



Online Donation Processing with LGL



Timi Paccioretti

Timi is passionate about assisting mission-driven organizations to better manage their data so that they can be more strategic in their development efforts. She is a true evangelist of LGL, first as an early adopter and user of Little Green Light, and now, as LGL's Senior Marketing Manager.

CONTENTS

03

HOW CAN I ACCEPT ONLINE DONATIONS WITH
LITTLE GREEN LIGHT?

05

FREQUENTLY ASKED
QUESTIONS

06

EXAMPLE FORMS

08

LGL PRICING

Accepting Online Donations and Payments with Little Green Light

Among the many features included with a Little Green Light account is a powerful form builder, which can be enabled to accept online donations and payments, simply and securely.

This resource provides you with a comprehensive overview of this feature's capabilities as well as examples of how you can utilize this exceptional functionality.

HOW CAN I ACCEPT ONLINE DONATIONS WITH LITTLE GREEN LIGHT?

Your Little Green Light account includes a powerful form builder (which we've dubbed LGL Forms) that lets you design, build, and publish those forms on your website, in emails, and on other online platforms. Your form can be enabled to accept online donations and payments, which will allow your supporters to RSVP for events, purchase tickets, pay their membership dues, and a whole lot more!

Little Green Light has partnered with Stripe, ProPay and PayPal, leaders in the online payment processing marketplace to offer safe, secure payment processing for our customers.

LGL Forms is fully integrated with your Little Green Light donor management system, allowing constituent records to be automatically updated with the information collected via the form, without requiring any manual intervention on your part.

And, because an email confirmation system is incorporated into the LGL Forms feature, your acknowledgment process is streamlined and ensures that each donor receives a prompt, personal, and pertinent thank you.

"I just wanted to tell you that we have been integrating LGL forms into so many aspects of our work, both external and internal and across the world. We are literally discovering new uses each day for the forms, and it's been amazing."

Stephen Martineau, Executive Director - Friends Forever.

“

We love the LGL Forms for our online donations and the ease with which it automatically integrates the gift information.

Every Child Fed

FREQUENTLY ASKED QUESTIONS

Why should I switch to LGL Forms?

LGL Forms offers a number of advantages over other payment processing solutions. Here are a few of the big ones:

1. You'll get a powerful integration with your Little Green Light database. By mapping form fields using simple dropdown lists, you can bring any information you've collected via your form into your Little Green Light database. You can even map to custom categories and custom fields in events and appeals.
2. You can collect recurring donations and have each transaction sync automatically with your Little Green Light database. If you integrated through another form provider such as Wufoo or Formstack, the original recurring submission would be synced to your database, but each subsequent submission would not.
3. You can sell tickets and map registrants and guests to events in Little Green Light. You can even set ticket limits so you don't oversell your event.
4. Offer your donors a choice of paying by credit card or PayPal, or offer just the credit card option.

Can I publish the forms on my website?


Yes. Once you have built and published your form, you can link to it from your website or add a snippet of HTML code on your website to embed it. (Note that Wordpress.com websites do not accept embedded forms at this time - Wordpress.org-based sites will work just fine, however.)

"I just wanted to tell you that we have been integrating LGL forms into so many aspects of our work, both external and internal and across the world. We are literally discovering new uses each day for the forms, and it's been amazing."

Stephen Martineau, Executive Director
Friends Forever

EXAMPLE FORMS

Event RSVP form



75th Anniversary Dinner

of tickets *

\$60 - 1 ticket

\$120 - 2 tickets

Contact Information

Name

First Name Last Name

Email

Address


Address Line 1

Address Line 2

City State/Province ZIP/Postal Code

Recurring donation form

Center School



Please support our school!

Your generous support will make it possible for every child to receive a quality education!

Amount

\$100

\$50

\$25

\$

Donation Schedule


One Time

Contact Information

Name

First Name Last Name

One-time donation form



Our animals need your help!

Please consider supporting our shelter. Your generosity makes it possible for us to save the lives of hundreds of animals each month!

