



# Pressing Go on Digital Wallet Buttons

Matt Summers-Sparks, The Children's Society

# Speaker

Matt Summers-Sparks  
Developer  
[The Children's Society](#)

# Overview

This is about our experience implementing digital wallet buttons on our EN forms.

We'll look at:

- what digital wallet buttons are
- our experience implementing them at The Children's Society
- why we chose to use them
- results from our first two live forms

# What are digital wallet buttons?

Apple Pay

Google Pay

PayPal One Touch

Link: [EN's Digital Wallets page](#)



# Requirements to use on your forms

Stripe payment gateway (for Apple Pay and Google Pay)

PayPal payment gateway (for PayPal One Touch)

Links:

[EN's overview of the Stripe gateway](#)

[EN's overview of the PayPal gateway](#)

The screenshot shows a configuration window titled "Digital Wallet" with a close button (X) in the top right corner. The interface is divided into several sections:

- Display Options**
  - Apple Pay / Google Pay Button**: Three radio buttons are shown: "Dark" (selected), "Light", and "Light-outline".
  - PayPal Button**: Four radio buttons are shown: "Gold", "Blue" (selected), "White", and "Black".
- Layout Options**: Two side-by-side panels for "Desktop Display" and "Mobile Display". Each panel contains three dropdown menus: "Width" (set to "100%"), "Align" (set to "Left"), and "Layout" (set to "Vertical").
- Preview**: A section with two radio buttons, "Desktop" (selected) and "Mobile". Below them is a preview area showing two buttons: a dark blue "Pay now" button with a right-pointing arrow, and a blue "PayPal" button with the PayPal logo.
- Buttons**: At the bottom left is a "Cancel" button, and at the bottom right is a "Save" button.

# Approximate timeline

Queried status of digital wallets in late 2019

2020 - EN began implementing, requested input on functionality and data reporting

Mid-2021 - internal discussions and review of digital wallet functionality

Late 2021 - implemented on some of our fundraising forms used at events

March 2022 - applied to our primary donation form

May 2022 - implemented in newer form templates

# Why use digital wallet buttons?

Convenience, especially on mobile -- easy to use, don't have to carry cards

Consistent payment experience across websites

They are an option, not a replacement for current donation/payment options

They're more secure than credit cards and meet the Strong Consumer Authentication (SCA) challenges for many online payments transactions.

Sources: [Wired](#), [Intellias](#), [Easyship](#), [Apple](#), [Google](#), [PayPal](#)

# Supporters are using digital wallets

Increasingly expected from users as digital wallets become more adopted

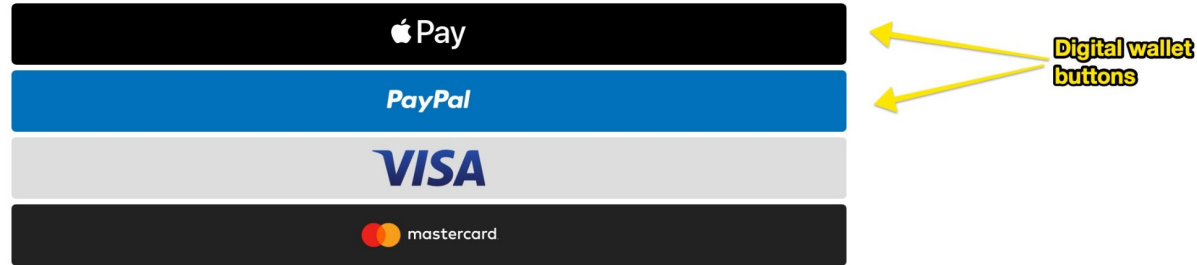
In 2021 they were more popular online payment methods than debit cards, at approximately 32% of online payments. By 2024 they're expected to rise to 40%.

Source: [Engaging Networks](#)

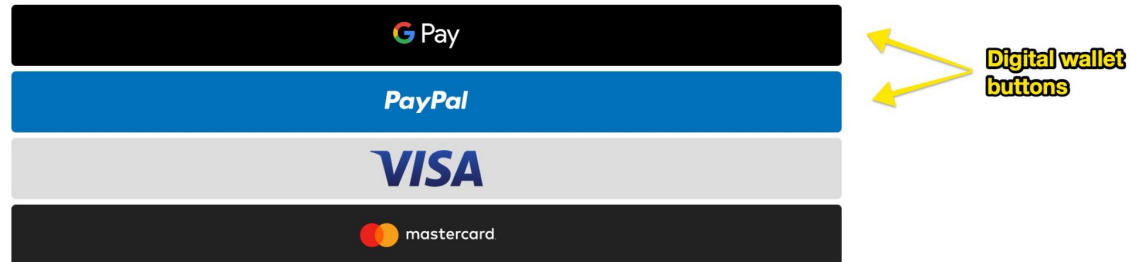


# Different browser, different buttons

Digital wallet buttons in Safari (Apple devices only):

