



Parish WebStoreFAQ

for
PARISHES

What do most pastors like best about Parish WebStore? They like having some of the best, faith-filled products accessible in one place to help deepen their parishioner's Catholic Faith, and the ability to offer all the formats popular today, like eBooks, etc. They appreciate how incredibly simple it is for the parish to offer Parish WebStore, as well as the ability to use it to raise funds.

Is Parish WebStore Catholic? Pastors and others appreciate being able to offer only products compatible with the Catholic Faith. Parish WebStore is fully committed to promoting the Catholic Faith in its fullness and with full fidelity to the teachings of the Church, and it was created with the intention of furthering the *New Evangelization* promoted by Blessed Pope John Paul II.

Does it cost anything for a parish to register for Parish WebStore? No, it is free to parishes and participating organizations, with Parish WebStore handling everything! All you need to do is make your parishioners aware of it.

How many vendors and publishers products are available through Parish Webstore? There are products from over 30 publishers and vendors, with plans to add many, many more in the near future.

In addition to parishes, can a school or other Catholic organization use Parish Webstore and get an affiliate code? Yes, any Catholic organization can register that is faithful to the teachings of the Church.

Is Parish WebStore competitive from a price standpoint? Yes, and even more so when you consider that most items ship FREE.

Is offering Parish WebStore on the parish website just as simple? Yes. Simply register by clicking on the link at the top of the Parish WebStore home page called [Parish & School Sign-Up](#) and then put a Parish WebStore logo image on the parish website with an auto-populating link that includes your "affiliate" code (Incredibly easy for any webmaster).

What percentage do parishes receive from purchased items? Parishes and other sponsoring organizations receive 12% of the sale price of all items purchased by parishioners and customers who are linked to the "parish's" affiliate code.

When do parishes get paid? Parishes would be paid once a month each time they reach \$50 of commissions.

What about independent Catholic bookstores? We value Catholic bookstores and want to do everything we can to help them. We have numerous ways to support Catholic bookstores, including providing the ability to offer digital products like eBooks and MP3s, and various ways to promote them. We even offer a [Catholic](#)

[Bookstore Locator](#) right on the site for Independent Catholic bookstores. If you know of one that should be added please ask them to contact us with their name, address and phone number and we will be happy to add them. Please contact us for the full Catholic Bookstore plan- info@parishwebstore.com

How are sales attributed to my parish? When a parishioner clicks on the Parish WebStore link on the parish website or in an email, and shops on Parish WebStore, all purchases are tracked back to the parish. All future purchases by that customer, even at different times, are credited to the parish.

Is there a way for me to see what orders have come through for my parish? Parishes are given the ability to see their sales volume and how many people have clicked on their link by using the login information they receive after registering.

Does Parish WebStore ship the products? The products are shipped from the vendor or publisher of the product. This is known as drop shipping.

Is there more that can be done to maximize the program in my parish? There are some other very important steps that can greatly improve the chances of successfully promoting faith-filled items through the store to parishioners. Contact your Lighthouse Catholic Media Account manager for ways to customize your use of this as a powerful tool to promote the Catholic Faith.

Can parishes offer specific products? Yes, parishes can offer any product they choose on their dedicated Parish WebStore page on the parish website. Contact your Lighthouse Catholic Media Account Manager for ways to customize your use of this as a powerful tool to promote the Catholic Faith.

How does Parish WebStore handle returned items for a customer? The return policy is the same as that of the vendor or publisher that ships the product. Parish WebStore will assist if necessary.

Is the login for a parish the same as for a customer? There is a different login for customers than the one for parishes where you can see your website activity and access links. The customer login is at the top of the Parish WebStore web page and the one for parishes is at the very bottom right, called [Parish & School Login](#).

Is Parish WebStore a non for profit company? Parish Webstore is a for profit-company. This being said, it is designed with the intent of having its profits primarily go to parishes, Catholic vendors and publishers, and into development of the company so as to extend its ability to spread the *good news* of Jesus Christ as found in its fullness in the Catholic Church.

Is there a place on the Parish WebStore sight to enter an affiliate code? At this time an affiliate code is added only by clicking on a link that has an affiliate code in it, such as what is on your parish website.

What about State Sales Tax on Purchases? State sales tax may well be due on purchase transactions processed through Parish WebStore, as with other online purchases, depending on the laws of the state or governing body that apply. Parish WebStore handles these concerns proactively by contracting with Avalara, the largest third party software package for sales tax automation, and collects the tax due from the customer at time of purchase, and pays it to all appropriate states/etc.

Might Federal Income Tax be due for *not for profit* organizations? According to the information and explanations provided by the IRS, income paid to parishes or other *not for profits* from Parish WebStore would not be federally taxable. That is determined by two primary considerations. First, because Parish WebStore offers products that are in the view of the IRS as "[substantially related](#)" to the *purpose* for which parishes are organized (as *not for profit*

organizations). This is clearly true for Parish WebStore due to its Catholic identity, which is similar in nature to parishes, and its promotion of Catholic products. (Income may need to be reported on form 1099K.) Second, income derived from fundraising activities traditionally has not been taxed as unrelated business income. Consult with your professional tax advisor with any questions.

Can Parish WebStore be promoted through email? Yes, it is easy to include your affiliate code link in emails, and to embed them in graphic images included in your email.

What if a parish doesn't have a website? There are options if a parish doesn't have a website. First, ask us about our various contacts that can help create a low-cost effective website, with Parish WebStore capabilities built into it. Email can also be effectively used as well.

Will customer's information be sold to other marketers? Customer's contact information will not be sold to other marketers. Customers can select in their account if they would like to have other Catholic organizations notify them regarding various promotions. The default is set to not give permission for this.

How do I know these items are authentically Catholic? First, Parish WebStore is committed to only offering products from faithful Catholic vendors and publishers who only allow products compatible with the teachings of the Catholic Church. Secondly, we review the items as well. Some valuable items in the store are resold and were not produced originally by Catholic sources, such as books by C.S. Lewis, for example, but are edifying in their content, and not opposed to Catholic teaching. Should you happen to find anything of concern, we encourage you to report it, and we will have it reviewed. info@parishwebstore.com