

InciTED - The ABCs of Payments on IncitED

If you've decided to create and run a fundraising campaign on IncitED, then you will want to understand and feel comfortable with the details surrounding how the money you raise is collected and transferred to you. So what are the basics of how it works?

A - Here are the steps from end to end for receiving funds

1. Register on IncitED. (http://www.incited.org/users/sign_up)
2. Start building a campaign. (<http://www.incited.org/projects/new>)
3. Create a new PayPal Premier or Business account or use an existing one to link to your campaign. (<https://www.paypal.com/>) *More details in Section C*
4. Launch your campaign and get pledges (\$) from supporters.
5. The campaign concludes and the pledges are collected and deposited in your PayPal account (minus IncitED and PayPal fees).
6. Keep the funds in your PayPal account or transfer them to another account of your choosing.

B - Important Details about PayPal & IncitED

- PayPal processes all IncitED campaign pledges.
- The minimum funding goal on IncitED is \$500 and the maximum \$50,000.
- The minimum contribution level is \$1 and the maximum \$2,000.
- An individual supporter can contribute a maximum of 4 times to a single campaign.
- Any individual or organization that wants to run a campaign must have an existing [Premier or Business](#) PayPal account or create a new one. *More details in Section C*
- Anyone who wishes to contribute to a campaign needs to have an existing PayPal account or create a new one. A "Personal" account is fine for making a donation.
- Creating an account takes 5 minutes or less (and is free).
 - Here's how - <http://www.wikihow.com/Set-Up-a-PayPal-Account>
- The PayPal payment interface is simple and easy to use.
- PayPal allows for contributions to IncitED campaigns to be made by credit card or from a connected bank account.
- The service is highly secure and uses sophisticated SSL encryption to protect personal and financial data.
- PayPal provides all users with [Purchase Protection](#) to guard against fraud.
- It allows for contributions to be made easily from many countries around the world.

- PayPal does not charge a fee to those making contributions.
- PayPal's fee to campaign builders is 2.9% + \$0.30 per transaction.
- PayPal's fee is deducted from the total amount of money raised at the conclusion of the campaign period.
- IncitED's fee (5% or 8% depending on the funding outcome - see IncitED's [FAQs](#)) is also deducted from the total amount of money raised at the conclusion of the campaign period.
- The total amount of money raised, minus fees, is deposited in the campaign builder's PayPal account 5-7 days following the end of the campaign.
- Campaign builders are notified by email when the campaign funds have been sent.

C - PayPal Account Types

PayPal has different sorts of accounts and you'll need to choose the type that best fits your situation.

For Campaign Builders -

[PayPal Business Account](#) - This is the type to use if you're running a campaign in the name of an organization - *registered non-profit, school, PTA, for-profit company, etc.* In many cases, you may not think of yourself as a "business," but you'll still need this account type.

[PayPal Premier Account](#) - Create this type if you're campaigning as an individual or group but are not an official organization.

PayPal Personal Account - If you have this kind of account already *you'll need to upgrade* to a Premier Account (there's no cost). Just log in to your personal account and click "upgrade" beneath your name.

For Campaign Supporters -

If your campaign supporters have any of the 3 account types (Business, Premier, or Personal) they'll be able to make a financial contribution to your campaign.

D - Configuring Your Account

Whether you use a Business or Premier account you'll need to configure it to conform to the following 5 details to receive your funds properly.

1. The account must be "Verified". In the US, that means you need to connect it to a bank account.
2. Your email address must be confirmed. PayPal will send a confirmation link to the email address you designate when you sign up. Click the link and you'll be confirmed.
3. The account needs to be set up to receive US dollars.
4. Your Payment Preferences need to be set to permit "Send Money" payments.
5. You need to check to be certain that your "Receiving Limit" is high enough to match your campaign's funding goal. The Receiving Limit may be different depending on the account and the country where the campaign originates.

If necessary, you can apply to PayPal to *raise your limit* by sending certain basic information.

