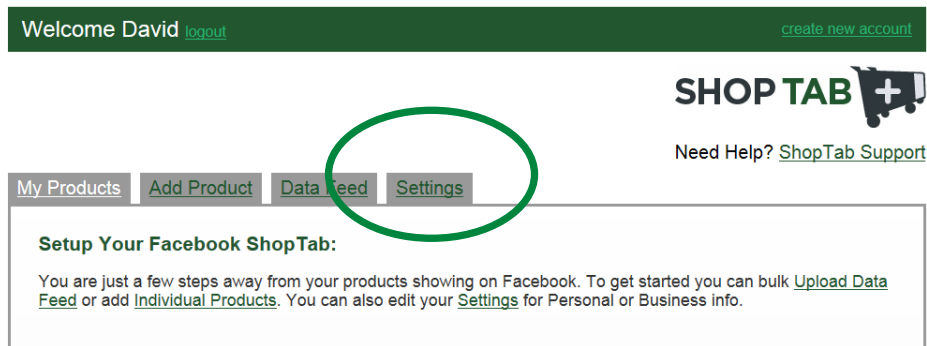


# DonorTab on Facebook Setup Instructions

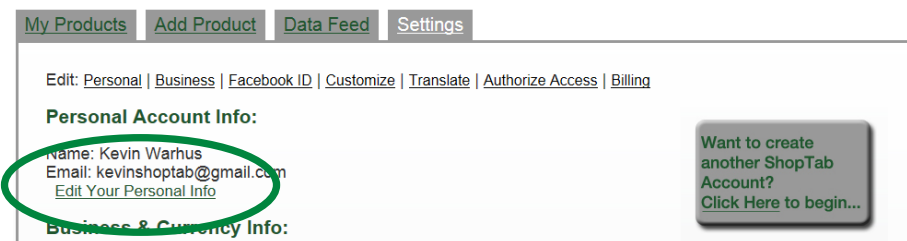
The opportunity to turn your social networking fans into active donors and financial supporters just got easier! Since 2009, ShopTab has helped thousands of clients turn their social fans into buyers for their products and services using the ShopTab application inside of Facebook. A few non-profit organizations approached us on how we might create new revenue streams from their efforts in building their social networks. The collaboration resulted in a new link for your Facebook page called 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 form and press “Create my account.” Choose the **Standard Plan** for your **7 day FREE trial**. Elect to pay either at \$10 a month or \$110 for a full year, if you elect to continue after the trial.
2. **Set up your Account:** After you login, click on the **Settings Tab**.



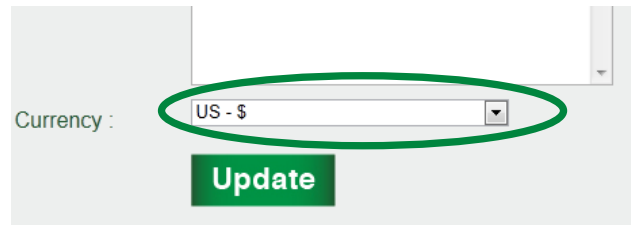
3. **Personal Information:** After visiting the **Settings** tab please click on **Edit Your Personal Info** and complete the form.



4. **Business and Currency Information:** After updating your personal info settings you will be back on the **Settings** page and should then click on **Edit Business Info**, fill out the information.



Be sure to select the currency you want to use for your donations and click on Update.



Currency :

## Step 2 – Activate your Link on Facebook

1. **Activate on Facebook:** To make your DonorTab account active on your Fan Page wall click on **Settings** and then click **Edit Your Facebook Page ID**. (Note: If you have a Facebook business only account please [follow these instructions](#).) Leave this page open, ID blank and open another tab/window in your browser.

