



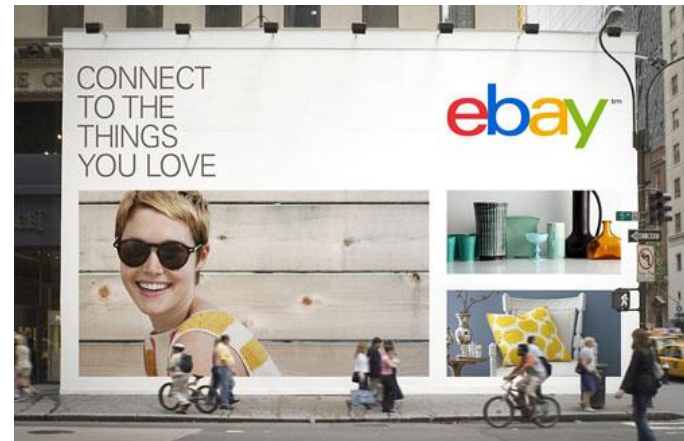
eBay for Charity 101: Charity Fundraising on eBay



Shop. Sell. Donate.
Support the Causes
that you love on eBay.

THE POWER OF EBAY

- \$83 billion GMV in 2014
- 800 million listings globally
- 157 million active buyers in 190+ countries
- 25 million active sellers
- 7.7M Facebook followers
- 520K Twitter followers
- \$2,000 sold every second



eBay for Charity connects buyers and sellers with their favorite charities to do some good.

OVER \$610M RAISED FOR CHARITY GLOBALLY

THE POWER OF EBAY

157M
ACTIVE BUYERS

25M
SELLERS

7.7M 
FACEBOOK FOLLOWERS

520K 
TWITTER FOLLOWERS



HOW DOES IT WORK?



BUYERS

Shop for items that benefit charities or add donations at checkout



SELLERS

Donate a percentage of any sale to your favorite charity



CHARITIES

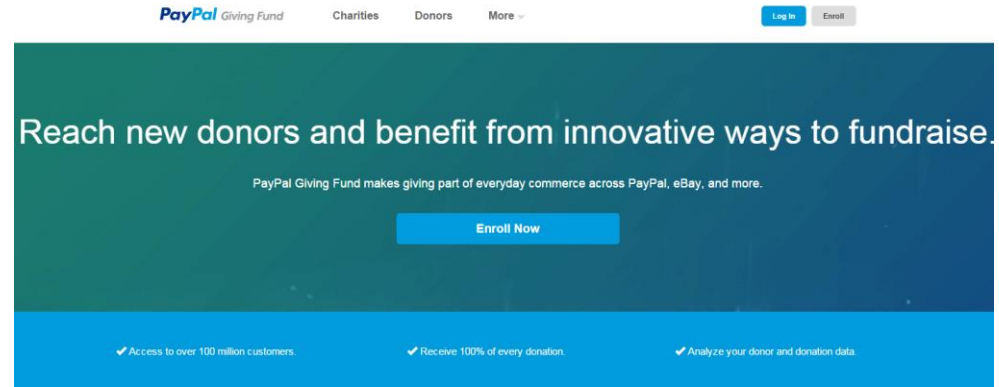
Sell items, from every day to unique and high-profile special auctions

More than **35,000** nonprofits are currently fundraising on our platform. Visit [ebay.com/charity](https://www.ebay.com/charity) to find and add your favorite charity today.



PAYPAL GIVING FUND

- Founded in 1999 by nonprofit professionals
- PPGF technology and most assets acquired by eBay in 2011
- eBay's exclusive charity partner in US, UK, Canada and Germany
- Purpose: Raises awareness and support for nonprofits, primarily through the eBay marketplaces and PayPal.



We connect donors and charities through PayPal and eBay.

Charities enroll	Donors give	We collect donations	We pass on 100%
Charities enroll in PayPal	Donors contribute to their	Leveraging the world-class	PayPal Giving Fund

We connect donors and charities through PayPal and eBay.

Charities enroll	Donors give	We collect donations	We pass on 100%
Charities enroll in PayPal Giving Fund to access more than 100 million potential donors.	Donors contribute to their favorite causes through giving programs on PayPal, eBay, and more.	Leveraging the world-class security of PayPal, PayPal Giving Fund collects donations and provides tax receipts.	PayPal Giving Fund delivers donations, in full, to charities' PayPal accounts. Charities can view their donations and supporters on the PayPal Giving Fund site.

Charities enroll in PayPal Giving Fund to access more than 100 million potential donors.	Donors contribute to their favorite causes through giving programs on PayPal, eBay, and more.	Leveraging the world-class security of PayPal, PayPal Giving Fund collects donations and provides tax receipts.	PayPal Giving Fund delivers donations, in full, to charities' PayPal accounts. Charities can view their donations and supporters on the PayPal Giving Fund site.
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eBay for Charity: POWERING GIVING

- Since 2003, eBay for Charity has enabled the eBay community to raised over \$600 Million for nonprofit organizations. \$91M of that was raised in 2014 alone!
- **35,000+** nonprofits actively fundraising on the platform
- Allowing consumers, nonprofits, celebrities & brands to raise charitable funds on eBay by:
 - Shopping
 - Selling
 - Direct donations

