





Online Payment App Comparison

March 2021

Background: The pandemic has dramatically impacted the 7th tradition fund flow of the NA service structure. Cash and check donations have plummeted in the past year. Since we've begun accepting donations via our new website in the Tri-State Region (TriState-NA.org), we've received thousands of dollars of donations online, which is a great thing - however, we've received feedback that people don't necessarily want to give their info every time they donate. At our regional office (TSRSO), we use Square, which accepts donations but charges a fee. Also, a growing number of groups are using other solutions like Cash App and Venmo for the 7th tradition. A key factor to consider is who manages the account, and if your group / committee has a Tax ID or business entity. A few local home groups have been using Cash App (with no Tax ID) for nearly a year and it's increased the average 7th tradition amount by ~40%. Here's a comparison of different options:

Vendor	Overview	Pros	Cons
Cash App 	<ul style="list-style-type: none"> Owned by Square 30MM+ users Popular among NA groups since it's not tied to a person or bank acct. Money is deposited via the app only Money can be withdrawn through Cash App transfer, ACH, or optional debit card 	<ul style="list-style-type: none"> No fees unless you want an instant transfer Tied to an email address or mobile phone number (e.g. a group's email) Used by a growing number of NA groups Using an SSN is optional 	<ul style="list-style-type: none"> Behaves like cash - if the money is sent, it's gone Accessed through email access - if email is compromised, you can compromise the app Donor must have a Cash App acct.
PayPal 	<ul style="list-style-type: none"> Owned by eBay 300MM+ users Used by NAWS Money can be deposited by existing PayPal acct, debit/credit card, ACH Withdrawn via ACH or other optional methods Can be tied to a Tax ID 	<ul style="list-style-type: none"> Widely used by Americans Can set up recurring donations Doesn't require a user to give a new vendor their data if they have a PayPal acct. Free to send if using a bank acct. sending as a "gift" to friends / family 	<ul style="list-style-type: none"> Fee: 2.9% + \$0.30 for debit/credit card transactions Requires being attached to a bank acct. Requires being registered to an individual's SSN or tax ID Donor must have a PayPal acct.
Venmo 	<ul style="list-style-type: none"> Owned by PayPal 40MM+ users Popular among young people Money can be deposited by existing Venmo acct. Withdrawn via ACH or other optional debit card Now offering business accounts 	<ul style="list-style-type: none"> Widely used by people on-the-go (ie. Easy to use on your phone) In use by a growing number of groups for 7th tradition gathering Free for individuals 	<ul style="list-style-type: none"> Fee: 1.9% + \$0.10 per transaction for businesses Not easily integrated with a website; primarily a mobile app Requires being registered to an individual's SSN or a business tax ID Donor must have a Venmo acct.
Square 	<ul style="list-style-type: none"> Created by founder of Twitter Originally created for small businesses as an easy and affordable point-of-sale system 30MM+ users Requires an SSN or Tax ID to receive payments or donations 	<ul style="list-style-type: none"> In place today at TSRSO Donation capabilities with existing POS system and bank accounts Simple and easy interface; does not require the user to register or set up an account 	<ul style="list-style-type: none"> Fee: 2.6% + 10¢ per transaction Donations can only be made via credit/debit card Doesn't save donation info for user so they have to re-enter their info each time

Based on publicly available information; send feedback to: terry.boring@gmail.com