

## 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:** Go to the **Settings** tab, click on **Store Design** and select the appropriate currency for your users.

### Step 2 – Customize the ShopTab App for your Fan Page

1. **Change the Name of your Shop Tab to Donate, 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.

- 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”) 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

- 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 Header Image :

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

- 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:

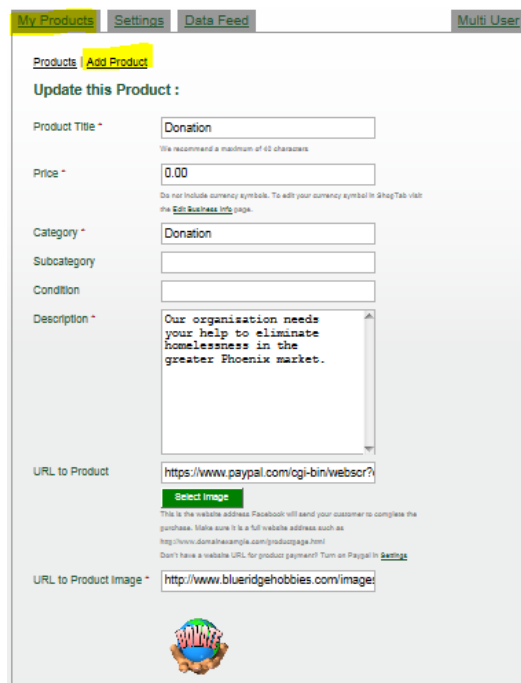
There are two payment options to choose from with ShopTab for donation payments or product purchases. The e-commerce option allows you to connect to an existing website and PayPal allows you to create a payment system inside of Facebook.

- **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.



My Products Settings Data Feed Multi User

Products **Add Product**

**Update this Product :**

Product Title \*   
We recommend a maximum of 60 characters

Price \*   
Do not include currency symbols. To add your currency symbol in ShopTab visit the [Business Info](#) page.


Category \*

Subcategory

Condition

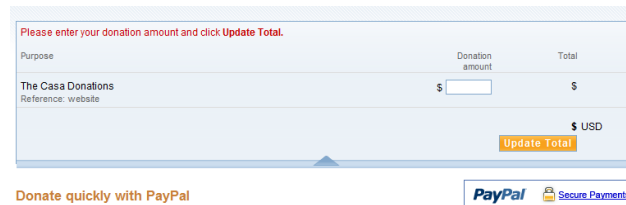
Description \*

URL to Product   
  
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.dominicmagnifico.com/instagram.html>  
 Don't have a website URL for product payment? Turn on PayPal in [Settings](#)

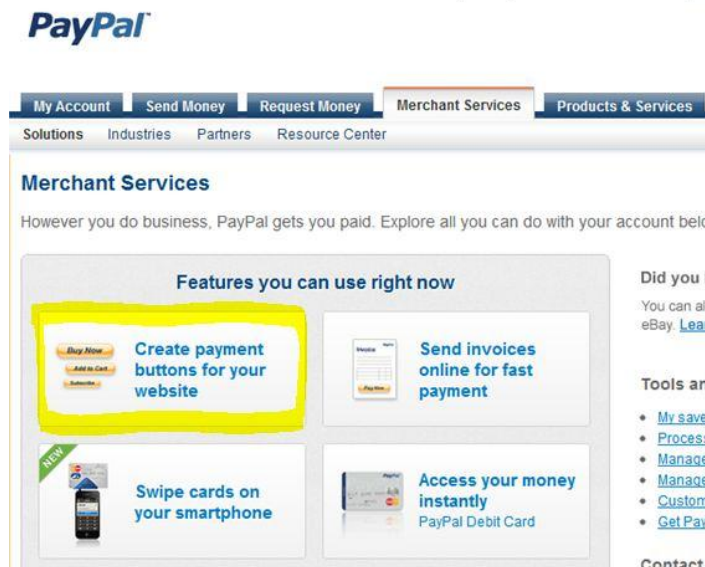
URL to Product Image \*   


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) Log into PayPal and go to **Merchant Services** and choose to create payment buttons. You'll need to create a PayPal account if you don't have one.