Funds Raised through eBay for Charity

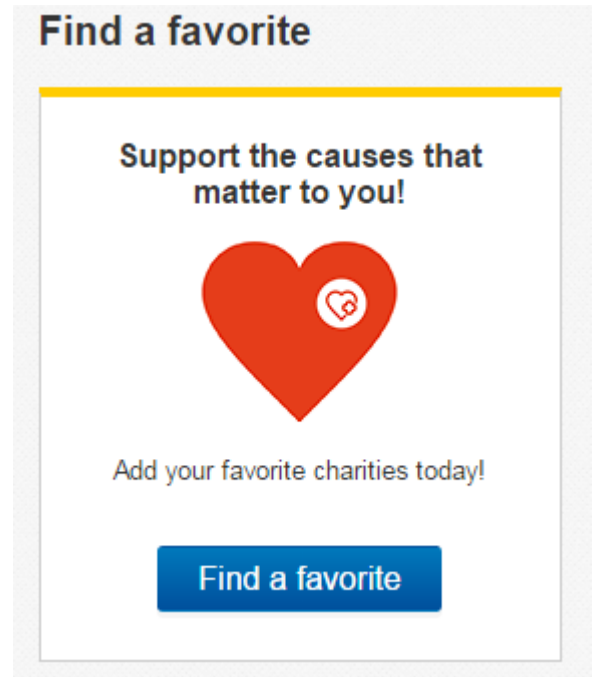
- \$63M in 2011
- \$69M in 2012
- \$85M in 2013
- \$91M in 2014



HOW IT WORKS: FOR BUYERS

There are many ways for eBay buyers & sellers can support their favorite charities when they shop on eBay.

- Identify a favorite charity
 - Nothing to buy or sell!
- Shop listings with a blue & gold ribbon
 - 10 to 100% of the proceeds go to charity
- Sell for charity
 - Users benefit their charity of choice
- Donate during checkout
 - Displayed to 90% of all buyers in checkout



WHY SIGN UP?



100% of funds raised are delivered to nonprofits by PayPal Giving Fund. Thanks to eBay Inc. for underwriting the operating costs!



Charity listings on eBay have up to 30% higher chance of selling



Charity listings on eBay sell for between 2-6% higher prices than non-charity listings



Consumers who favorite a nonprofit on eBay give up to 20x more than those who don't select a favorite.

GIVING WORKS For nonprofits Raised to date: \$ 3 8 7, 5 2 6, 0 7 5

BUILD YOUR EBAY FOLLOWING
Did you know supporters who favorite a nonprofit on eBay give up to 20x more?
[Get Started](#)

Fundraising resources

- New seller guide**
HOW IT WORKS
New to selling on eBay? Download this step by step guide to get you started.
- Leverage Social Media**
SHARING WORKS
Use twitter, facebook and blogs to increase supporter engagement.
[Grow your social following >](#)
- Program Pillars Guide**
GIVING WORKS
Everything you need to know about eBay Giving Works in one easy place.

Register today!
Jump-start your fundraising today

What you're saying...

Tweets

eBay Giving Works @eBaygivingworks
Rule the road + support a good cause!
bit.ly/r1M5JL @AuctionCause @CrackerBarrel @military_family #RoadTrip ow.ly/iU60PbF

VALUE PROPOSITION



All participating nonprofits are tax deductible & meet program guidelines and standards

PayPal Giving Fund collects IRS 501(c)3 letter (or equivalent) and vets organizations.



Charity listings display benefiting nonprofit and donation percentage

Buyers see the charity ribbon and nonprofit's mission statement in each eBay listing.



Ensure sellers make their donations as promised and receive tax receipts

Sellers give PPGF permission to charge the donation to their eBay payment method on file automatically if they haven't proactively paid donations. Tax receipts are available in sellers' Donation Accounts.



PayPal Giving Fund delivers all donations to the designated nonprofits

PPGF maintains nonprofit banking information and delivers donations via monthly EFT distributions.

HOW IT WORKS

PROGRAM PILLARS



**COMMUNITY
SELLING**



DIRECT SELLING



DONATE NOW



**GIVE AT
CHECKOUT**



COMMUNITY SELLING

HOW IT WORKS: FOR SELLERS

 eBay for Charity ribbon is a **signal of trustworthiness and reputation** for prospective buyers.

DONATE TO CHARITY & IMPROVE THE CHANCES YOU'LL SELL

CHARITY HELPS EBAY SELLERS



Increased sell through rate for charity items vs. non-charity equivalents



Listings benefitting charity sell for up to 4% higher prices, with 14% more bids



Increased conversion rate for new sellers (84% up from baseline figure)

eBay will credit basic seller fees based on the percentage donated to charity

Source: Eifenbein, McManus & Fisman, 2012

SELL FOR CHARITY IN 3 EASY STEPS

1 FAVORITE A CHARITY

Find and add your favorite charity at ebay.com/mycauses

2 CREATE A LISTING

Open the eBay app on your mobile phone and tap "Sell" to create a new listing. Scroll down to "Preferences" and tap "Sell for Charity"

3 REFINE AND PUBLISH

Select a charity you love and set your donation percentage. Then review your listing and publish it!

COMMUNITY SELLING

Sellers donate 10-100% of their eBay sale to their favorite nonprofit

Choose how you'd like to sell your item [Add or remove options](#) | [Get help](#)


Get ideas about pricing by [searching completed listings](#).

i List Auction-style free with any start price. Plus add a Buy It Now for free. [Learn more](#)


* Starting price (see listing fees) **i** Buy It Now price (see listing fees) **i**
\$ \$


* Quantity
 item


Duration **i**

 **eBay Giving Works**
Donate 10-100% of your sale to your favorite nonprofit and eBay will give you a [credit on basic selling fees](#) for sold items. A donation of at least \$1.00 is required if your listing sells (does not apply to Direct Sellers).

