

Set-up a Donation Option in Facebook

The opportunity to turn your social networking fans into active donors and financial supporters just got easier! Since 2009, ShopTab has helped thousands of clients turn their social fans into buyers for their products and services using the ShopTab store application inside of Facebook. A few non-profit organizations approached us on how we might create new revenue streams from their efforts in building their social networks. The collaboration resulted in a new use for our ShopTab app that we call DonorTab.

Step 1 – Create your ShopTab Account for a DonorTab

1. **Sign-up:** Visit [ShopTab Sign Up Form](#) and create your account. Fill out the registration form and press “Create my account.” Most non-profits choose the **Standard Plan** for their **7 day FREE trial**.
2. **Place the App on your Facebook page:** Follow the directions to place the app on your Facebook page.
3. **Set your Currency:** You can do this on the first landing page after placing the app on your Fan Page.

Step 2 – Customize the ShopTab App for your Fan Page

1. **Change the Name of your Shop Tab to “Donate” or “Support” or what will work best with your community:** Go to the Facebook page where your ShopTab app is installed. Click on the arrow to the right of the apps (1) to expand to see all apps. Then hover your mouse over the ShopTab cart icon (2) and click on the pencil to edit the text via the “Edit Settings” option at the bottom.



Change the text and even replace the icon picture under the “Edit Settings” option.

2. **Language and Text Changes:** On the **Settings** page, click the **Translate** option. This will allow you to customize all text on the donation landing page. Choose to translate all English text into a new language or just change certain words (ex: “Buy Now” to “Donate” or “Donate Today” for those connecting to an existing website) to match your needs and press update.

Translation Feature:

Listed below are the English default fields currently on ShopTab such your translation or other English text exactly as you would like it to appear on your Facebook page. Any fields left blank will remain in English. Press Update and your changes will be made instantly. To change the Shop to something else, such as Store, please follow [custom tab name](#)

Search:

Browse By Category Name:

Submit:

Home:

Price:

All Prices:

Less Than 50:

Min Price:

Max Price:


Categories:

All Categories:

Buy Now: Donate Now

3. **Add your Logo:** On the **Store Design** page, upload a custom banner image sized at 810 pixels wide.

Custom ShopTab Banner Image:



FRANCISCAN RENEWAL CENTER

Upload Custom ShopTab Banner Image :

Click "Browse..." to choose the business logo from your computer.

4. **Customize your page colors:** Use the color options to stylize your page to fit your brand or to set off areas of the page that will help you to promote your products more effectively and press Update.

Color Theme Options:

Click inside each color bar to make a new color selection

Primary Color:

Secondary Color:

Tertiary Color:

Step 3 –Donation Payment Options – Website or PayPal

1. Determine the appropriate payment method:

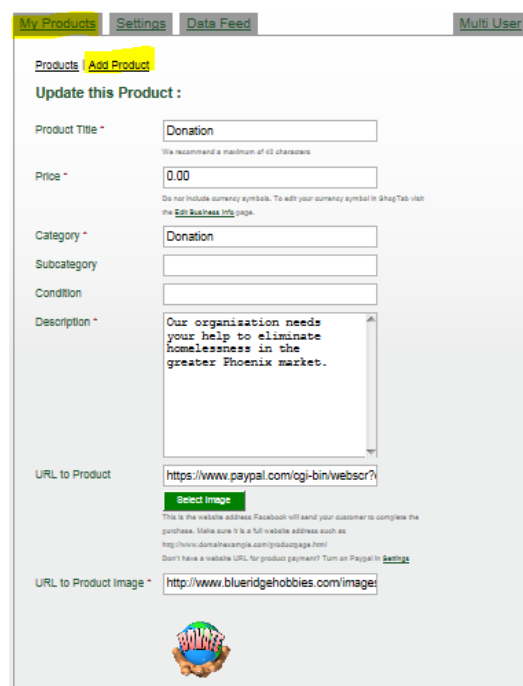
There are two payment options to choose from with ShopTab for donation payments or product purchases. The e-commerce option allows you to connect to an existing website and PayPal allows you to create a payment system inside of Facebook.

- **E-Commerce Website:** If you have an **existing website** that has the ability to accept donations, you likely will want to connect your ShopTab app to that page. Your existing website may already offer options for different donations amounts or packages. This option allows you to leverage investments and merchants accounts that are already in place.

- 1) Log into ShopTab and add your first donation option.
- 2) Click on the **My Product** tab and then the **Add Product** option.

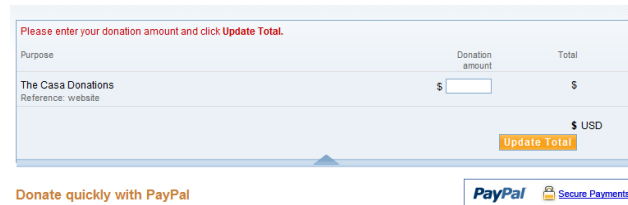


- 3) Complete the fields for the donation amount or item. Since you have an existing website, choose the correct landing page for the donation form on the website and place that in the Product URL field. Then choose an image for the donation and place that in the Image to Product URL field.