- 2) On this next page you can designate the donation option you desire. Choose to set the amount of the donation or allow the interested party to designate their own amount. The details on this page create the donation button for your Facebook application. Save your button at the end of the page.

### Create PayPal payment button

PayPal payment buttons are an easy way to accept payments. Check the [PayPal Payments Standard Overview](#) for more information. Use this page to customize your button and create the HTML you'll need to copy and paste into your website. [Learn more](#). [Having trouble viewing this page?](#)

**Step 1: Choose a button type and enter your payment details**

Choose a button type  
 [Which button type?](#)

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



- 3) This process will create code for placement in a website or a link to use in an email. Click on the Email tab and copy the link. We'll use this in ShopTab's admin panel.

[Log Out](#) | [Help](#) | [Security and Protection](#)

**PayPal**

[My Account](#) | [Send Money](#) | [Request Money](#) | [Merchant Services](#) | [Products & Services](#)

[Overview](#) | [Add Money](#) | [Withdraw](#) | [History](#) | [Resolution Center](#) | [Profile](#)

**You are viewing your button code**

1. Click **Select Code** to select all the button code.
2. **Copy** the code (CTRL+C for Windows, CMD+C for Mac -- or right-click and choose Copy).
3. **Paste** the code into your own code (CTRL+V for Windows, CMD+V for Mac -- or right-click and choose Paste).

[Integration tips](#)

```
https://www.paypal.com/cgi-bin/webscr?cmd=_s-xclick&hosted_button_id=DJABSLWW9VWSC
```

[Go back to edit this button](#)

- 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 paste the email URL from PayPal (1) into the Product URL in ShopTab. Add a picture reference as well.

My Products Settings Data Feed Multi User

Products **Add Product**

**Update this Product :**

Product Title \*   
We recommend a maximum of 60 characters

Price \*   
Do not include currency symbols. To edit your currency symbol in ShopTab visit the [Edit Business Info](#) page.

Category \*


Subcategory

Condition

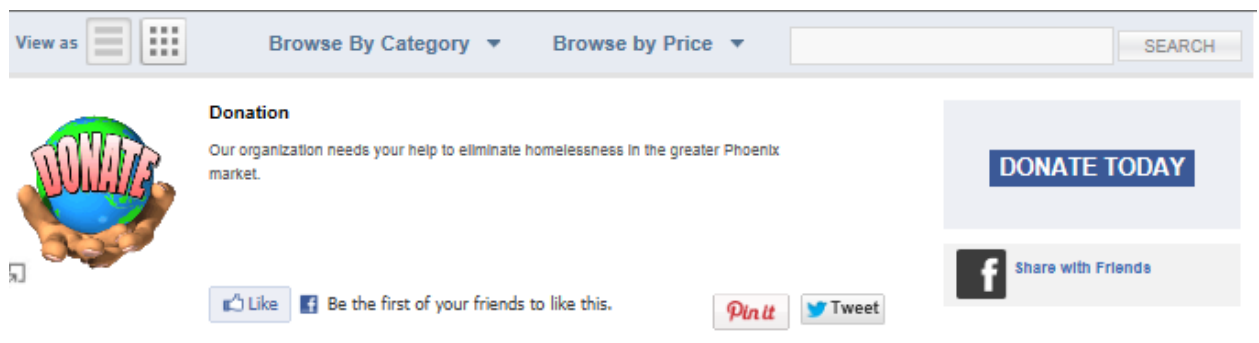
Description \*

URL to Product   
 1  
This is the website address Facebook will send your customer to complete purchases. 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 \*



Example Facebook Donation Page listing below:



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](mailto:support@shoptab.net) if you have any questions.