I do not wish to donate at this time

 DC Central Kitchen

 Camp Daybreak

 Susan G. Komen for the Cure-Global Headquarters

[Or, select another nonprofit you love](#)

Donation percentage

COMMUNITY SELLING

Charity listings display the ribbon and Giving Bar

The screenshot shows an eBay listing for a turquoise necklace. A red ribbon is placed over the top right corner of the listing, and a red arrow points from the ribbon to the 'Faceted' label. Another red arrow points from the ribbon down to the 'Giving Bar' at the bottom of the listing. The 'Giving Bar' contains the following text:

10% of the final sale price will support Dress for Success Worldwide | Small donation may apply. [Learn more about eBay Giving Works](#)

ABOUT THIS NONPROFIT:
Dress for Success is an international not-for-profit organization that promotes the economic independence of disadvantaged women by providing professional attire, a network of support and the career development tools to help women thrive in work and in life. Since 1997, Dress for Success has expanded to more than 94 cities in the U.S., Canada, Jamaica, Mexico, the Netherlands, New Zealand, Poland and the UK. To date, Dress for Success has helped more than 100,000 women work towards self-sufficiency.

This is an **eBay Giving Works** charitable listing. Administered by **MasonFisk**.

COMMUNITY SELLING

After the sale ends, sellers pay their donation to PPGF through their eBay Donation Account. They can actively pay the donations or wait four weeks for PPGF to collect the donation automatically.

ebay™

eBay Giving Works

[Back to Donation Account](#)

Step 1 of 3: Select the Donations You Wish to Make [Help](#)

Congratulations on your eBay Giving Works sales! Your generosity will help your chosen organization continue their important work. Start below to make these pending donations now through your choice of payment methods.

Please remember - if you have not made your donation by the due date, PayPal Giving Fund will automatically charge your donation payment method.

Note: if your listing recently ended, it may take up to 24 hours for donations due to appear here.

<input type="checkbox"/>	Due Date	Amount Due	View All
<input type="checkbox"/>	Mar-18-13	\$1.00	See donations due
Total donation due selected		\$0.00	Pay donation due

COMMUNITY SELLING

PayPal Giving Fund processes the donation, distributes tax receipts, and pays the donation to the nonprofit in the monthly donation payout.

The screenshot displays the 'My eBay' interface for a 'Donation Account'. The page is titled 'My eBay' and includes navigation tabs for 'Activity', 'Messages', 'Account', and 'Applications'. The main heading is 'eBay Giving Works', administered by MissionFish. A red arrow points from the 'Account' tab to the 'Donation Account' section in the left sidebar. The sidebar contains links for 'My Summary', 'eBay Giving Works Sales', 'Donations Due', 'Donation History & Tax Receipts', 'Donation Payment Method', 'Give at Checkout', 'Preferences', 'More Ways to Give', and 'Related Links'. The 'Donations Due' link is highlighted with a red box. The main content area features a 'My Summary' section with a blue header and a 'Help' link. Below the header, a text box states: 'Since 2003, eBay users like you have raised \$274,256,607 for 21,721 nonprofits. Throughout September 2012, eBay Giving Works users donated \$651,715 to 4,775 nonprofits and our top nonprofit received \$101,329.' A prominent notification box with a blue background and a white border contains an information icon and the text: 'You have a donation due. Complete your donation for the eBay Giving Works items you have sold, or MissionFish will collect it on Nov-05-12.' Below this, there are sections for 'eBay Giving Works Announcements' (featuring a 'Thank You to the eBay Community' announcement) and 'Support a Featured Nonprofit' (listing organizations like Feeding America, The Humane Society of the United States, American Red Cross, and Team Rubicon).

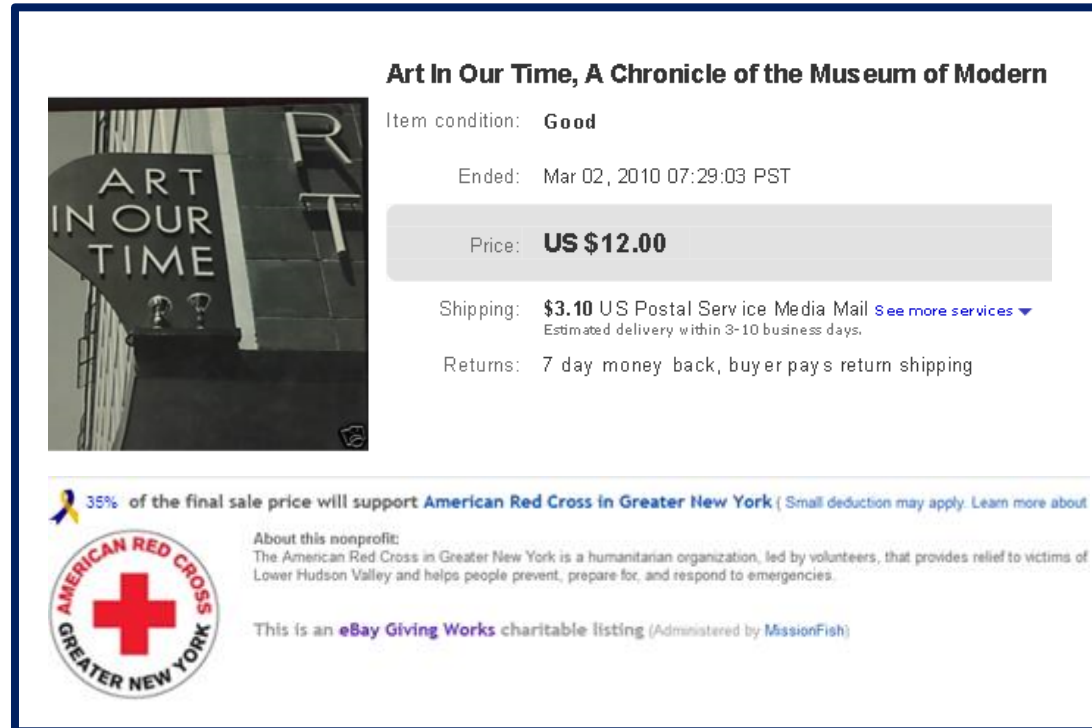
COMMUNITY SELLING

See the example below for a breakdown of a Community Seller donation. PPGF does not take a deduction for donations.