Donation Amount *

\$100 - Food for a month

\$50 - Vet visit

\$25 - Warm bedding

\$10 - Collar & leash

\$

Name *

First Name Last Name

Phone **Email**

Would you like to join our mailing list?


Yes

No

I'd like to receive information on:

Volunteering

Volunteer interest form



Volunteers Needed!

Please let us know how you'd like to be involved in this year's festival!

Contact Information

Name

First Name Last Name

Email

Address

Address Line 1

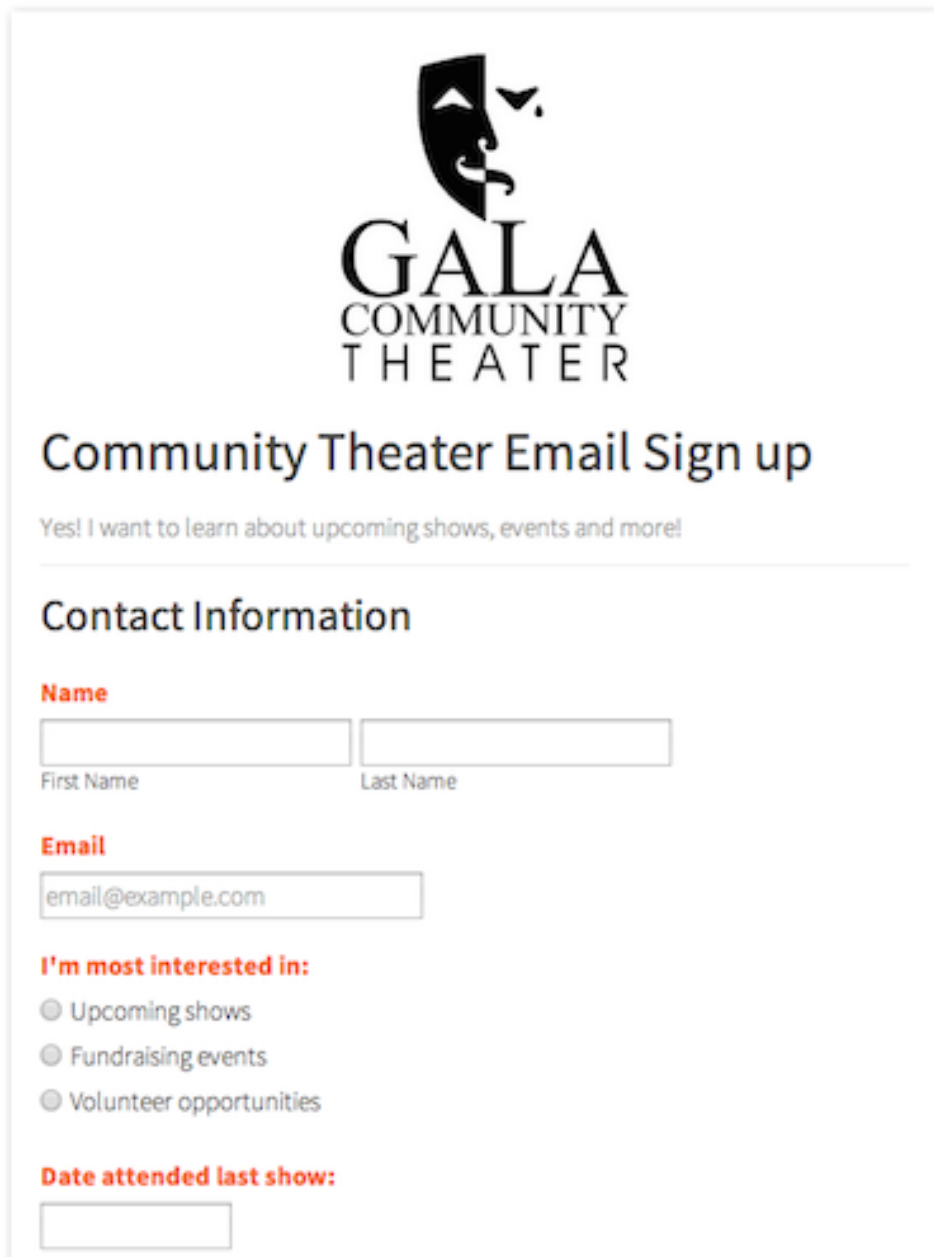
Address Line 2

City State/Province ZIP/Postal Code

Country

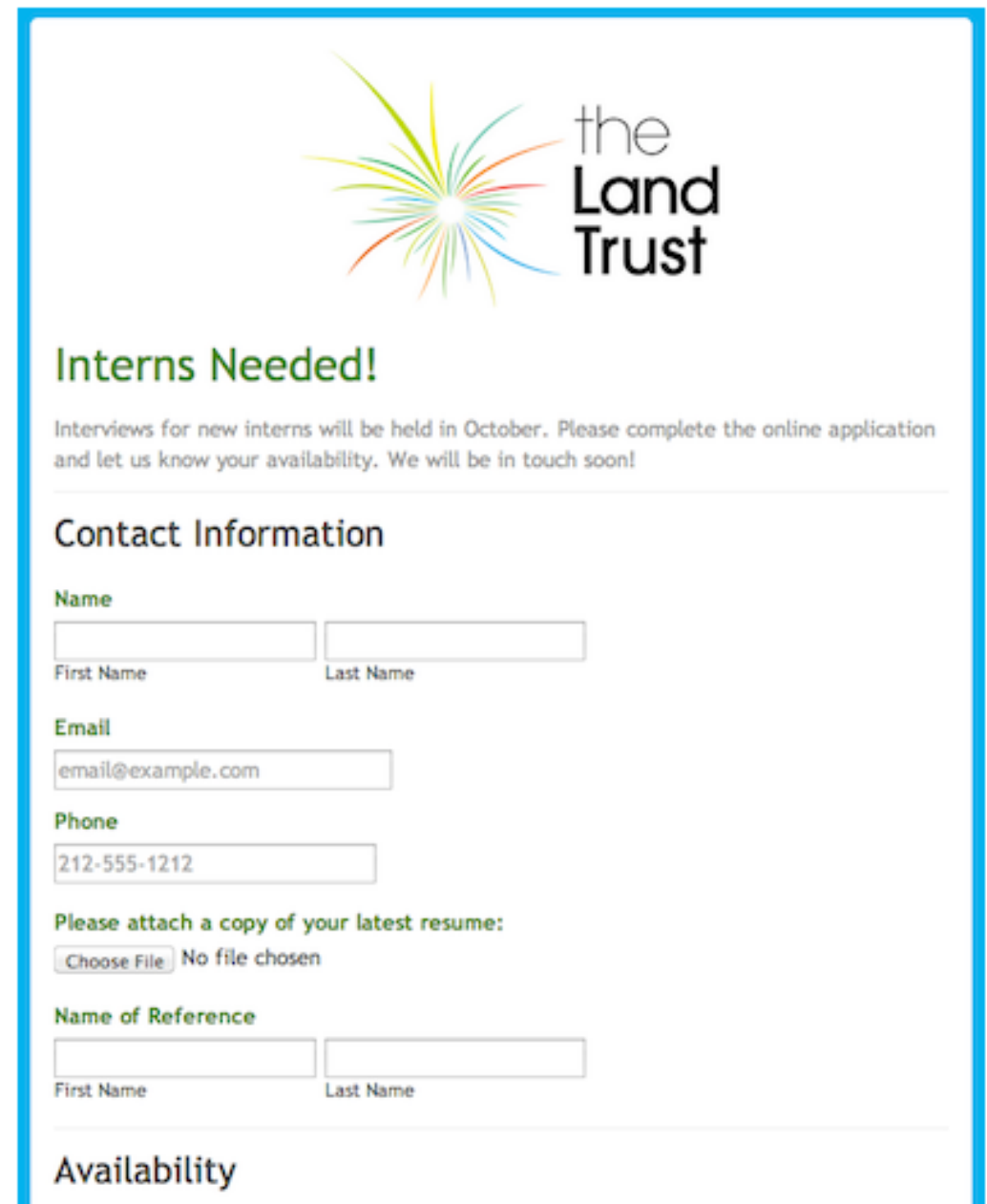
MORE EXAMPLES

Newsletter form



The form features the logo for Gala Community Theater at the top, which includes a stylized mask icon. Below the logo is the title "Community Theater Email Sign up" and a sub-header "Yes! I want to learn about upcoming shows, events and more!". The "Contact Information" section includes fields for "Name" (split into "First Name" and "Last Name") and "Email". There is a section for "I'm most interested in:" with three radio button options: "Upcoming shows", "Fundraising events", and "Volunteer opportunities". At the bottom, there is a field for "Date attended last show:".

Application form



The form features the logo for "the Land Trust" at the top, which includes a colorful sunburst icon. Below the logo is the title "Interns Needed!" and a sub-header "Interviews for new interns will be held in October. Please complete the online application and let us know