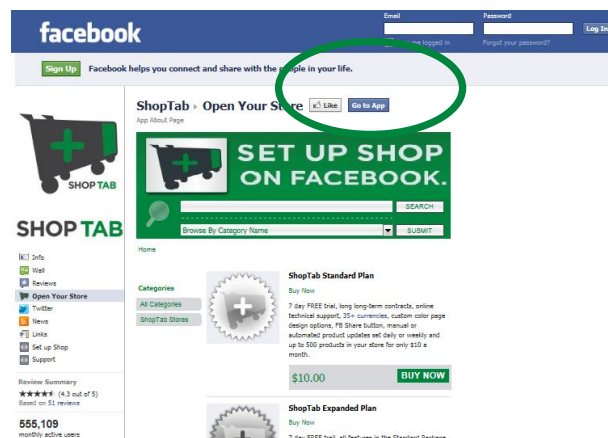
### Edit Facebook Page ID:

Listed below is the Facebook Page ID that your ShopTab account is assigned to. Each ShopTab account can only be assigned to one Facebook page. You can [create another ShopTab account](#) for additional Facebook pages.

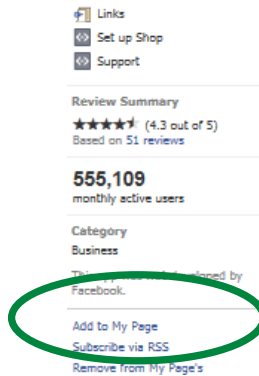
Enter only numeric numbers (not Facebook Fan page address) below from your Facebook ShopTab page:

Facebook Page ID :

2. **Go To Facebook, Visit ShopTabApp and Like it:** In the new tab/window, open Facebook using your personal account or account for your organization’s Facebook page to get the Page ID to place in the box above. Visit [ShopTab Facebook App](#) and “Like” the page. The ShopTab App drives your DonorTab functionality.



3. **Add the ShopTab App to your Page:** After you “Like” and on the same ShopTab Facebook Application Page, click on left side that reads “Add to My Page.” From the menu that pops up choose the page (your organization’s page) you want your Facebook ShopTab located on.



(**Note:** Each ShopTab/DonorTab admin account can only be tied to one Facebook page. You may create new accounts for each additional page you want ShopTab/DonorTab located on.)

4. **Get your Facebook ID:** Now go and visit the page that you chose for ShopTab (your organization’s page) and click the “Shop” link on left sidebar navigation (below Wall, Info, etc.). The information with Facebook ID below should appear on the right as noted below.



5. **Copy the ID Number to ShopTab’s Admin:** Copy the ID from the Facebook page and on your ShopTab Admin screen that we left open (**Settings/Facebook ID**) copy the ID (numbers only) into the field below and press update. Once completed this will connect your ShopTab/DonorTab to your Facebook fan page and the link on your Facebook page will be live.

**Edit Facebook Page ID:**

Listed below is the Facebook Page ID that your ShopTab account is assigned to. Each ShopTab account can only be assigned to one Facebook page. You can [create another ShopTab account](#) for additional Facebook pages.

Enter only numeric numbers (not Facebook Fan page address) below from your Facebook ShopTab page:

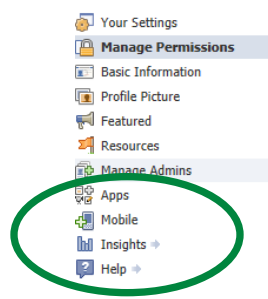
Facebook Page ID:

### Step 3 – Customize your DonorTab Link and Page

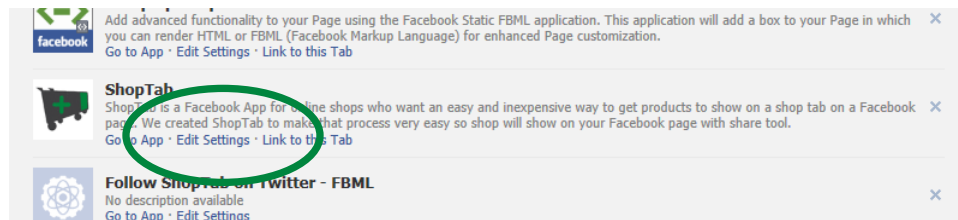
6. **Change the Name of your Shop Tab to “Donate”:** Go back to the page that has your ShopTab/DonorTab installed. In the top right, click on “Edit Page.”



