



# CHARITY SELLING GUIDE

A step-by-step guide on how to  
sell and benefit charity on eBay

*November 2015*



# BEFORE YOU CAN SELL...

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Before you can sell for charity...

## 1. You need an eBay account.

It's easy and fast to [create one](#) if you don't have one already.

## 2. You need a PayPal account.

eBay uses PayPal Giving Fund, a donor directed fund that only uses PayPal accounts to pay charitable donations.

## 3. You must link your eBay & PayPal accounts

Do this by adding your PayPal ID as your "Charity Payment Method" in the my eBay/Account/[Personal Information](#) tab. Click [here](#) for a shortcut.

*NOTE: This step cannot be done on the mobile app, you will need to use a web browser to complete this step.*

## That's It...You're Ready to Sell for Charity!

The eBay for Charity team is continually working to simplify this process. Good news though, you will only need to complete these steps **once**; after you're set up, you can create new listings that benefit charity in as little as a minute! Ready to sell? Let's get going!



# WHY SELL FOR CHARITY?

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Donate a % of the sale of your listings to charity and...

## 1. Help your listings sell faster and for more money!

[Published research](#) and several other studies have shown that buyers **are more likely to buy items that benefit charity** over listings that don't – AND will often pay slightly higher prices to sellers who donate a percentage of their sale to a charity.

## 2. Receive fee credits from eBay

eBay will waive a percentage of your final value fees to the extent that you donate to charity. Donate 10%, and receive a 10% fee credit.  
Donate 100% and we'll waive 100% of your final value fees!

## 3. Benefit a charity that matters to you!

The eBay for Charity program makes it easy for YOU to pick the charity that will receive a percentage of your sales. Your local church, a family shelter, any public 501c3 that is registered with our donor directed fund partner – PayPal Giving Fund.  
*Can't find your charity on eBay? [Help them get registered](#) in as little as a few days.*

## 4. Enjoy a tax credit too!

100% of your donations are tax deductible, and can help you lower your tax liability



# GET READY TO SELL

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## Step-by-step guide

### 1. Choose what to sell

Items 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; use other listings on eBay to help you set your price, title, and description.

### 3. Pick the listing format

- » [Auction-style](#): this is the traditional eBay listing format, where other members can bid on your item
- » Fixed Price (Buy It Now): a new listing format, this lets you set the price you want.
- » [Best offer](#):

### 4. Use descriptive words in the TITLE and Description

It is often best if you search for and study how other people have listed

### 5. Pack and weigh your item to determine shipping costs

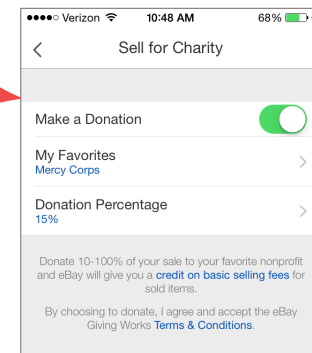
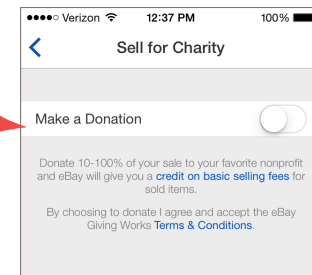
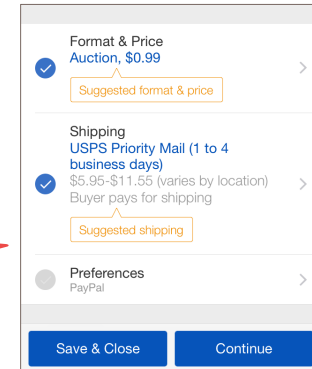
Visit the [Shipping Center](#) to learn more.

