

Non Profit Fundraising with PayPics™

Professional fundraisers often talk about urgency and emotion being drivers of people making donations. But an even more important factor is immediacy – the opportunity for a donor to take action right here and right now.

When people attend a charity event, read a solicitation letter, or watch a telethon on television they have a heightened sense of connection and understanding the need and have an urgency to act.

Like the old adage says: the best time to “close the deal” is when the audience is in their seats, captivated by some sort of compelling or persuasive message. Otherwise, in our attention-deficit society, the tendency is to focus on what’s at hand and our best intentions get buried in a pile of papers on our desk.

When you have the donor’s attention, turn it into action by eliminating as many hurdles in the way of a donation as possible.

PayPics Mobile Donations

PayPics is an innovative new mobile payment service that makes making donations as easy as scanning a barcode with a smartphone. Donors scan a mobile tag image (a Microsoft Tag™) to make a donation to their favorite organization using a PayPal account.

The transaction can be completed with as little as one click, and there is no need for the donor to provide credit card information, PayPal credentials, or a mobile phone number to the organization (or to the PayPics service for that matter).

PayPics allows donors to react to a compelling or persuasive message without the need to pick up the phone, go online, or send a text message. They simply scan a mobile tag image with their smartphone and approve the transaction on the device.

By making the donation process as simple as possible, as well as making it possible for the donor to donate anonymously, PayPics encourages the non-typical donor to take action and can increase the donor base beyond on the 10% of donors that typically provide 90% of the donations.

How It Works

The non-profit organization simply displays a mobile tag image (generated by the PayPics service) to the

donor at any touch point. For example, the mobile tag can be printed on a solicitation letter, displayed on a poster, banner or other display at an event, or even displayed as part of the scroll bar at the bottom of a TV image for a televised fundraising event or telethon.

As shown in the image below, once the user scans the mobile tag they validate the transaction details on their mobile device, and then click on a “Checkout with PayPal” button. The transaction is then processed via PayPal and the funds are immediately deposited into the non-profit organization’s PayPal account.



PayPics Advantages

SECURE. PayPics leverages the consumer’s PayPal account, which is a trusted, global payment services brand in use by more than 150 million consumers.

EASY-TO-USE. PayPics is the most convenient, easy-to-use contactless mobile payment method available today. The donor simply scans a mobile tag using the camera on a standard smartphone.

ADVANCED FEATURES. PayPics offers the following key features and benefits:

- Takes advantage of the growing use and acceptance of mobile tags (700% growth in 2010).
- Allows non-profits to provide the over 150 million PayPal users with a simple mobile donation option.
- Great for kiosks and other on-site/at-event donor applications.
- Does not require the donor to disclose credit card information, PayPal credentials, or a mobile phone number to any third-party (including PayPics).
- Does not rely on SMS messages or phone calls sent to a mobile device.

- Donors can complete a transaction with just one click (after account configuration).
- Non-profit organization can create a simple PayPal personal account (or use an existing PayPal personal, premier, or business account). No additional merchant account required.
- Support for all iPhone™ and Android™ devices, and any other smartphone that can download and use the Microsoft Tag Reader application available at www.gettag.mobi.

About Razoron Mobile

Founded in 2009, Razoron Mobile is a startup software company that is leveraging mobile tagging technology for use in mobile applications.

Razoron is the creator of the RAZCODE, a digital token encoded in a Microsoft Tag™ mobile tag that turns the simple act of scanning a barcode with a smartphone into a powerful tool for mobile payments, mobile health, and mobile authentication applications.

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