- In your account on the "Account Overview" page, click "View Limits."
- Mark the box "Receiving Limits per Year."
- Click "Lift Limits."
- Below "Business Information" click "Supply Additional Information."
- Follow the instructions provided.

E - Payment Tools/Process on the IncitED & PayPal Websites

You may want or need to communicate with your campaign team or with your supporters about the step-by-step process of making a campaign contribution. For most the process is either familiar or intuitive enough that they can complete it easily. But in some cases people get hung up and might need some help in getting to the end. You may be the first person they reach out to. You can use the following to help in troubleshooting.

Step 1

On the right side of your campaign's main page there are a series of funding buttons. These buttons are the beginning of the payment process. A supporter can click the orange "I WANT TO CONTRIBUTE" button and then enter any dollar amount from \$1-\$2,000. Or a supporter can click on one of the set funding level buttons that you create when you build the campaign.

The screenshot shows a campaign interface with the following elements:

- A grey box at the top left containing an alarm clock icon and the text "3 days to go".
- A grey box below it containing a group of people icon and the text "74 supporters".
- A prominent orange button with the text "I WANT TO CONTRIBUTE!". A red arrow points from the text "Any dollar amount button" to this button.
- Below the orange button, the text "If you pledge, you will receive (click one):" is displayed.
- Two pledge options are listed below:

Pledge Amount	Number of Supporters
\$25 or more	19 supporters
\$50 or more	11 supporters

For the \$25 or more pledge, the text reads: "What are we going to do? Waste your donation on t-shirts and coffee mugs? Nah. In the spirit that guides Open Road, here are the things we promise not to do to you. For \$25, we will never make you read Hamlet (though you may want to -- we think it's fantastic)."

For the \$50 or more pledge, the text reads: "We will never make you memorize the dates of ancient battles, Presidential speeches, or performances by Honey Boo Boo." A red arrow points from the text "Automatic \$50 pledge amount button" to this option.

Step 2

After clicking one of the contribute buttons on the main page, supporters advance to an interior page where they can, if they wish, manually change their pledge by entering a

different dollar amount or selecting another set funding level. At the bottom of this page supporters can also make the choice to decline the perk/reward.

Enter any amount from \$1 - \$2,000 →

Click any white radio button to change the set funding level



Don't want a reward? Click here →

How much would you like to contribute?

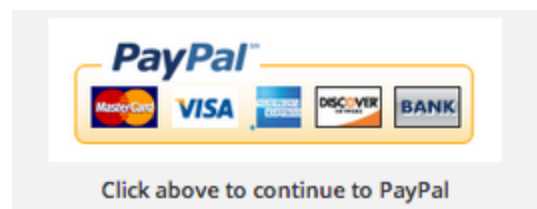
You decide, from \$1 and up.

Choose your reward

- \$25 or more** What are we going to do? Waste your donation on t-shirts and coffee mugs? Nah. In the spirit that guides Open Road, here are the things we promise not to do to you. For \$25, we will never make you read Hamlet (though you may want to -- we think it's fantastic).
- \$50 or more** We will never make you memorize the dates of ancient battles, Presidential speeches, or performances by Honey Boo Boo.
- \$100 or more** We will never tell you what to wear. (You've probably been dressing yourself for at least three years.)
- \$250 or more** We will never insist that you sit quietly at a desk. (I mean, how annoying is that?)
- \$500 or more** We will never make your lab partner perform a pop appendectomy on you.
- \$1,000 or more** We will never let you go unnoticed or unheard.
- \$2,000 or more** We will never force-feed you our personal passions as though they ought to be yours, too. (We'll offer to share them, and you can choose whether you're interested.)
- No rewards** No reward for me, I just want to help!

Step 3

After choosing the contribution amount, supporters begin the PayPal process by clicking this button at the bottom of the page.



Step 4

Supporters log in to an existing PayPal account or create a new one. Creating a new account is straightforward but more likely where people get hung up.

Enter details here to use an existing account ↓

Your preapproved payment summary

Details

Name IncitEd: Grassroots Educational Innovations
Start date Jun 5, 2013
End date Jul 5, 2013

Choose a way to pay

Log in to your PayPal account



Email address

Password

Log in

[Problem with login?](#)

Don't have a PayPal account?
It's easy to create one.