your availability. We will be in touch soon!". The "Contact Information" section includes fields for "Name" (split into "First Name" and "Last Name"), "Email", and "Phone". There is a section for "Please attach a copy of your latest resume:" with a "Choose File" button and the text "No file chosen". Below that is a section for "Name of Reference" (split into "First Name" and "Last Name"). At the bottom, there is a section for "Availability".



See even more examples of forms created by LGL customers on our Pinterest board, "Cool LGL Forms", as well as on these boards:

- Online donation forms
- Membership forms
- Event registration forms
- Volunteer forms

HOW MUCH ARE LITTLE GREEN LIGHT'S DONATION PROCESSING COSTS?

Although there is no added cost to build and publish forms using LGL Forms, there are transaction fees for payments and/or donations made via a form. The costs vary based on the payment processor (Stripe, ProPay or PayPal) and the type of credit card accepted. Please see the information below for a full explanation of fees:

Summary of fees for U.S. nonprofits

Stripe fees

- No annual fee
- Transaction fees starting at 2.2% + 30¢

ProPay fees

- No annual fee
- Special pricing available for LGL Customers. Click link in LGL Forms for ProPay pricing.

PayPal fees

- No annual fee
- Transaction fees starting at 1.99% + 49¢

LGL fees

- 1% per successful transaction, capped at \$50 per month. This is in addition to the fees charged by Stripe, ProPay or PayPal.