Final sale price:	\$12.00
Donation Percentage	35%
PPGF Deduction	0%
Donation Amount	\$4.20*
Net to Nonprofit	\$4.20

**Community Seller will be rewarded by eBay with a credit of \$0.70 (35% of their eBay fees), in addition to a tax receipt.*

**Seller is responsible for PayPal fees.*



The screenshot shows an eBay listing for a book titled "Art in Our Time, A Chronicle of the Museum of Modern". The item condition is "Good" and it ended on Mar 02, 2010 at 07:29:03 PST. The price is listed as US \$12.00. Shipping is \$3.10 via US Postal Service Media Mail, with an estimated delivery within 3-10 business days. Returns are 7-day money back, with the buyer paying return shipping. A charitable donation component is visible at the bottom, indicating that 35% of the final sale price will support the American Red Cross in Greater New York. A small text note states: "About this nonprofit: The American Red Cross in Greater New York is a humanitarian organization, led by volunteers, that provides relief to victims of Lower Hudson Valley and helps people prevent, prepare for, and respond to emergencies." Below this is a note: "This is an eBay Giving Works charitable listing (Administered by MissionFish)".



DIRECT SELLING

HOW IT WORKS: FOR CHARITIES

eBay for Charity makes it easy and exciting for charities to raise money and engage their supporters when they shop on eBay.

- High Profile Charity Auctions
 - Up to 200 auctions each year
 - Full marketing support
- Live Events
 - Managed by partner agencies
- Direct Selling
 - Charities sell their own items
- Featured in Checkout
 - Displayed for one week
 - Requires charity marketing commitment

Just a few of the exciting celebrity auctions of 2014



THE IMPACT



DIRECT SELLING

Nonprofits sell on eBay & 100% goes directly to nonprofit; PPGF does not collect the donation.

My Account



Hello Amy, welcome to your PayPal Giving Fund account

Here you can keep track of funds you have raised, add or remove Direct Sellers, edit your profile, and more.

Announcements

- We're changing the way you cancel eBay listings. [Learn more NEW](#)
- Accelerate Fundraising on eBay in 2 Easy Steps! [Learn more](#)
- Introducing the brand new eBay Giving Works For Nonprofits page! [Learn more](#)

My Activity Summary

You currently have:

\$915,566.47 total funds raised to date

- \$441,327.30 from Community Seller listings
- \$271,180.81 from Direct Seller funds raised
- \$3,754.74 from Donate Now donations
- \$172,631.75 from Give at Checkout donations
- \$26,671.87 from Donate with PayPal donations

Account Resources

My Account

[Summary](#)

My Funds Raised

[Funds Raised Summary](#)

[Direct Selling](#)

[Community Selling](#)

[Donate Now](#)

[Donate with PayPal](#)

[Give at Checkout](#)

My Donors

[Direct Sellers](#)

[Community Sellers](#)

[New Sellers](#)

[Donate Now Donors](#)

[Donate with PayPal Donors](#)

My Profile

[Edit Profile Info](#)

[Change Password](#)

[Email Preferences](#)

[Manage Direct Sellers](#)




DIRECT SELLING

Nonprofits sell on eBay & 100% goes directly to nonprofit; PPGF does not collect the donation.


Home > My Account > Edit My Profile > Manage Direct Sellers

Manage Direct Sellers



Direct Selling is when nonprofits sell their own items on eBay; MissionFish does not collect a donation since the buyer pays you directly. [Click here](#) to learn more about how Direct Selling works.

You have authorized the following Direct Sellers to sell on your behalf:

eBay User ID	eBay Seller Name	Date Added	
 [User ID]	Windy Amazon	2011-11-10 15:23	Remove >

Adding a Direct Seller to your account


In order to add a Direct Seller to your account, you will need to know the Direct Seller's eBay User ID and password.

I know the eBay User ID and password of the Direct Seller that I would like to add

After you click the "Go" button, you'll be taken in a new window to an eBay page asking you to sign in to the Direct Seller's eBay account. Once you have entered the User ID and password, you will be redirected back to MissionFish confirming that the Direct Seller has been added to your account.

[Go](#)

Did you know?

-  Your eBay listing will stand out from the pack with a special charity ribbon icon, and information about your nonprofit.
- You do not receive an email notification when a Direct Seller lists an item, and the donation minimum is not applicable.
- eBay will donate back to you all insertion and final value fees for Direct Seller items that sell.

Account Resources

- My Account**
 - Summary
- My Listings**
 - Open Listings
 - Cancelled Listings
 - Live & Recently Closed
 - Sold
 - Unsold
 - Find a Listing
- My Funds Raised**
 - Funds Raised Summary
 - Direct Selling
 - Community Selling
 - Donate Now
 - Donate with PayPal
- My Donors**
 - Direct Sellers
 - Community Sellers
 - New Sellers
 - Donate Now Donors
 - Donate with PayPal Donors
- My Profile**
 - Edit Profile Info
 - Change Password
 - Email Preferences
 - Manage Direct Sellers

DIRECT SELLING

Charity listings display the ribbon and Giving Bar

FREE shipping Harry Potter and the Goblet of Fire (Book 4) J.K. Rowling, Mary GrandPré

Item condition: **Good**

Time left: 10 days, 15:54:50 PST

Quantity: 1 2 available / 10 sold

Price: **US \$4.99** Buy It Now Add to cart Add to Watch list

Top-rated seller
goodwillexpress (1937)

99.8% Positive feedback
Consistently receives high ratings
Ships items quickly
Has earned a track record service

Shipping: **FREE** Economy Shipping | See details
Item location: San Francisco, California, United States
Ships to: Worldwide See exclusions