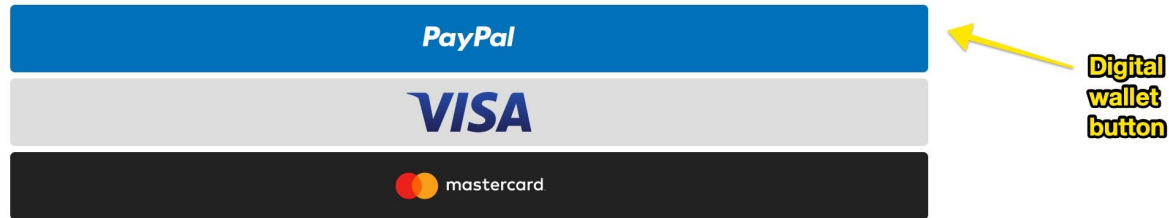


Digital wallet buttons in Chrome (not just Android, but any device running Chrome):



# Different browser, different buttons

Digital wallet button in other browsers (eg Firefox, Edge, Brave, Opera, Vivaldi etc):



# Testing, testing

Stripe and PayPal gateways can be configured to have test/sandbox environments for testing on your forms.

Each platform requires something slightly different when testing:

- Google Pay:
  - Browser: Chrome
  - Stripe test credit card credentials ([link](#))
- Apple Pay:
  - Browser: Safari
  - A device with a live Apple Pay account (the account won't be charged in the test gateway)
- PayPal One Touch:
  - Browser: Any
  - Credentials from PayPal ([link](#))

# Powerful buttons

Digital wallet buttons are very powerful.

They're more powerful because they trigger a form submission while sidestepping fields you've identified as 'required'

Minimum fields required for digital wallets:

- Donation amount
- Email address
- Currency (this is also a Stripe gateway requirement)

# Form structure

Form structure is important:

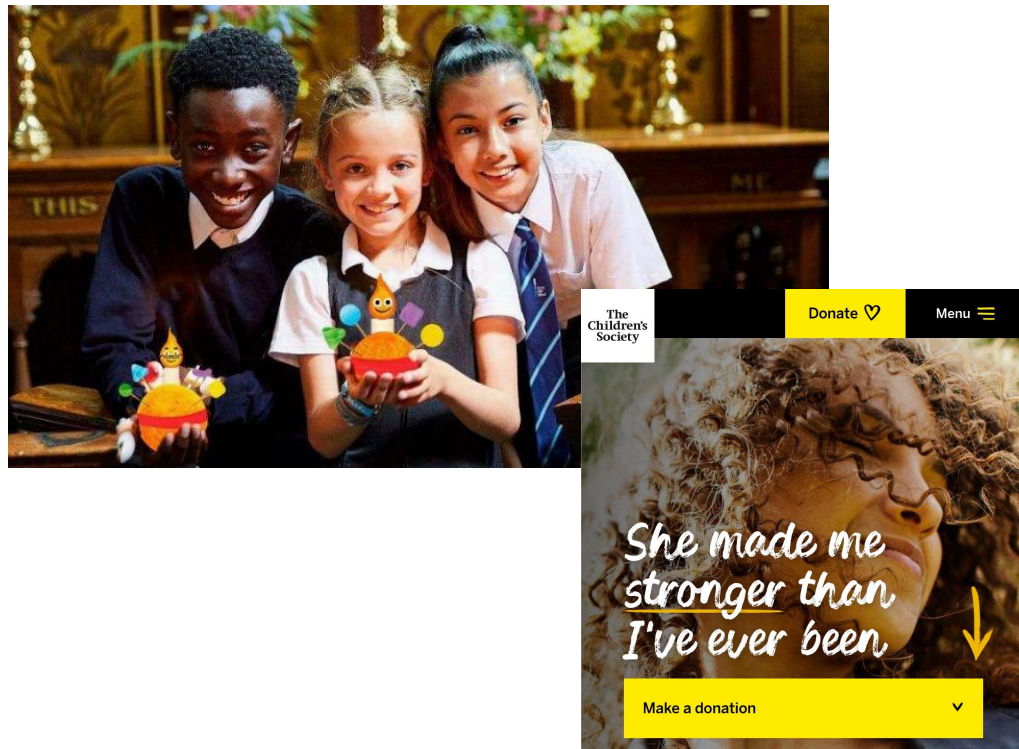
- Capture the email address and donation amount in advance of placement of the digital wallet buttons
- If you require other required details, including name, opt-in(s) put them before the digital wallet buttons -- the payment gateways return minimal data, so be sure to structure your forms according to your requirements
- Two approaches to this, place mobile wallet buttons:
  - behind on-page validation for single-page forms ([example](#))
  - towards the end of multi-step forms ([example](#))

# Usage on live forms

So far we've run two implementations of forms with digital wallet buttons

In late 2021 we used them on a form used for some events around Christmas time.

