



ebay™  
GIVING WORKS

# eBay Giving Works 101: Charity Fundraising on eBay



The Power of



**\$62 BILLION**  
*in sales volume*

**Over \$12 BILLION**  
*in Mobile Sales*

**12 MILLION**  
*unique visitors daily*

**164 MILLION**  
*active users around the world*

**1 BILLION**  
*page views per day*

**39 Markets**  
*our global presence*

**\$2,000 sold**  
*every second*

# 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.

The screenshot shows the PayPal Giving Fund website homepage. At the top, the logo reads "PayPal Giving Fund" with "PayPal" in blue and "Giving Fund" in grey. Navigation links include "Home", "Fundraise", "What's New", "My Account", and "About Us". In the top right corner, there are links for "Register | Sign In", "Help | Contact Us | Site Map".

The main banner features the text "PayPal Giving Fund (formerly MissionFish)" and "We pass 100% of every donation to the nonprofits we support." Below this is an image of green grass with several small green plants growing. At the bottom of the banner, it says "eBay Giving Works | Register | Learn More".

Below the banner is a section titled "Ways to Fundraise on eBay" with three columns:

- Receive Donations:** Benefit from eBay sales. Includes an icon of a piggy bank. "Learn more >"
- Turn In-Kind into Cash:** Sell donated goods and services on eBay. Includes an icon of a shopping cart with a dollar sign. "Learn more >"
- Hold an Auction Event:** Invite millions of buyers to your next fundraiser. Includes an icon of a gavel. "Learn more >"

Below this is a blue bar with a dollar sign icon and the text "raised by 21,860 nonprofits since 2003". At the bottom, there is a search bar with the text "Find participating nonprofits" and a "GO" button, followed by a link to "Advanced Search".

On the right side of the page, there are two sections:

- What's New:** "Introducing the brand new eBay Giving Works For Nonprofits page! NEW 100% of every donation will reach the nonprofits we serve and look for more tools and resources than ever before. Read more >"
- Accelerate Fundraising on eBay in 2 easy steps!** "Did you know that when someone marks you as their favorite nonprofit on eBay, they donate up to 20x more than someone who has not selected to follow you? Read more >"

Below that is a section titled "Top 10 Donors This Year" with the text "Congratulations to the users who gave the most through eBay Giving Works in 2013." and a list of donors:

1. kimsaprincess
2. theproscloset
3. corys27
4. mpabrai
5. madmedical
6. demilovatoboutique
7. cure-4-leukemia

# EBAY GIVING WORKS: POWERING GIVING


- Since 2003, eBay Giving Works has enabled the eBay community to raised over **\$450 Million** for nonprofit organizations. **\$85M** of that was raised in 2013 alone!
- **30,000+ 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 Giving Works


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




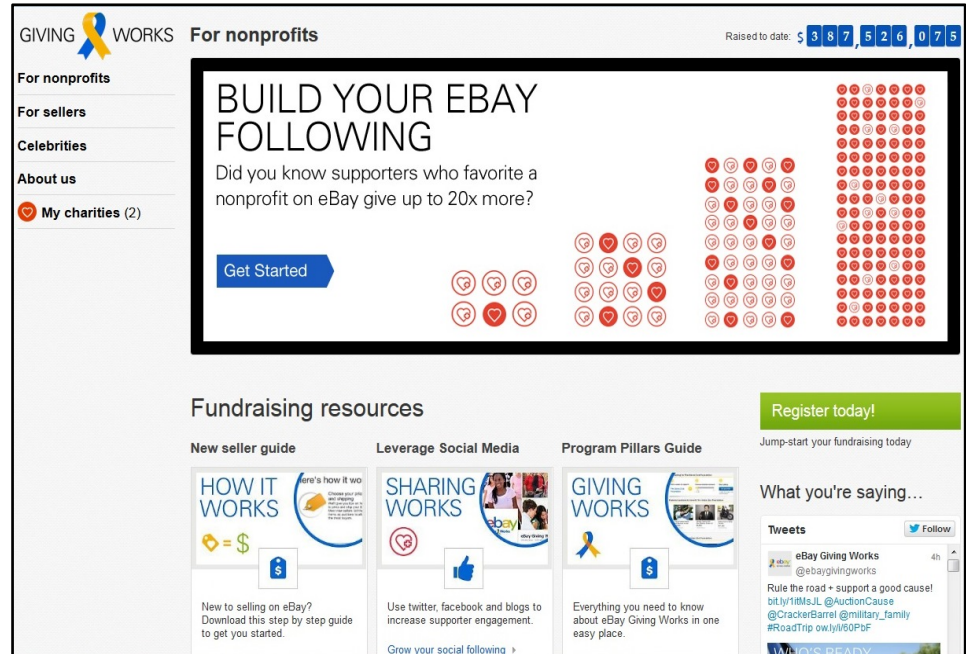
# WHY SIGN UP?