Delivery: Estimated between **Tue, Oct. 30 and Mon, Nov. 12**
Use **Expedited Shipping** to get it by Nov. 1

Payments: **PayPal**, Bill Me Later | See details

Returns: 30 days money back, buyer pays return shipping | Read details

eBay Buyer Protection
Covers your purchase price plus original shipping. Learn more

100% of the final sale price will support **Goodwill Industries of San Francisco, San Mateo and Marin Counties** (Small deduction may apply. Learn more about eBay Giving Works)

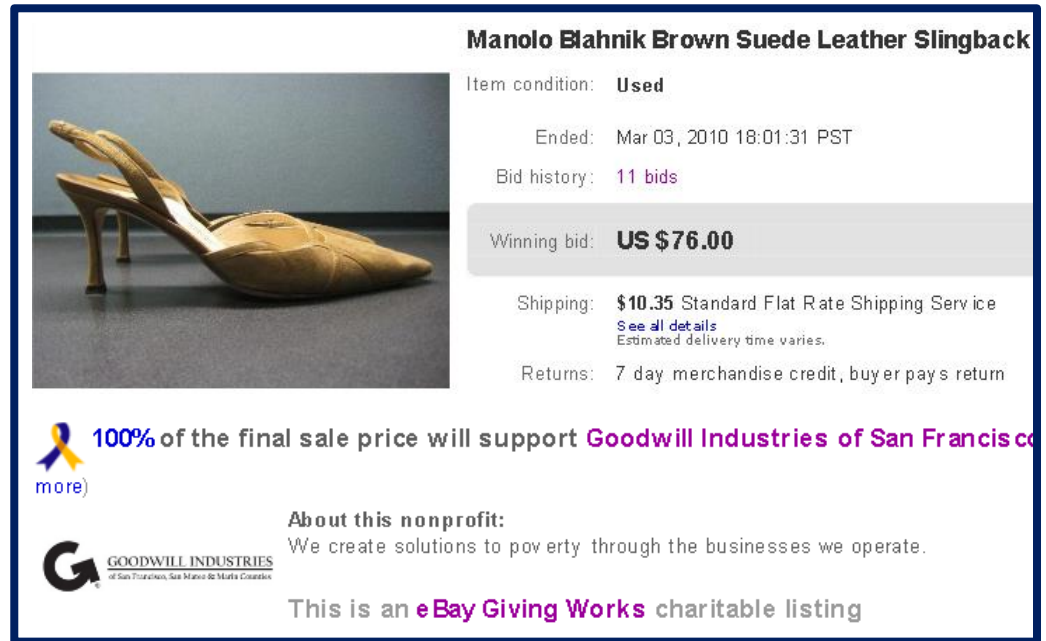
About this nonprofit:
We create solutions to poverty through the businesses we operate.

This is an **eBay Giving Works** charitable listing (Administered by **MissionFish**)

DIRECT SELLING

See the example below for a breakdown of the transaction. PPGF does not take a deduction or process Direct Seller donations.

Final sale price:	\$76.00
eBay fees collected (<i>may vary</i>)	- \$8.02
eBay fees credited	+ \$8.02
Net to Direct Seller	\$76.00
PayPal fees (<i>with charity rate</i>)	- \$2.50
Final Net	\$73.50



Manolo Blahnik Brown Suede Leather Slingback

Item condition: **Used**


Ended: Mar 03, 2010 18:01:31 PST

Bid history: **11 bids**

Winning bid: **US \$76.00**

Shipping: **\$10.35** Standard Flat Rate Shipping Service
[See all details](#)
Estimated delivery time varies.

Returns: 7 day merchandise credit, buyer pays return

 **100%** of the final sale price will support **Goodwill Industries of San Francisco** [more](#)

GOODWILL INDUSTRIES
of San Francisco, San Mateo & Marin Counties

About this nonprofit:
We create solutions to poverty through the businesses we operate.

This is an **eBay Giving Works** charitable listing



DONATE NOW

DONATE NOW

PayPal users make immediate cash donations

The screenshot shows the eBay Giving Works interface for the Make-A-Wish Foundation. The page includes a navigation bar with the eBay logo, a search bar, and a 'Charities' dropdown menu. The main content area features the foundation's logo, name, location (Phoenix, AZ), and a description of its mission. A 'Make a donation' section is highlighted with a red box, showing a 'Donate now' button and a dropdown menu for the donation amount, currently set to '\$5.00 US'. A red arrow points to the 'Registered with eBay Giving Works' text on the right side of the page. Below the donation section, there are three steps for selling items: 'Find a cause to support', 'Choose donation amount', and 'Start selling'. The 'Shop to support' section at the bottom displays various items for sale, including an eakin water bottle, sunglasses, and a bouquet of flowers.



GIVE AT CHECKOUT

GIVE AT CHECKOUT

Buyers give \$1 or more to a nonprofit when purchasing an item on eBay

The screenshot shows the eBay checkout process for a "Ford Warriors in Pink - 2005 Woven Scarf - Multicolored - One Size". The total amount is \$27.55. A red box highlights the "Add a donation to Bright Pink" option, which is set to \$1.00. The donation amount is shown in a dropdown menu. Below the donation option, there is a text box for a redemption code and an "Apply" button. The total amount remains \$27.55.

ebay

You're almost done! Until you complete checkout, another eBay user may buy this item.

Checkout: Confirm order To buy more items add to cart

Ship to **Pay with**

PayPal - Don't want to pay with PayPal?

Total: \$27.55
Covered by eBay Buyer Protection

PayPal elton.g...@gmail.com

Payment method [Change](#)

PayPal Balance \$23.00 USD
JPMORGAN C... x-8648 \$4.55 USD

Checkout View x-3071

Use Bill Me Later* to get \$10 back and more time to pay. Subject to credit approval. [See Terms US](#) **APPLY**

[PayPal address](#) [Terms](#) [Privacy](#)

Confirm and pay

Add a donation to Bright Pink Y Donation amount: \$1.00 -

Donate \$1 to fund life-saving breast cancer prevention workshops for women by Bright Pink.