# SELLING FOR CHARITY: MOBILE



It's easiest to sell for charity on iOS or Android

1. Make sure you have the latest mobile application downloaded and installed
2. Tap **"Sell something today"**, then enter or prefill the requested details
3. Set the Format & Price and other key details
4. Scroll to the bottom and tap **"Preferences"**
5. Tap the last item **"Sell for Charity"** then tap the **"Make a Donation"** slider
6. Tap **"My Favorites"** to select the charity you want to benefit
7. Tap the **"Donation Percentage"** to set how much you will donate to your selected charity.
8. Tap the "<" arrow in the top left to return to the Sell an Item screen, then once you've entered all necessary details, tap **"Continue"**

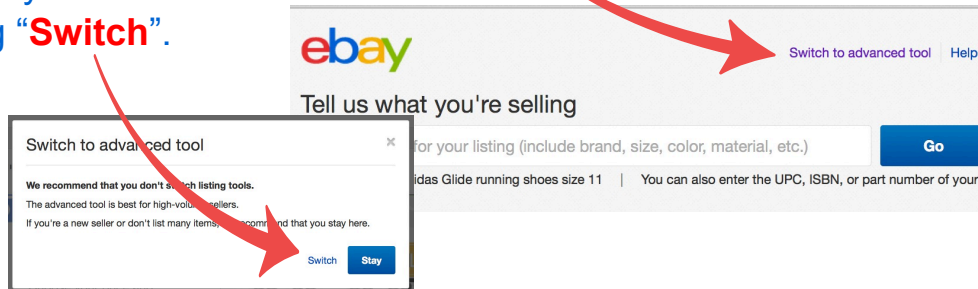
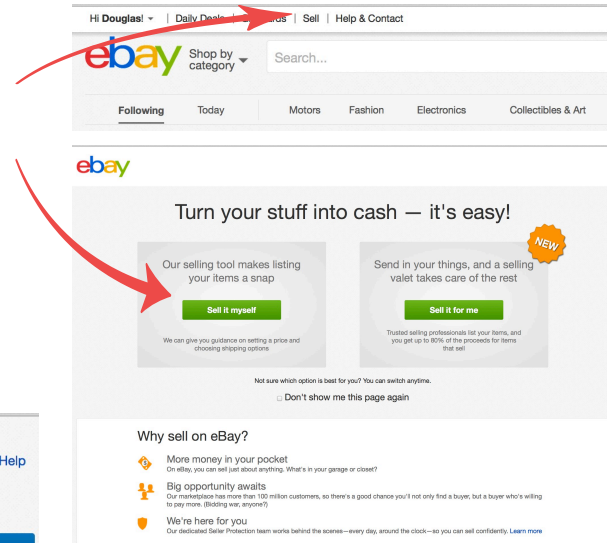


# SELLING FOR CHARITY: WEB



## You Must Use the Advanced Tool

1. Visit [www.ebay.com](http://www.ebay.com) and click **"Sell"** in the window header, then click **"Sell it myself"**.
2. In order to sell for charity, you need to use the Advanced selling tool. Click **"Switch to advanced tool"** in the top right, then confirm your choice by clicking **"Switch"**.
3. The Advanced tool will allow you to select the charity you wish to support, and what percent of your final sale price you will donate.





# LISTING YOUR ITEM

## Describe & List Your Item

### 1. Select a Category Where Your Listing will Appear

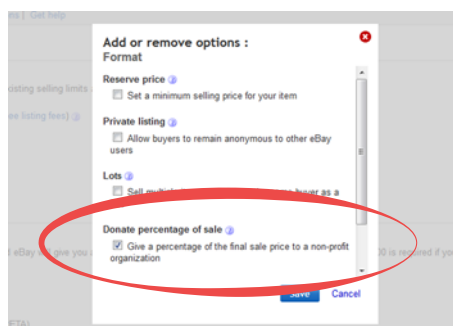
You will want to be as specific as possible, this will help buyers to find your item.

### 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 nonprofit organization” is checked and click SAVE



# LISTING YOUR ITEM

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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

**2. 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

**3. 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

**4. Select how you want to ship**

Select payment and shipping methods via the eBay shipping center

**5. 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.



# HELPFUL TIPS

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## Get the most from your listing

### 1. 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. Leave feedback for your buyer

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

A great way to get the word out and let people know that the item you are selling supports charity

### 4. Visit the [eBay Seller Center](http://pages.ebay.com/sellerinformation/) to learn more: <http://pages.ebay.com/sellerinformation/>