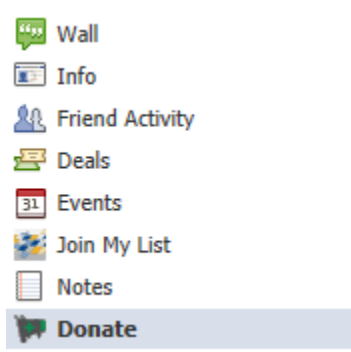
On the left hand side click “Apps”



Find the ShopTab App on your page and click “Edit Settings”



Change the name as you would like for it to appear (“Donate”, “Donate Now” or “Donate Today”) on your Facebook page and click “Okay.” Your link will now show the appropriate text.



7. **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”) or policies 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:	<input type="text"/>
Browse By Category Name:	<input type="text"/>
Submit:	<input type="text"/>
Home:	<input type="text"/>
Price:	<input type="text"/>
All Prices:	<input type="text"/>
Less Than 50:	<input type="text"/>
Min Price:	<input type="text"/>
Max Price:	<input type="text"/>
Categories:	<input type="text"/>
All Categories:	<input type="text"/>
Buy Now:	<input type="button" value="Donate Now"/>

Example Facebook Donation Page listing below:



- 8. Manage your Left Rail:** On the **Customize** page, ShopTab provides options for pricing and category layout. Make your selections that best fit your needs and press update. If you will have one option for donation, we suggest that you turn off the pricing bar options. The ability turn off categories and pricing is coming soon.

My Products | Add Product | Data Feed | Settings

Edit | Personal | Business | Facebook ID | Customize | Translate | Authorize Access | Billing

### Customize Your ShopTab:

Listed below are the available custom features for ShopTab Ultimate Pro users.

#### ShopTab Left Sidebar Options:

Replace Price Filter (see example):

Do you have pricing that does not work within ShopTab standard left sidebar pricing search feature? By default, ShopTab displays pricing in tiers of Less than 50, 50 - 99, 100 - 199, 200 - 299, 300 - 399, 400 - 499, 500 - 999, 1000 - 2499, and 2500+. If you leave the default setting if you have products with prices in lower tiers the maximum will dynamically change. For example, if your highest price product is 1200 the highest tier would change to 1000+. If most of your products fall into only 1 pricing tier or much higher than 2500 we would suggest using ShopTab Minimum and Maximum price feature instead.

checking off this box and pressing update ShopTab will automatically replace the Pricing Left Sidebar tiers with a Minimum and Maximum Pricing Search feature for all your Facebook customers to decide what minimum and maximum pricing they want to search by.

#### Remove Price Sidebar Feature (see example):

checking off this box your Facebook ShopTab price section on left sidebar will be removed and the Category section will be pushed up. After checking off box and pressing Update button your Facebook ShopTab will be immediately updated.

#### ShopTab Main Area Options:

Remove More Detail (see example):

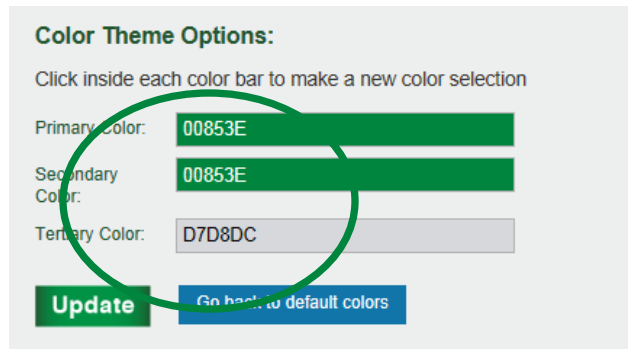
checking off this box and pressing Update the More Detail link under BUY NOW button will be removed.