Have a redemption code [?](#)

Apply

Total: \$27.55

GIVE AT CHECKOUT

Buyers ensure their favorite nonprofit will display in Checkout by adding the nonprofit as a favorite either in their Donation Account or through the nonprofit's eBay Giving Works page.

The screenshot displays the eBay Giving Works interface. On the left, the 'My eBay' sidebar includes a 'Donation Account' section with a red arrow pointing to 'My Favorite Nonprofits', which is highlighted with a red box. Below this are 'More Ways to Give' and 'Related Links' sections. The main content area shows the 'Make-A-Wish Foundation' page, including a 'GIVING WORKS' banner, a description of the foundation, and a 'Start selling for Make-A-Wish Foundation' section with a three-step process: 1. Find a cause to support (Make-A-Wish Foundation is selected), 2. Choose donation amount (10% of sale), and 3. Start selling (List your item). A 'Make a donation' section is also visible. At the bottom, a 'Select a Featured Nonprofit' section shows 'Feeding America' and 'The Humane Society of the United States' with 'Save as Favorite' buttons.

GETTING STARTED

GETTING STARTED

Register for a PayPal Giving Fund account



GETTING STARTED

Register for PayPal Confirmed Charities and PayPal Giving Fund



Step 1: Register with PayPal Confirmed Charities: <https://www.paypal.com/charities/getstarted>

Step 2: Receive an email after 3 business days with a link to register with PayPal Giving Fund. <https://www.paypal.com/givingfund/>

*Contact PayPal customer support about PayPal Confirmed Charities enrollment:
<https://www.paypal.com/cgi-bin/webscr?cmd=xpt/Help/general/TopQuestion9-outside>

GETTING STARTED

Register for a eBay account



Step 1: If you don't have an **eBay account** and plan to sell items that benefit your nonprofit, go to www.ebay.com and click [register](#).

Step 2: If you plan to sell items as a Direct Seller, register for a **PayPal Nonprofit account**. Go to www.paypal.com/nonprofit, and click [Sign up](#).

Step 3: Link your accounts. Login to your **PayPal Giving Fund account**, click on Manage Direct Sellers, and follow the prompts to add your eBay account.

ENGAGING YOUR SUPPORTERS

ENHANCE YOUR NONPROFIT PAGE

Encourage your supporters to Shop, Sell, and Donate!

- In your PayPal Giving Fund account make sure to:

Upload your logo
Add a mission statement

- Request a vanity URL for your page from eBay – i.e., www.ebay.com/yourorganization -- which you can promote through social media and marketing collateral.
- Create a free QR code for your “Donate Now” button! Copy the URL for your DN button in your browser on your nonprofit page, and go to [this site](#) (or another trusted site) to create the QR code. You can then include the code in print ads, marketing collateral or at live events so people can scan it and donate directly to your organization.

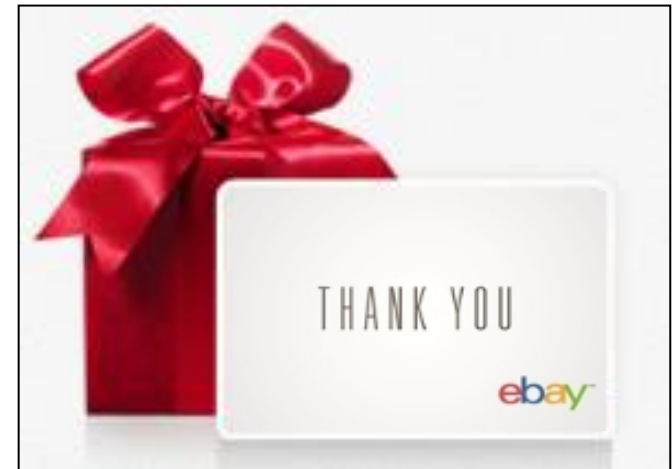
The screenshot shows the American Red Cross nonprofit page on the eBay Giving Works platform. The page is divided into several sections:

- Header:** Search for Giving Works items, All Categories, Search, Advanced. Follow Us: Facebook, Twitter.
- Charity Profile:** American Red Cross, Washington, DC, 3656 favorites. Description: "You can help people affected by disasters like the tornadoes in Oklahoma and Texas, as well as countless crises at home and across the country by making a donation to support American Red Cross Disaster Relief. Your gift enables the Red Cross to prepare for and provide shelter, food, emotional support and other assistance in response to disasters." Share this nonprofit: Facebook, Twitter, LinkedIn, YouTube, Instagram.
- Start selling for American Red Cross:** A three-step process: 1. Find a cause to support (American Red Cross), 2. Choose donation amount (10% to 100% of sale), 3. Start selling (List your item).
- Make a donation:** Make a direct and immediate contribution through PayPal. I want to donate: \$5.00 US. Donate now.
- Shop to support us:** Search for items, Category: All Categories, Sort by: Best Match. Items include water filters and Zen Water Systems.

FAVORITE A NONPROFIT

Consumers who favorite a nonprofit on eBay give up to **20x** more at Checkout than those who have not selected a favorite Nonprofit

- Visit the “[For Nonprofits](#)” page on eBay Giving Works to download your customized “**Follow Us on eBay**” button. You can add the button on your website, share via email and social media
- Purchase a few eBay gift cards in a range of price points and run a contest to increase your eBay followers. Get the word out to your supporters via your website, email newsletter and social channels.
- Raffle off a cool item or experience (i.e. Signed Guitar or Tickets to a local Game) to anyone who follows you on eBay over a certain amount of time. Work with the celebrity donor to promote the raffle through social media.



