

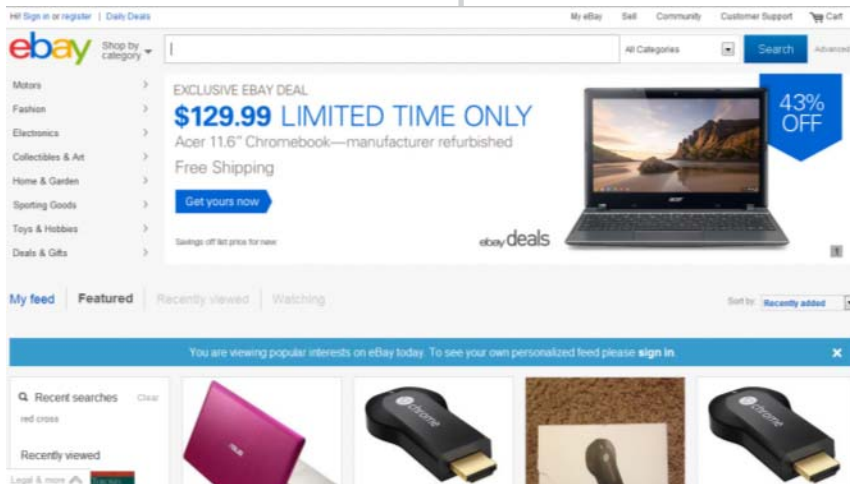
NEW SELLER GUIDE



A step-by-step guide to selling for charity on eBay



Selling for Charity



- Visit www.ebay.com
- Use your ID and password to sign in to your eBay account

If you don't have one:

- [Create your own eBay seller account](#)
- [Register with PayPal](#) to accept secure online payments for your eBay sales
- [Link your eBay and PayPal accounts](#)

1. Get Ready to sell

Step-by-step guide



1. Choose what to sell

Your first item should be something you already own and are willing to sell at a flexible price.

2. Price it right

To get an idea of the demand for your product and the pricing and shipping costs of your competitors, search for items similar to those you've chosen to sell.

3. Determine which listing format you will choose for your item

- [Auction-style](#)
- [Buy It Now price](#)
- [Fixed Price](#)
- [Best offer](#)

4. Write a description that sells and craft an effective title

Make the most of your title by carefully choosing keywords a buyer might use when searching on eBay.

5. Pack and weigh your item to determine shipping costs

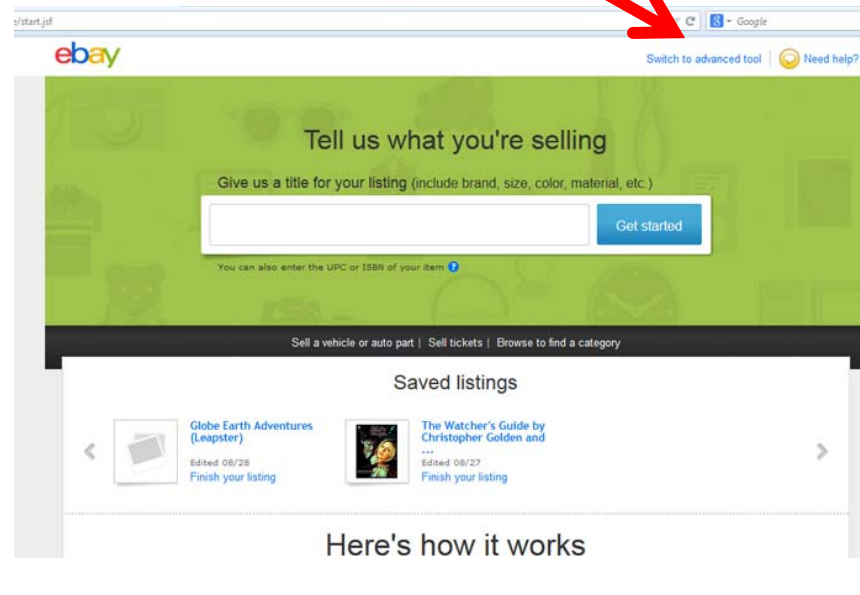
Visit the [Shipping Center](#) to learn more.

2. Selling for Charity

Switch to Advanced Tool



1. Visit www.ebay.com and click on SELL
2. If this is your first time selling, you will be taken to the QUICK LISTING TOOL to sell an item for Charity you will need to SWITCH TO ADVANCED TOOL



IMPORTANT NOTE - Remember to switch to the advanced tool every time you sell to support charity, so you'll always see the option to support your cause

2. Listing your item

Describe & List Your Item



1. Select A Category Where Your Listing will appear

You will want to be as specific as possible, this will help buyers to find your item.

2. Describe Your Item

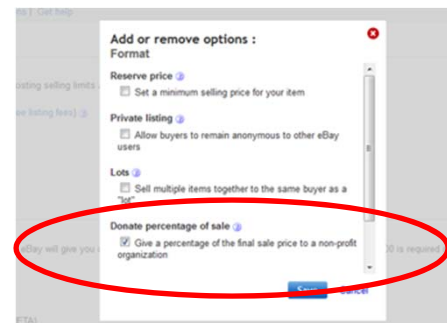
This description will show up as the title which is important because buyers find listings based on titles.

3. Add Photos

You can add up to 12 photos of your item for free

4. Click the **ADD OR REMOVE OPTIONS**

Under **DONATE PERCENTAGE OF SALES** make sure the box next to “Give a percentage of the final sale price to a non-profit organization” is checked and click **SAVE**



2. Listing your item

Select price, logistics and attach the cause of your choice



1. Choose a format and set a price

Select from the listing formats outlined on slide 3

5. Select the nonprofit that you want to support

Find the nonprofit you would like to benefit and select the percentage amount that you'd like to donate

1. Select how you want to get paid

If you haven't already, sign up for PayPal to receive secure online payments for your eBay transactions

2. Select how you want to ship

Select payment and shipping methods via the eBay shipping center

3. Complete your listing

Preview your listing to see how it will appear in search results. Edit anything you'd like to change. You can also preview your listing before it goes live.

3. Helpful Tips

Get the most from your listing



Stay on top of questions and activity in My eBay

The easiest way to keep track of all your buying and selling is with your own private My eBay page

2. Wrap up with your buyer – leave feedback

3. Be sure to share your listing on Facebook & Twitter

This is a great way to get the word out and let people know that the item you are selling supports charity.

4. A bonus for doing good

Once you sell your charity items, you'll receive listing fee credits for the same percentage amount you donated.

Your item will stand out to buyers with a blue and yellow ribbon logo displayed right next to the item's title. Charity listings on eBay have up to 30% higher sell through rates than non-Charity items and they sell for between 2-6% higher prices.

5. In most cases, transactions are completed successfully. If something ever goes wrong, visit the [Resolution Center](#)

6. Visit the eBay Seller [Information Center](#) to learn more.