 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.



The screenshot shows the eBay Giving Works interface for nonprofits. At the top, it says "GIVING WORKS For nonprofits" and "Raised to date: \$ 3 8 7, 5 2 6, 0 7 5". A navigation menu on the left includes "For nonprofits", "For sellers", "Celebrities", "About us", and "My charities (2)". The main content area features a large banner titled "BUILD YOUR EBAY FOLLOWING" with the text "Did you know supporters who favorite a nonprofit on eBay give up to 20x more?" and a "Get Started" button. To the right of the banner are several columns of red heart icons representing favorites. Below the banner is a "Fundraising resources" section with three cards: "New seller guide" (HOW IT WORKS), "Leverage Social Media" (SHARING WORKS), and "Program Pillars Guide" (GIVING WORKS). A "Register today!" button is located to the right of the resources. At the bottom right, there is a "What you're saying..." section with a tweet from eBay Giving Works.

# 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

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


\* Quantity  
 item


Duration ⓘ

 **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. At the top left, the eBay logo is visible. The listing includes a photo of the necklace, item details such as 'New without tags', 'Quantity: 1', '4 available / 1 sold', 'Was: US \$4.29', 'You save: \$0.43 (10%)', 'Price: US \$3.86', and 'Sale ends in 4 days'. There are buttons for 'Buy It Now', 'Add to cart', and 'Make Offer'. A red arrow points from the '10%' badge to the 'Faceted' label. Another red arrow points from the '10%' badge to the 'eBay Giving Works' logo at the bottom. The Giving Bar at the bottom states: '10% of the final sale price will support Dress for Success Worldwide ( Small donation may apply. Learn more about eBay Giving Works )'. Below this, there is a section for '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 500,000 women work towards self-sufficiency.' The listing is administered by 'MissionFisk'.

# 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.

**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"/>	<a href="#">Due Date</a>	<a href="#">Amount Due</a>	<a href="#">View All</a>
<input type="checkbox"/>	Mar-18-13	\$1.00	<a href="#">See donations due</a>
<b>Total donation due selected</b>		<b>\$0.00</b>	<input type="button" value="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 shows the 'My eBay' interface for a 'Donation Account'. The page is titled 'My eBay' and includes navigation tabs for 'Activity', 'Messages', 'Account', and 'Applications'. Below the navigation is the 'eBay Giving Works' header, administered by MissionFish. The main content area is divided into a left sidebar and a main panel. The sidebar contains links for 'Donation Account', 'My Summary', 'eBay Giving Works Sales', 'Give at Checkout', 'Preferences', 'More Ways to Give', and 'Related Links'. The main panel features a 'My Summary' section with a 'Help' link, a notification box stating 'You have a donation due' with a deadline of Nov-05-12, and sections for 'eBay Giving Works Announcements' and 'Support a Featured Nonprofit'. A red box highlights the notification, and another red box highlights the 'Donations Due' link in the sidebar. A red arrow points from the notification box to the 'Donations Due' link.

Home > My eBay > Donation Account

## My eBay

Activity Messages Account Applications **NEW**

eBay Giving Works Administered by MissionFish

### Donation Account

- My Summary
- eBay Giving Works Sales:
  - Donations Due**
  - Donation History & Tax Receipts
  - Donation Payment Method
- Give at Checkout:
  - Checkout Donation History
- Preferences:
  - My Favorite Nonprofits
  - Share Contact Details
- More Ways to Give
  - Shop to Support
  - Give at Checkout
  - Donate Now
- Related Links
  - eBay Giving Works

### My Summary

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**.