- **NOTE:** Accounts created on or after March 1, 2022 are subject to our [new pricing plan](#), which means higher subscription rates but zero fees to LGL for using LGL Forms.

TRANSACTION FEES FOR NONPROFIT ORGANIZATIONS OUTSIDE THE US

Stripe

Countries supported for Stripe in LGL Forms: Australia, Canada, and New Zealand. We may be able to add additional countries. Request via support@littlegreenlight.com. For fees, please see <https://stripe.com/global> and find the country you're in.

ProPay

Countries supported for ProPay in LGL Forms: Canada
Contact ProPay for pricing for charities in Canada. Mention your LGL account for special rates.

PayPal

Countries supported for PayPal in LGL Forms: Australia, Canada, and New Zealand. We may be able to add additional countries. Request via support@littlegreenlight.com. For fees, please see <https://www.paypal.com/us/webapps/mpp/country-worldwide> and find the country you're in.

LGL fees

LGL Forms charges a 1% fee on the first 5,000 transacted per month in your local currency. For example, if you are in Australia, LGL Forms charges 1% of up to AUD\$5,000 per month, so the fee cap is AUD\$50.

Accounts created on or after March 1, 2022 are subject to our new pricing plan, which means higher subscription rates but zero fees to LGL for using LGL Forms.

Note: Rates listed here are exclusively for nonprofit organizations. In order to qualify for these nonprofit rates, you must send a copy of your nonprofit designation letter to the appropriate payment processor.