COMMUNITY SELLING

Goal: Increase the number of supporters who list items to support your organization on eBay

Host an “eBay Selling Event!” for your supporters!

Ask a supporter who donates to you by selling on eBay to lead the event

Find a location that is wifi-enabled

Promote the event to your local supporters through email and Facebook.

Include raffle items to reward those who attend the event and listed items

Ask them to bring:

- Items to sell on eBay
- A laptop
- A potluck dish to share with others



DIRECT SELLING

Goal: Increase the number of direct selling listings for your organization

Fundraise by selling on eBay!

Don't forget, eBay credits fees for charitable sales!

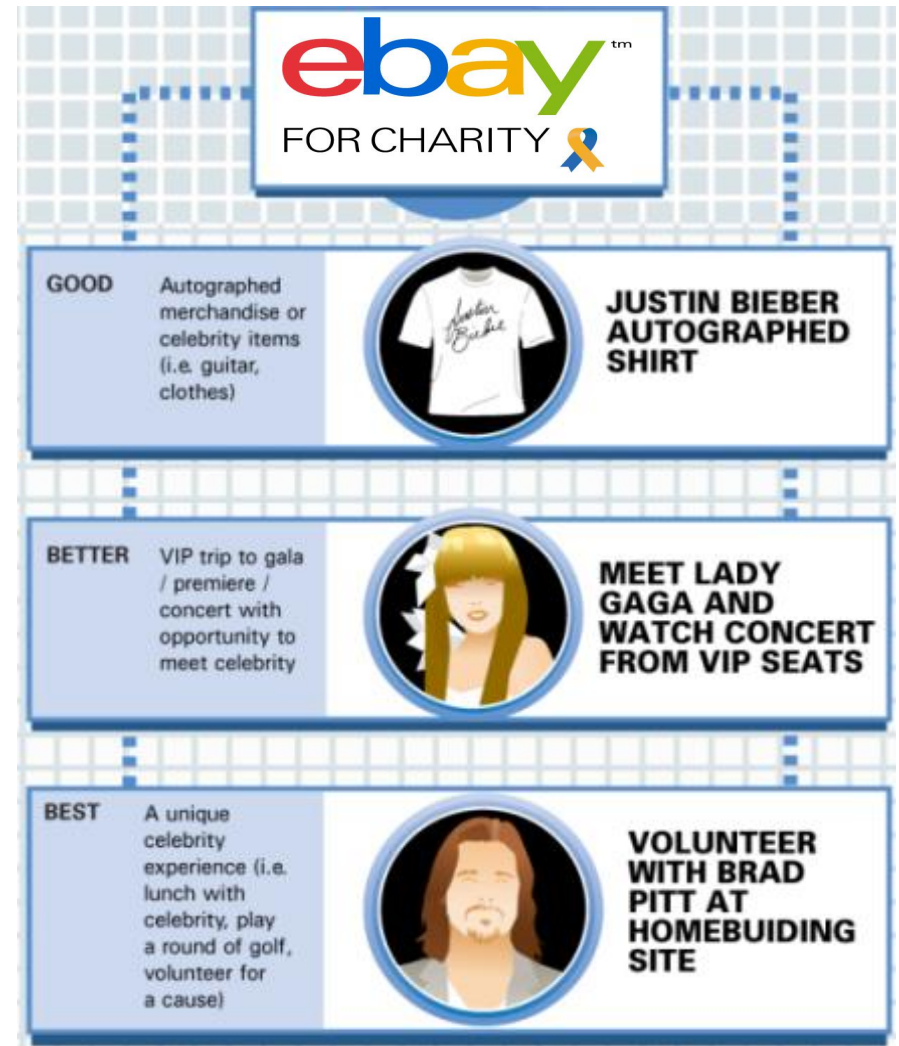
- Create an eBay challenge: ask employees to sell directly for your organization. Keep track of who is leading and offer a monthly prize.
- Clean out the closets! Sell your in-kind donations.
- Market eBay listings through your social media network and newsletters. Reach out to local TV, national newspapers, magazines, etc.

CREATING A CHARITY AUCTION

1. Plan your auction
2. Solicit items to sell
3. List your item for sale
4. Spread the word
5. Wrap it, ship it, and assess it

Reach out to your celebrity supporters!

Unique experiences sell well on eBay, like shopping with a supermodel, touring the town with the mayor, lunching with a CEO. The bigger the name, the bigger the interest and the larger the donations.



SOCIAL MEDIA

Link supporters to your nonprofit page so that they can start shopping, selling and donating on your behalf.

Let your Facebook community and Twitter followers know that they can support you on eBay by buying your listings or selling on your behalf.

Examples:




Salvation Army NOVA @SalArmyNOVA
The first #SalvationArmy @eBay store is open for business!
bit.ly/xp0PbG #ebay #thrifting
[View summary](#)



Noah's Light @NoahsLight
We've got items up on eBay again! You can sell items with us as well!!! donations.ebay.com/charity/charit... #ebaygivingworks
Followed by It Magazine
[View summary](#) [Reply](#) [Retweet](#) [Favorite](#)




Jo Deibel @angelacres
Fantastic gifts, great eBay sellers helping the #angelacres velvet-nosed gang - #ebaygivingworks <http://tiny.ly/Q11c>
Expand



Angel Acres Horse Haven Rescue, Inc.
June 27

Make us an @ebaygiving favorite charity & win this gorgeous bridle & reins (reins not shown) AND you'll be automatically entered into our drawing for winner's choice of two saddles (pics in our cover photo - each valued at over \$1,000! --->... See More



Like · Comment · Share



amazinite.com

Help us give a little back. Get a great deal on this #gemstone #necklace and support this terrific cause. :) eBay Global