**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.

### eBay Giving Works Announcements

Robert Duvall Children's Fund says Thank You to the eBay Community. **NEW**

### Support a Featured Nonprofit

Choose a Featured Nonprofit to support or see your Favorite Nonprofits.

- Feeding America
- The Humane Society of the United States
- American Red Cross
- Team Rubicon

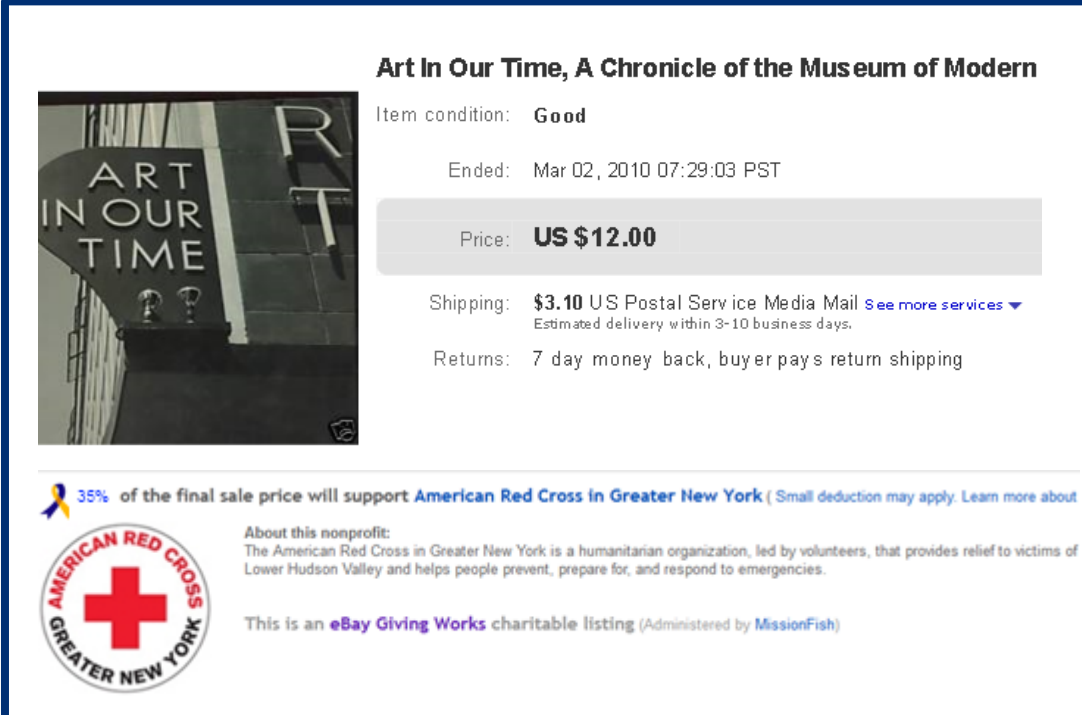
# COMMUNITY SELLING

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

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

*\*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.*



**Art in Our Time, A Chronicle of the Museum of Modern**


Item condition: **Good**

Ended: Mar 02, 2010 07:29:03 PST

Price: **US \$12.00**

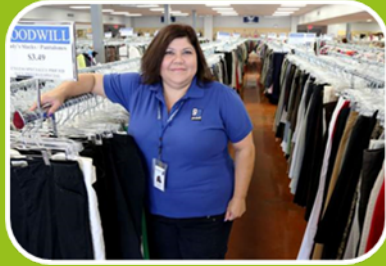
Shipping: **\$3.10** US Postal Service Media Mail [See more services](#) ▼  
Estimated delivery within 3-10 business days.

Returns: 7 day money back, buyer pays return shipping

 35% of the final sale price will support **American Red Cross in Greater New York** ( Small deduction may apply. [Learn more about](#)

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.

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



# DIRECT SELLING

# 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	
 [redacted]	Vicky Brown	2011-11-10 15:23	<a href="#">Remove &gt;</a>


### 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.

### 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

Save this seller See other items Visit store: Goodwill

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.

