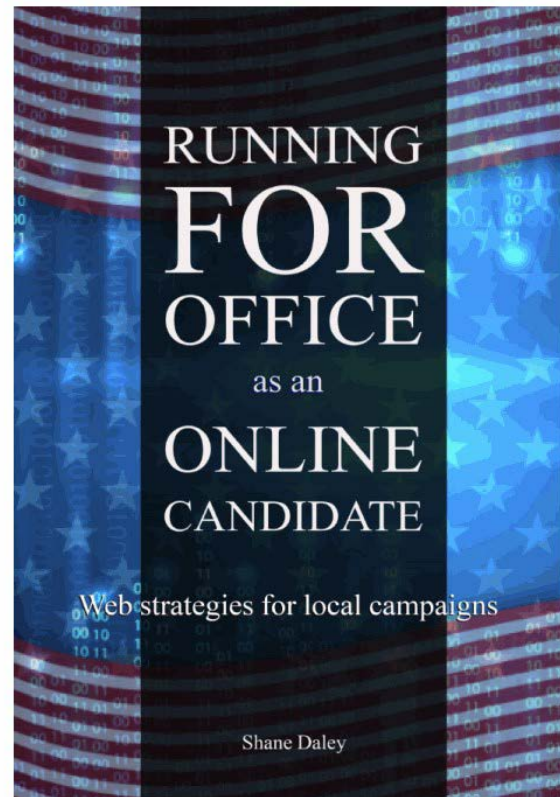
For exclusive client campaign tips, articles, and resources, visit  
[OnlineCandidateResources.com](https://www.OnlineCandidateResources.com)

# Leverage the power of the web for your political campaign.

This easy-to-use resource is packed with tips, tricks and useful strategies for local political and issue-specific campaigns. *Running for Office as an Online Candidate* provides a blueprint for using the web to help you win your election.

Topics include establishing your online identity, creating a social media presence, campaign websites, search optimization, online fundraising, email and web marketing strategies.

Today, it's not a matter of whether you put your campaign online – *it's a matter of how you do it.*



- [Purchase the softcover or Kindle edition on Amazon](#)
- [PDF purchase through our Download Store](#)
- [Download a free book sample](#)

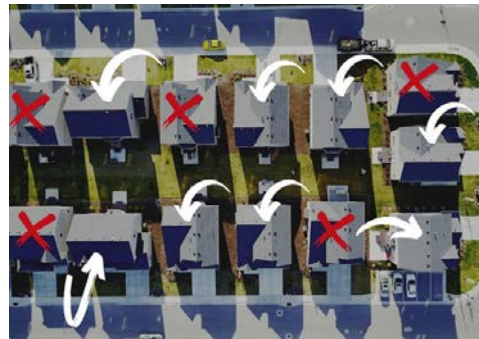
## Need Campaign Signs?



*Super Cheap Signs* currently ships over 10,000 yard signs, banners and other printing products to 50 states every week. As an Online Candidate website client, we can provide your original hi-res website graphics to make your signage and website look seamless.

**To get a quote, visit: [onlinecandidate.com/signs](https://onlinecandidate.com/signs)**

## Target Voters by Household



By matching your list of physical addresses to specific IP addresses with extreme precision, *IP Targeting* becomes a secret advertising weapon for political campaigns.

**To learn more, visit: [onlinecandidate.com/ads](https://onlinecandidate.com/ads)**