

# How Neon Pay Takes Online Giving To The Next Level

**Neon Pay Product Team**

May 26, 2021



# Housekeeping

1

**This is being recorded.** Our webinars are all recorded for future reference and placed into our Resources section of the Neon One website. It'll be there tomorrow!

2

**We will be taking questions.** We want this to be an actionable resource for your organization, so please use the Q&A!

3

**We'll focus on what we have built to help you scale payments.** This isn't going to be a product training (we got you covered though!), it'll be an overview of how Neon Pay works with Neon One products.

4

**There's more to come.** Expect to see some further improvements in the coming months that are already in progress - things always need to evolve!

Michael Jordan (GOAT)

Talent wins games, but teamwork and intelligence win championships.

1. Learning Objectives
2. Why did we build Neon Pay?
3. How did we approach this initiative?
4. How does Neon Pay work with Neon One products?
5. Grow Together - Question Time

# Overview

**Target Audience:** Neon One clients who are looking to understand how Neon Pay can scale their revenue operations through efficiency

## What You Will Learn:

- The basics of how online payments work
- How Neon Pay works with other Neon One products, such as Neon CRM and Neon Fundraise
- How Neon Pay works
- Insight into the future of payments in the Neon One ecosystem

## What You Won't Learn:

- Product training itself - we will have these supporting materials and our professional services team available to assist in implementing
- A deep dive on reconciliation, PCI compliance, and other advanced financial and administrative components of managing payment processing

# Jake Ayres

## Neon Pay Product Team

- Joined Arts People in 2018 as merchant account specialist - currently Quality Assurance Analyst and Subject Matter Expert for Neon Pay
- Led Neon Pay support at launch
- Has a severe habit of *tsundoku*, or buying too many books and letting them pile up without finishing them



How payment processing works

# Payment Processing for Nonprofits - A Primer



A new donor fills out your donation form

The payment processor will put your donation into a payment gateway

The payment gateway will keep your information confidential while processing



Once approved, the card association moves the donor's money to your organization's account

Then they alert the donor's bank, who confirms or denies the transaction

The payment processor alerts the donor's card association

# Neon Pay Overview

# Resources

# Neon One Resources

## Neon CRM Email Builder

A collection of resources that will help your organization with capital campaign planning.



### Support Center Guide

Neon One put together this step by step guide on creating a capital campaign. Take the lessons from today's webinar and fold them into this larger resource. [Read it here.](#)

### Neon One Academy

Are you using [Neon One Academy](#), our free learning center on all things Neon CRM and beyond? You totally should check out the updated Email courses for the new builder.



### TechSoup NPO Digital Marketing Benchmark Report

Check out this fresh look at digital benchmarks from Tapp Network and TechSoup that focuses on email and beyond. [Review and download here.](#)



Built for Good.