



## > Introduction

DonorsChoose.org is an online charity that makes it easy for anyone to help K-12 students in need. Public school teachers from every corner of America post classroom project requests – ranging from pencils to microscopes – on the nonprofit organization’s site, and contributors can give any amount to the project that most inspires them.

The 501(c)(3) not-for-profit corporation was launched in 2000 by Charles Best, a former social studies teacher at Wings Academy in the Bronx, with the intention of connecting individuals directly to classrooms in need. DonorsChoose.org was among

the first civic crowdfunding platforms of its kind.

In the almost two decades since its founding, New York City-based DonorsChoose.org has exceeded expectations by attracting more than 1.6 million supporters, sustaining more than 231,000 teachers, and reaching 14 million students – with 70 percent of projects being fully funded.

We spoke with Taylor Chang, senior group director of finance and compliance, and John Ciardullo, director of engineering, at DonorsChoose.org regarding their experiences with Worldpay’s eCommerce payments solutions and services.

## 🎯 Situation

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We originally viewed payment processing as a necessary evil. But, when we approached Worldpay for a Tokenization solution to lower our PCI burden, we were very impressed with your hands-on consultative approach and innovative products. Worldpay provided a payments strategy that made our goals more achievable. It was eye-opening.

We currently also use Recovery and Recurring Engine. The level of effort to integrate to your APIs was very low and extremely simple. Worldpay’s Recurring Engine API looked just like our existing integration for one-time donations. I can’t overstate the clarity of your documentation and responsiveness to any of our questions during the certification testing process. Furthermore, Worldpay provided all the tools we needed to integrate Tokenization, Recovery, and Recurring Engine into one API.

The combination of these technologies reduced friction for our frequent and high-value donors, ensuring that they never have a bad checkout experience. In addition to being easy-to-implement and manage, Worldpay’s Recurring Engine API gives us plenty of scalability to grow our business in the future. We really aren’t even scratching the surface yet with these capabilities today.

As a nonprofit, we don’t have the luxury of having business analysts and a QA team. Worldpay’s API documentation is well-written and provides a very high degree of confidence to integrate without regression testing – saving us valuable time, money, and considerable stress.

## ✓ Solution

"We have recovered more than 35 percent of our authorization declines which speaks to our revenue lift. That is truly amazing."

Recovery was an easy decision for us. Without your Account Updater or Authorization Recycling solution in place, every decline we experienced was a lost donor. We have recovered more than 35 percent of our authorization declines which speaks to our revenue lift. That is truly amazing.

Also, through its tight integration with Recovery, Recurring Engine lets us rely on one payments provider to both manage our subscription billing program and

maximize our efforts at recovering initially declined recurring payments – a surefire recipe for success.

We have a strong partnership with Worldpay which allows us to suggest product improvements that ultimately have helped us innovate and grow. Worldpay has responded quickly to these requests, adding new features with our guidance. Worldpay is an agile partner committed to listening to our ideas and following through with meaningful enhancements that strengthen our relationship.

## ||| Results

"No payment processor has ever performed a business review with the same level of detail, passion, and commitment as Worldpay."

When we initially looked at your Issuer Insights solution, we really didn't think too much about it. But, when we dug deeper and saw the capabilities of your Affluence Indicator, our reaction was immediately like, "Oh, that's awesome." We have realized that Worldpay provides us with value beyond just moving money. Customer segmentation data from payments, received in real-time, was an unexpected bonus that our marketing team has enthusiastically embraced as

a means of boosting revenue from high-value donors.

Worldpay's Relationship Managers proactively reach out to us when any issues may arise. Their level of follow-up and follow-through shows us they are very committed to forging a healthy, long-term relationship. No payment processor has ever performed a business review with the same level of detail, passion, and commitment as Worldpay.