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Paya partnership helps online fundraising software provider streamline customer onboarding

OVERVIEW

EveryAction is the second-largest and one of the fastest-growing providers of customer relationship management, donor management, and fundraising software to nonprofit and social good organizations. With over 600 years of combined nonprofit experience on staff and leadership, and 18,000 nonprofit organizations on the platform, helping nonprofits advance their missions by doing more good more efficiently is central to the company's mission.

To deliver on this commitment, EveryAction chose Paya to provide a managed payment facilitation solution. EveryAction has relied on Paya since 2013 for credit card and ACH donation acceptance. In 2021, the company implemented a new Paya white-label solution that enables nonprofits to begin accepting donations within minutes.

CASE STUDY

THE CHALLENGE

Establishing a merchant account typically takes days, or even longer, and involves a lengthy application, risk assessment, customer finance evaluation, and business monitoring. For nonprofits, this onboarding period means missing out on contributions from donors. For software providers, a payment facilitation model which provides a frictionless, or instant, onboarding experience is a better model. However, traditional payment facilitation is a heavy lift. The process is time-consuming, expensive, and requires payments expertise. Payment facilitators must have financial institution sponsorship, register with credit card brands, and have substantial capital available, and they are fully liable for fraudulent activity across their merchant portfolio. EveryAction needed a creative solution for payment facilitation that delivered the benefits of instant onboarding and white label payments without the drawbacks, and Paya delivered.

THE SOLUTION

Paya delivered an innovative model—managed payment facilitation—that allowed for an instantaneous, white-labeled boarding experience while the processor maintained the tasks of funding, risk assessment, and financial underwriting. Paya's solution does not require ISVs to attain bank sponsorship, card brand registration, or assume merchant liability. An application programming interface (API) facilitates data exchange between EveryAction and Paya, enabling nonprofits to receive nearly instantaneous approval and accept their first donations within minutes of enrollment for payment acceptance.

THE RESULTS

Paya's managed payment facilitation solution delivers a frictionless merchant onboarding experience with white-label capabilities, without the drawbacks of traditional payment facilitation—including risk, liability, cost, and effort. EveryAction reduced the time to onboard merchants from 1.5 business days to less than 10 minutes, which enables organizations on the EveryAction platform to start raising money right away. With Paya, nonprofits' average time to complete batch processing of donations has decreased by 88%, from 24 days to just three days, which helps these organizations raise more money for their missions more efficiently.

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Minutes needed to onboard nonprofits for donation acceptance using Paya, vs. 1.5 business days under previous model

88%

Reduction in average number of days to complete batch processing (from 24 days to 3 days)

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Merchant risk and liability assumed by ISV with Paya's managed payment facilitation solution

paya

Paya (NASDAQ: PAYA) is a leading provider of integrated payment and frictionless commerce solutions that help customers accept and make payments, expedite receipt of money, and increase operating efficiencies. The company processes over $40 billion of annual payment volume across credit/debit card, ACH, and check, making it a top provider of payment processing in the US. Paya serves more than 100,000 customers through over 2,000 key distribution partners focused on targeted, high growth verticals such as healthcare, education, non-profit, government, utilities, and other B2B goods and services. The business has built its foundation on offering robust integrations into front-end CRM and back-end accounting systems to enhance customer experience and workflow. Paya is headquartered in Atlanta, GA, with offices in Reston, VA, Fort Walton Beach, FL, Dayton, OH, Miamisburg, OH, Mt. Vernon, OH, Dallas, TX and Tempe, AZ.