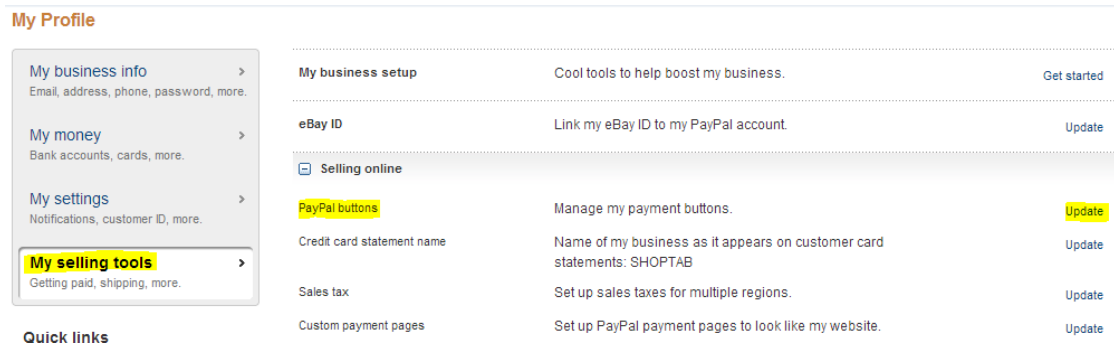


- 4) Press update and your product is loaded into your application on ShopTab.

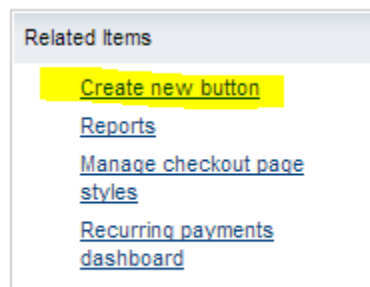
- **PayPal Donations:** If you don't have a website and want to provide the ability to pay within the Facebook page, we suggest you use the PayPal donations button feature. An example of a PayPal donation landing page is below.



- 1) With your PayPal business account, log into PayPal and go to **My Selling Tools** and choose **PayPal** buttons and click update. You'll need to create a PayPal business account (it is free) if you don't have one.



- 2) On this next page choose to **Create new button**.



Choose to set the amount of the donation or allow the interested party to designate their own amount (as shown above). The details on this page create the donation button for your Facebook application. Save your button at the end of the page.

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



Currency

Contribution amount

Donors enter their own contribution amount.

Donors contribute a fixed amount.

Note: This button is intended for fundraising. If you are not raising money for a cause, please choose another option. Nonprofits must verify their status to withdraw donations they receive. Users that are not verified nonprofits must demonstrate how their donations will be used, once they raise more than \$10,000.

Merchant account IDs [Learn more](#)

Use my secure merchant account ID

Use my primary email address

- 3) This process will create code for placement in a website or in this case in ShopTab. Click to copy and select the code. We'll use this in ShopTab's admin panel.

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.

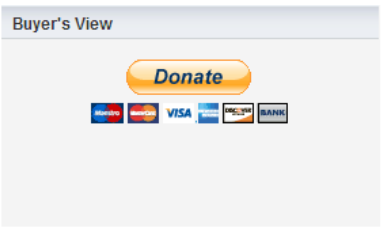
Website

```
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
online!">

</form>
```

[Go back to edit this button](#)

Buyer's View




- 4) Now go to ShopTab's admin panel and **My Products** section to the **Add Product** tab. Enter the appropriate information in the fields and the code from PayPal into the **"Javascript for Product"** in ShopTab. Add a picture reference as well.

URL to Product

[Select Image](#)

This is the website address Facebook will send your customer to complete the purchase. Make sure it is a full website address such as <http://www.domainexample.com/productpage.html>
 Don't have a website URL for product payment? Turn on PayPal in [Settings](#)

URL to Product Image *



JavaScript for Product

```
<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"
```



JavaScript is supported as an option for the product field. Any required header code to support your scripts should be placed in the JavaScript tab at the top of the page.


[Update](#)

* Required for a valid product listing

Example Facebook Donation Page listing below:

1


View as   Browse By Category ▾ Browse by Price ▾




Non-Profit Braclet
 Buy Now
 Donate to our non-profit and get your fantastic braclet.

\$25.00

[Donate](#)





NOTE: It is important to know that Authorize.net also offers these donation buttons.

You are all set to go. Now that the tab and donation options are on your page you'll need to create marketing programs to create awareness for this option when your fans are visiting your page or when you post on your wall during specific events or key fundraising efforts.

Please provide feedback to us at support@shoptab.net if you have any questions.