Click here to create a new account ↑

Step 5

Supporters without a PayPal account are then asked to fill in standard payment information, including the choice of credit card to use for payment, name, address, etc. and to create a password for their new PayPal account.

Don't have a PayPal account?
It's easy to create one.

[Secured checkout by](#)

City State

Phone e.g. 555-555-5555

Mobile

Email address

Password [Password tips](#)

Reenter password

Yes, I've read and agree to the following:

- PayPal's [User Agreement](#), [Privacy Policy](#), and [Acceptable Use Policy](#).
- The [Electronic Communications Delivery Policy](#). I understand that PayPal will provide me with information about my account electronically. I confirm that I can access emails, web pages, and PDF files.

Agree and Continue

Country

Your language

Credit card number

Payment Types

Expiration date mm / yy /

CSC

[What is this?](#)

First name

Last name

Address line 1

Address line 2 (optional)

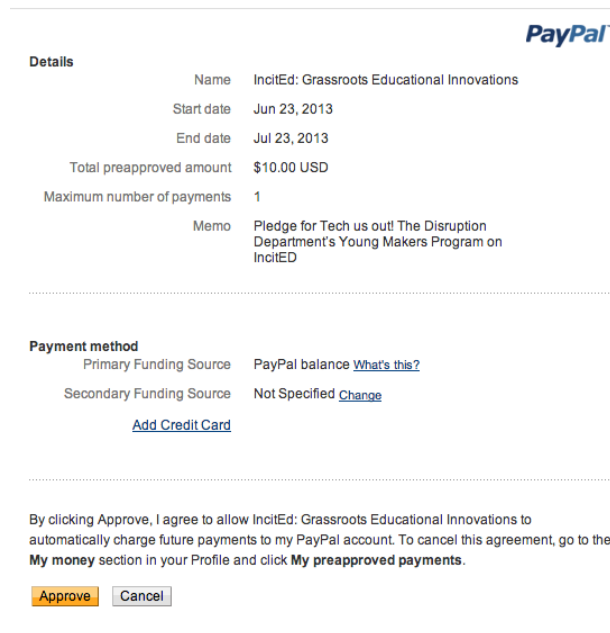
ZIP code

Step 6

After logging in to an existing account or creating a new one, a supporter just has to review the contribution details before completing the transaction.

What is the **start date and end date**? The start date should be the day after the campaign concludes and would be the first day the contribution could be collected. The end date is the last day that the contribution could be collected. In most cases the contributions will be collected right away.

Review your information



The screenshot shows the PayPal 'Review your information' page. At the top right is the PayPal logo. The page is divided into two main sections: 'Details' and 'Payment method'. The 'Details' section contains the following information:

Name	InciEd: Grassroots Educational Innovations
Start date	Jun 23, 2013
End date	Jul 23, 2013
Total preapproved amount	\$10.00 USD
Maximum number of payments	1
Memo	Pledge for Tech us out! The Disruption Department's Young Makers Program on InciED

The 'Payment method' section shows:

Primary Funding Source	PayPal balance What's this?
Secondary Funding Source	Not Specified Change

Below the payment method section is a link: [Add Credit Card](#).

At the bottom of the form, there is a disclaimer: "By clicking Approve, I agree to allow InciEd: Grassroots Educational Innovations to automatically charge future payments to my PayPal account. To cancel this agreement, go to the My money section in your Profile and click My preapproved payments." Below the disclaimer are two buttons: "Approve" (highlighted in yellow) and "Cancel".

Looks good? Click here →

Step 7

Confirmation notices. When a supporter successfully completes the contribution process through PayPal he/she will receive a number of confirmations.

1. Supporters will automatically be returned to the InciED website and will be greeted with a message of thanks.
2. Supporters will receive a confirmation email from PayPal indicating that they've signed up for a "preapproved payment."
3. They will also receive a confirmation and thank you email from InciED.