**Goodwill** 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.

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



**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 shipping

 **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 a sidebar with navigation options like 'For nonprofits', 'For sellers', and 'Celebrities'. The central section is titled 'Start selling for Make-A-Wish Foundation' and contains three numbered steps: 1. Find a cause to support (Make-A-Wish Foundation), 2. Choose donation amount (with a progress bar from 10% to 100%), and 3. Start selling (with a 'List your item' button). A red box highlights the 'Make a donation' section, which includes the text 'Make a direct and immediate contribution through PayPal.', a dropdown menu for the donation amount (set to '\$5.00 US'), and a 'Donate now' button. A red arrow points to the 'Make a donation' section from the right side of the page.



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. At the top, the eBay logo is visible. A blue banner reads: "You're almost done! Until you complete checkout, another eBay user may buy this item." Below this, the page is titled "Checkout: Confirm order".

On the left, there is a "Ship to" section with a greyed-out address and a "Change shipping address" link. In the center, the "Pay with" section shows "PayPal" as the selected method, with a link to "Don't want to pay with PayPal?". Below this is the eBay and PayPal logo and a link to "Unlink or log in to PayPal".

On the right, the total amount is displayed as "Total: \$27.55", covered by "eBay Buyer Protection". Below this is the PayPal logo and the user's email address "alson.pe...@gmail.com". The payment method is listed as "PayPal Balance" for \$23.00 USD and "JPMORGAN C... x-8648" for \$4.55 USD. There is a "Backup" option and a "Use Bill Me Later\* to get \$10 back and more time to pay" option with an "APPLY" button.

In the center, the item being purchased is "Ford Warriors in Pink - 2009 Woven Scarf - Multicolored - One Size" for \$20.00. Below the item, there are additional charges: "CA sales tax" for \$1.60 and "Expedited services - \$5.95" for \$5.95. The estimated delivery date is between Tuesday, Oct. 22 and Thursday, Oct. 24.

At the bottom, there is a red-bordered box containing the "Add a donation to Bright Pink" option. The donation amount is set to \$1.00. Below this, there is a text box for a redemption code and an "Apply" button. The total amount at the bottom right is \$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 the 'My Favorite Nonprofits' link, which is highlighted with a red box. 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). Below this is a 'Shop to support' section with a search bar and category filters. 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 a PayPal Giving Fund account



**Step 1:** Complete the registration form here: [www.paypalgivingfund.org/register](http://www.paypalgivingfund.org/register)

**Step 2:** Send the required documentation to validate your account:

- Signed PPGF confirmation page
- Voided organizational check or bank letter
- IRS 501(c)3 determination letter or equivalent

# 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](http://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](http://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](http://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.

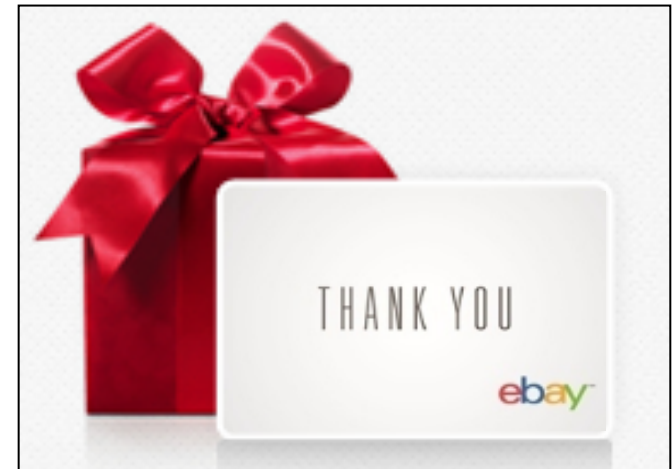
The screenshot shows the American Red Cross nonprofit page on the eBay Giving Works platform. The page is divided into several sections:

- Search for Giving Works items:** A search bar at the top with a dropdown menu for "All Categories" and a "Search" button.
- American Red Cross Profile:** A red-bordered box containing the organization's logo, name, location (Washington, DC), and a "My favorite cause" button. Below this is a mission statement: "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." There are also social media sharing icons for Facebook, Twitter, and LinkedIn.
- Start selling for American Red Cross:** A section with three numbered steps: 1. Find a cause to support (with a green checkmark and a link to "Search for charities"), 2. Choose donation amount (with a progress bar from 10% to 100%), and 3. Start selling (with a "List your item" button and the text "on eBay and support your favorite causes!").
- Make a donation:** A red-bordered box with the text "Make a direct and immediate contribution through PayPal." and a "I want to donate:" field set to "\$5.00 US" with a "Donate now" button.
- Shop to support us:** A section with a search bar, a "Search" button, and a dropdown menu for "All Categories". Below this are several product listings, including water filters and water systems, with prices starting at \$99.95.

# 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!

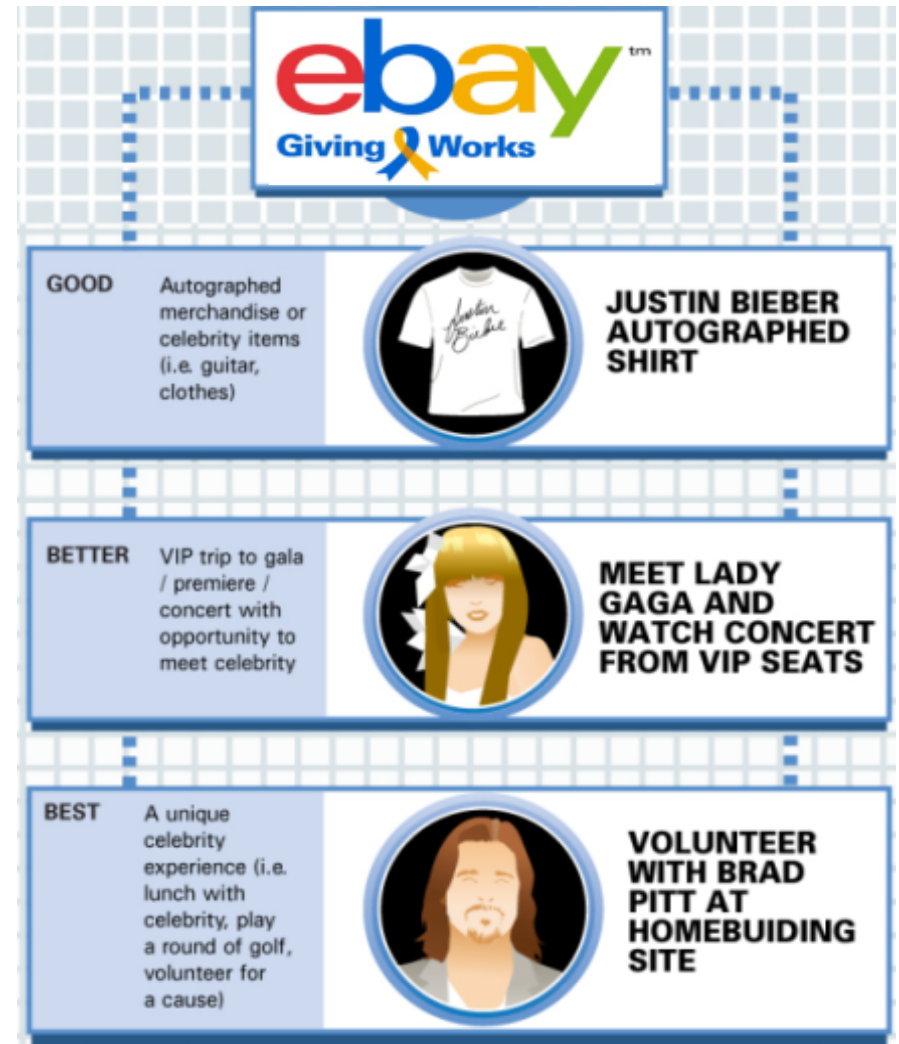
- Create an eBay challenge: ask employees to sell directly for your organization. Keep track of who is leading and offer a monthly prize.
- Clean out the closets! Sell your in-kind donations.
- Market eBay listings through your social media network and newsletters. Reach out to local TV, national newspapers,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