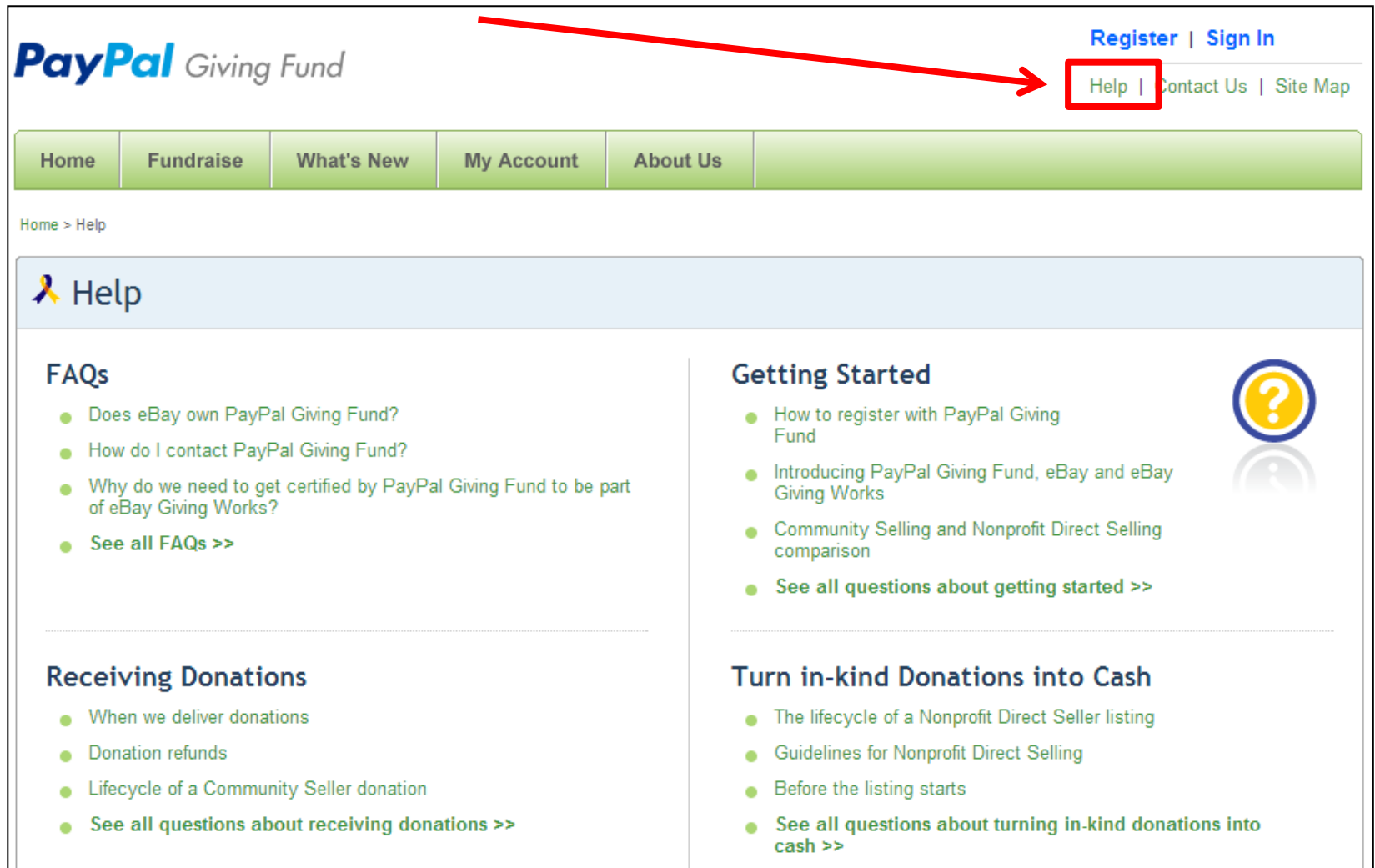


14K Yellow Gold Fancy Cut Multi-Colored Gemstone Necklace 36"
www.ebay.com
10% of the final price (not profit) will go to the World Trade Center Survivors' Network

Like · Comment · Share · September 17 at 3:08pm near New York, NY

CONTACT US

QUESTIONS & CONTACTS



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Home > Help

Help

FAQs

- Does eBay own PayPal Giving Fund?
- How do I contact PayPal Giving Fund?
- Why do we need to get certified by PayPal Giving Fund to be part of eBay Giving Works?
- [See all FAQs >>](#)

Getting Started

- How to register with PayPal Giving Fund
- Introducing PayPal Giving Fund, eBay and eBay Giving Works
- Community Selling and Nonprofit Direct Selling comparison
- [See all questions about getting started >>](#)

Receiving Donations

- When we deliver donations
- Donation refunds
- Lifecycle of a Community Seller donation
- [See all questions about receiving donations >>](#)

Turn in-kind Donations into Cash

- The lifecycle of a Nonprofit Direct Seller listing
- Guidelines for Nonprofit Direct Selling
- Before the listing starts
- [See all questions about turning in-kind donations into cash >>](#)

QUESTIONS & CONTACTS

The screenshot shows the top navigation area of the PayPal Giving Fund website. The logo "PayPal Giving Fund" is on the left. On the right, there are links for "Register | Sign In", "Help", "Contact Us", and "Site Map". A red arrow points from the top right towards the "Contact Us" link, which is highlighted with a red box. Below the navigation is a green menu bar with buttons for "Home", "Fundraise", "What's New", "My Account", and "About Us". Below the menu bar, the breadcrumb "Home > Contact Us" is visible. The main content area is titled "Contact Us" and features two columns of contact options, each with an envelope icon and a green arrow pointing down.


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Contact Us



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THANK YOU!