We also used them on a form that's accessible from our website.



# Anticipated results

Digital wallet buttons would be used but less used than credit cards, we'd guessed close to 30% of donations would be digital wallet

Values would be lower than credit cards but not significantly so

Digital wallet buttons would be more used on mobile than desktop

# Christingle form

Your Christingle donation is about to do something special



Alternatively, you can [choose a different amount to donate](#), or [make a monthly donation](#) instead.

Increase the value of your gift by 25%

If you are a UK taxpayer, the value of your gift can be increased by 25% under the Gift Aid scheme at no extra cost to you. *giftaid it*

This means every time you donate £22 it's worth £27.50 to us.

Please note that we can only Gift Aid donations from individual donors - if you're paying in a donation from a collection or business please do not tick the box to Gift Aid this donation. If you pay bank income tax and/or Capital Gains Tax then the amount of Gift Aid claimed on all of your donations in that tax year is your responsibility to use any otherwise.

☐ Yes, I am a UK tax payer and would like The Children's Society to treat all donations I have made for the four years prior to this tax year, today, and all donations I make from the date of this declaration as Gift Aid donations, until I notify you otherwise.

Tell us about yourself

Title \*

First Name \*

Last Name \*

Email Address \*

Mobile Number

Keeping in touch

The Children's Society would like to contact you about how you can support children by campaigning, volunteering and providing financial support.

I'm happy to be contacted by email: \*

☐ Yes, please

☐ No, sorry

I'm happy to be contacted by text: \*

☐ Yes, please

☐ No, sorry

We may contact you by post and telephone. If you do not wish to hear from us, or have a preferred contact method, simply let our friendly Supporter Care team know by calling 0300 300 7900 or emailing [supporters@childrensociety.org.uk](mailto:supporters@childrensociety.org.uk)

Please see our [Privacy Policy](#) for details of how we will use your personal information and keep it safe and secure.

Complete your donation

Please confirm that you are donating £22 to help keep hope alive for vulnerable young people. \*

☐ Yes, I confirm.

[Proceed to payment information](#)

This form was structured as a single page, with the required information in the first half, and the second half hidden initially, and only displayed after the first half was validated.

([Link to form](#))

[Proceed to payment information](#)

Your payment information

Please select how you would like to pay.

Powered by

Apple Pay

PayPal

VISA

mastercard



# Test 1: Christingle events

Both in-person and online.

Very likely more online than planned, as they happened amidst Plan B COVID restrictions.

For these supporters, we offered them the opportunity to pay donations using credit cards or digital wallet buttons.

We had 106 completed donations.



# Christingle events - full result

Overall

36% of donations were digital wallet

Of the digital wallet users, 79% used mobile devices

The donation amount on average:

- £15 for digital wallet
- £50 for credit cards

# Christingle events - adjusted result

After removing the ten highest and lowest overall donations

34% digital wallet (36% overall)

Donation amount on average:

- £17 for digital wallet (£15 overall)
- £19.70 for credit cards (£50 overall)

# General donations

From 2 March - 23 May, we monitored results from a webform used on our website for general donations.

This form was available to all users and was not related to a specific event.

[Link](#)

Give monthly	Give a one-off donation
<b>£10</b>	<b>£30</b>
£10 could provide travel to 3 support sessions, starting a child's journey to recovery	£30 could help a child who is homeless find somewhere to live
Select £10 >	Select £30 >
<b>£50</b>	<b>£ Enter an amount</b>
£50 could provide counselling to help a traumatised child regain hope	Whether a little or a lot, whatever you can give will make a huge difference to a young person
Select £50 >	Select amount >

# General donations - full result

Percentage of digital wallet payments: 32% (124 out of 384)

Of the digital wallet payments, 68% were PayPal One Touch

51 out of 124 were on mobile:

- 30 of 39 Apple Pay and Google Pay were on mobile
- 21 of 85 PayPal One Touch transactions were on mobile

Digital wallet average: £111

Credit card average: £162

# General donations - adjusted result

After deleting the highest and lowest 20 transactions:

31% digital wallet (72% PayPal)

Digital wallet average: £48 (£111 overall)

Credit card average: £65 (£162 overall)

# Plans, possible implementations

What are our future plans?

- Continued use of digital wallet buttons

Possibilities

- Implementing results from initial tests
- Recurring, credit card-based payments - Stripe allows for this
- Reviewing the required form fields
- Tying forms to email comms, using supporter ID

# Thank You.

[matt.summers-sparks@childrenssociety.org.uk](mailto:matt.summers-sparks@childrenssociety.org.uk)

Or

[digital@childrenssociety.org.uk](mailto:digital@childrenssociety.org.uk)