The infographic is titled "eBay Giving Works" and is set against a light blue grid background. It features three horizontal panels, each representing a different level of auction item quality. The top panel is labeled "GOOD" and shows an autographed white t-shirt with the name "Justin Bieber" written on it. The middle panel is labeled "BETTER" and shows a woman with long blonde hair, identified as Lady Gaga. The bottom panel is labeled "BEST" and shows a man with long brown hair and a beard, identified as Brad Pitt. Each panel includes a brief description of the item and the name of the celebrity associated with it.

Level	Description	Celebrity Item
GOOD	Autographed merchandise or celebrity items (i.e. guitar, clothes)	JUSTIN BIEBER AUTOGRAPHED SHIRT
BETTER	VIP trip to gala / premiere / concert with opportunity to meet celebrity	MEET LADY GAGA AND WATCH CONCERT FROM VIP SEATS
BEST	A unique celebrity experience (i.e. lunch with celebrity, play a round of golf, volunteer for a cause)	VOLUNTEER WITH BRAD PITT AT HOMEBUILDING SITE

# SOCIAL MEDIA

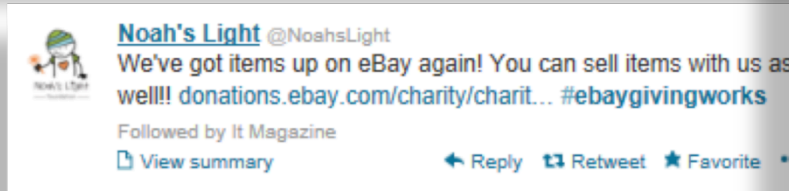
Link supporters to your nonprofit page so that they can start shopping, selling and donating on your behalf.

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:



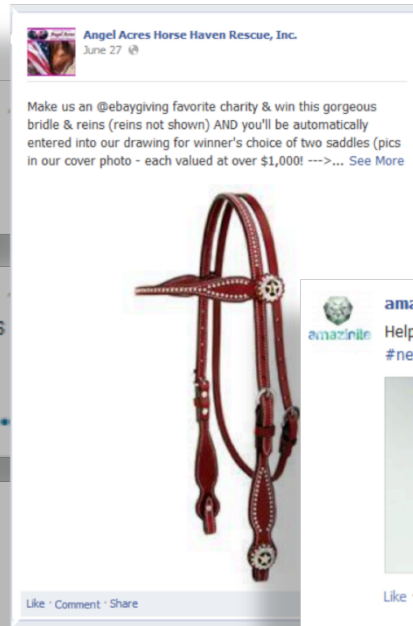
**Salvation Army NOVA** @SalArmyNOVA  
The first #SalvationArmy @eBay store is open for business!  
[bit.ly/xp0PbG](http://bit.ly/xp0PbG) #ebay #thrifting  
[View summary](#)




**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...](http://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/Q1lc>  
[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