Update

9. **Add your Logo:** On the **Customize** page, upload a custom banner image sized at 520 pixels wide by 108 pixels high on the Settings Tab.

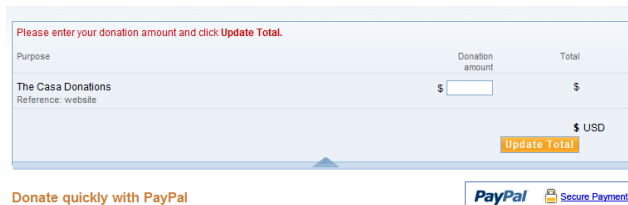


10. **Customize your page colors:** Use the color options to stylize your page to fit your brand or to set off areas of the page that will help you to promote your products more effectively and press Update.



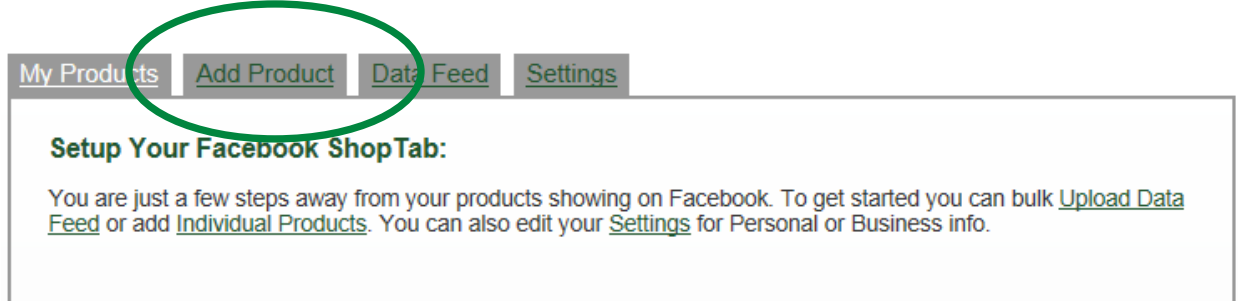
## Step 4 – Create your Donation Options

1. **Determine the appropriate requests:** Your existing website may already offer options for different donations or it may be one page with many options on it. Make the determination what your current donation engine will support and decide if you want one or multiple offers on your Facebook donation page. An example of a PayPal landing page is below – no specific donation amount is designated.




- **Note:** If you don't know how to identify the "URL to Product" or "URL to Product Image" needed for the manual product input or data feed, please reference our [FAQ for URL's](#) to understand how to source this information to quickly stock your store.
- **Manually Create Individual Donation Options:** Decide on what options you want to show your fans in terms of donation options. If you only have one current landing page with different financial options then we suggest you create one donation option. If you have multiple pages on our website with distinct options, create the appropriate

products/donations to mirror those options. Click on Add Product.



- Enter what you want to call the Donation as the Product Title, Amount as the Price, Category of Donation, leave Condition blank, Description of the donation, URL to the donation page on your website and a URL for a product picture on the website that is on the current donation page or that best represents the institutions value for this donation. See [FAQ on URL's](#) if URL locations aren't clear to you.

**Update this Product :**

Product Title	<input type="text" value="Thank You for Your Gift"/>	URL to Product	<input type="text" value="https://www.paypal.com/us/cg"/>
Price	<input type="text" value="50.00"/>	URL to Product Image	<input type="text" value="http://www.thecasa.org/image"/>
Category	<input type="text" value="Donation"/>		
Condition	<input type="text"/>		
Description	<input type="text" value="Your donation supports our outward-looking vision, beloved community and constant desire for greater impact. Join the Franciscan Renewal Center's collective resource of individual supporters that allow us to continue bring Peace~Renewal~Good."/>		
		<input type="button" value="Update"/>	

- **Other options:** There are a number of automated ways to upload different donation options into the system. Please reference our FAQ for Excel CSV file or XML support options.

You are all set to go. Now that the tab is on your page you'll need to create 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](mailto:support@shoptab.net) if you have any questions.