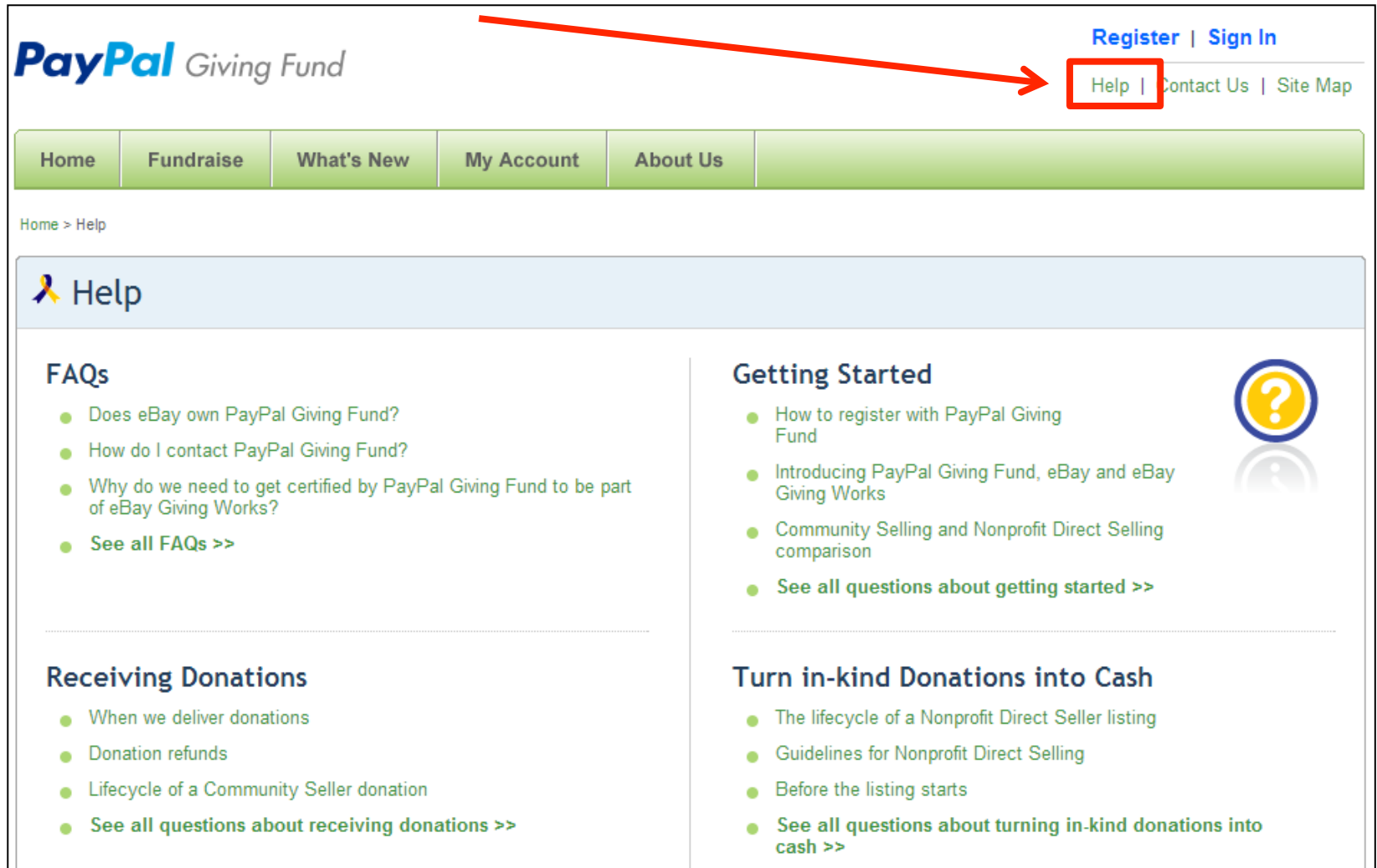


**14K Yellow Gold Fancy Cut Multi-Colored Gemstone Necklace 36"**  
[www.ebay.com](http://www.ebay.com)  
10% of the final price (not profit) will go to the World Trade Center Survivors' Network

[Like](#) · [Comment](#) · [Share](#) · September 17 at 3:08pm near New York, NY

CONTACT US

# QUESTIONS & CONTACTS



**PayPal Giving Fund** [Register](#) | [Sign In](#)

[Home](#) | [Fundraise](#) | [What's New](#) | [My Account](#) | [About Us](#) | [Help](#) | [Contact Us](#) | [Site Map](#)

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

**PayPal** Giving Fund

[Register](#) | [Sign In](#)

[Help](#) | [Contact Us](#) | [Site Map](#)

[Home](#) | [Fundraise](#) | [What's New](#) | [My Account](#) | [About Us](#)

Home > Contact Us

## Contact Us



### Send us an email

Couldn't find an answer to your question in Help? We're here to help!



### Contact eBay

Want to get in touch with the folks at eBay? Contact their customer service team. [↗](#)



# ebay<sup>tm</sup>

## GIVING WORKS

[www.ebay.com/fornonprofits](http://www.ebay.com/fornonprofits)



Facebook/ebaygivingworks



@ebaygiving



YouTube.com/eBayGivingWorks

THANK YOU!