

# SOCIAL INNOVATION

How to mobilize a community of supporters on and off eBay



eBay Giving Works



# LEVERAGE EVERY LEVER YOU'VE GOT!

There are multiple ways you can engage your existing community to also support you through eBay in addition to tapping into the eBay community.



# Traditional media

Pitch your story to local and national newspapers, magazines, and TV stations.

The screenshot shows the homepage of HoumaToday.com. At the top, there are navigation links for various sections like 'Houma Today', 'Daily Comet', 'Mugshots', 'BayouPreps', 'Big Fun', 'StormTracker', 'Pets', and 'Bayou Gourmet'. A search bar is present with a 'Search' button. The main headline is 'Help Haiti by bidding in online auction' with a sub-headline 'Members of Mulberry Baptist Church of Houma help build a duplex during a previous mission trip to Haiti.' The article includes a photo of four men in work clothes standing in front of a building under construction. To the right of the article is a large advertisement for Tom's Naturally Dry Antiperspirant. Below the article is a 'Related Links' section with several links to other news stories. At the bottom right, there is a 'PHOTOS' section with three photo thumbnails and captions: 'South Lafourche Baseball Wins', 'Vigil for Trayvon', and 'Where are the crabs?'.

Houma Today | Daily Comet | Mugshots | BayouPreps | Big Fun | StormTracker | Pets | Bayou Gourmet | Register | Log in

houmatoday.com Terrebonne Parish, Louisiana

Fast. Powerful. Effective. Norton 2012. Get the #1-ranked online security that won't slow you down. Shop Now

NEW

Web Search by YAHOO! 83° P/SUNNY, HOUMA, LA | HOME DELIVERY | PRINT ADS | MOBILE | PLACE AD

Home News Sports Entertainment Living Opinion Obituaries Classifieds Real Estate Jobs Cars

Home ARTICLES

COMMENTS  
SHARE  
EMAIL  
PRINT  
REPRINTS  
VIEW ONE PAGE  
ENLARGE TEXT  
Recommend 9  
Tweet 0

## Help Haiti by bidding in online auction



Members of Mulberry Baptist Church of Houma help build a duplex during a previous mission trip to Haiti.

Submitted Buy Photo

**Shane Thibodaux**  
Lifestyles Editor  
Published: Sunday, August 7, 2011 at 6:01 a.m.  
Last Modified: Saturday, August 6, 2011 at 10:04 p.m.

HOUMA — A Houma church is holding an online auction to help a country nearly 1,400 miles away.

### New Tom's Naturally Dry Antiperspirant

SEE HOW IT WORKS »

AVAILABLE AT TARGET

**MOST READ** | **MOST EMAILED** | **MOST RECENT**

- Obesity surgery can erase signs of diabetes, a small study finds
- Paul haunts ex-mates as Clippers top Hornets 97-85
- Boater's body recovered today from Intracoastal Waterway
- Houma vigil honors slain Fla. teen
- Police lieutenant's suspension extended

**PHOTOS** | **YOUR PHOTOS**

- South Lafourche Baseball Wins
- Vigil for Trayvon
- Where are the crabs?

# Social media

Tell your Facebook community and Twitter followers that they can support you on eBay by buying your listings or selling on your behalf. Also post & tweet listings!

The image displays two social media profiles for Bright Pink, a non-profit organization. On the left is the Facebook profile, which includes a cover photo of a woman in a pink dress, a profile picture of a woman in a red dress, and a post asking for support on eBay. On the right is the Twitter profile, showing the same profile picture, bio, and a list of tweets. The tweets include a call to action for eBay support and a mention of a woman diagnosed with breast cancer.

**Facebook Profile:**  
Bright Pink (Non-Profit Organization - Chicago, Illinois)  
Wall: Bright Pink · Everyone (Most Recent)  
Share: Post, Photo, Link, Video  
Write something...  
Bright Pink: Did you know that you can support us on eBay? Save Bright Pink as a favorite and donate 2% of sales of items you list or shop from the many products we have available. We love the little bit truly goes a long way.  
Like · Comment · Share  
6 people like this.  
1 share  
Write a comment...

**Twitter Profile:**  
Bright Pink (@BeBrightPink)  
We focus on the prevention/early detection of breast & ovarian cancer in young women & support those at high-risk. Be Brilliant. Be Bold. Be Bright Pink.  
Chicago · <http://www.BrightPink.org>  
Following  
4,686 TWEETS  
854 FOLLOWING  
8,047 FOLLOWERS

**Tweets:**  
Bright Pink @BeBrightPink 11m  
Already buying/selling on @eBay? List us as a "favorite" & donate thru @ebaygiving at checkout-a little bit will go along way! #Gratitude RT  
Bright Pink @BeBrightPink 1h  
Giuliana talks about how being diagnosed w #breastcancer didn't change her [usmagazine.com/celebrity-news...](http://usmagazine.com/celebrity-news...) Such a good reminder! G is an inspiration!  
Bright Pink @BeBrightPink 18h  
Thanks ladies for making our day bright! RT @blakesmum +1 RT



# Social media

Create a Facebook event for a specific fundraiser with a limited timeframe. Invite all your friends to donate directly to you. Link the event to your nonprofit detail page on eBay where people can also browse all listings benefitting you!

**facebook** Search Lonnie Shekhtman Home

**Save A Child's Heart** • Take Action! Like Create a Page

Non-Profit Organization

**GIVE YOUR HEART OUT: VALENTINE'S DAY 2012**

**Invite Friends**

**Campaign target:** \$80,000  
**Already raised:** \$80,000

0 days left to raise \$0

Donate with PayPal or Credit Card

**THANK YOU FROM THE HEART**

Largest Donations	Highest Impact
eBay Giving Works United States	\$30,000
Walworth Barbour American International School Israel	\$4,396
SACH Valentine's Fundraiser! New York	\$4,247

**People To Subscribe To See All**

- Brit Morin** (Bohnet) CEO & Founder at Brit 51,114 subscribers Subscribe
- Lauren Indvik** 240,118 subscribers Subscribe
- Meghan Peters** Works at Mashable 1 friend is subscribed. Subscribe
- Jeremy Lin** Point Guard at New York Knicks 5 friends are subscribed. Subscribe
- Pete Cashmore** CEO at Mashable 5 friends are subscribed. Subscribe

**About**  
Help us save the world one heart at a time...

**4,073** like this

**93** talking about this

Likes See All

- iwish Hea...**
- The Sofaer...**
- AVODAH: ...**

This Valentine's Day, Save a Child's Heart, together with supporters from all over the world are raised \$80,000 to help save the lives of 8 children who desperately need heart surgery.

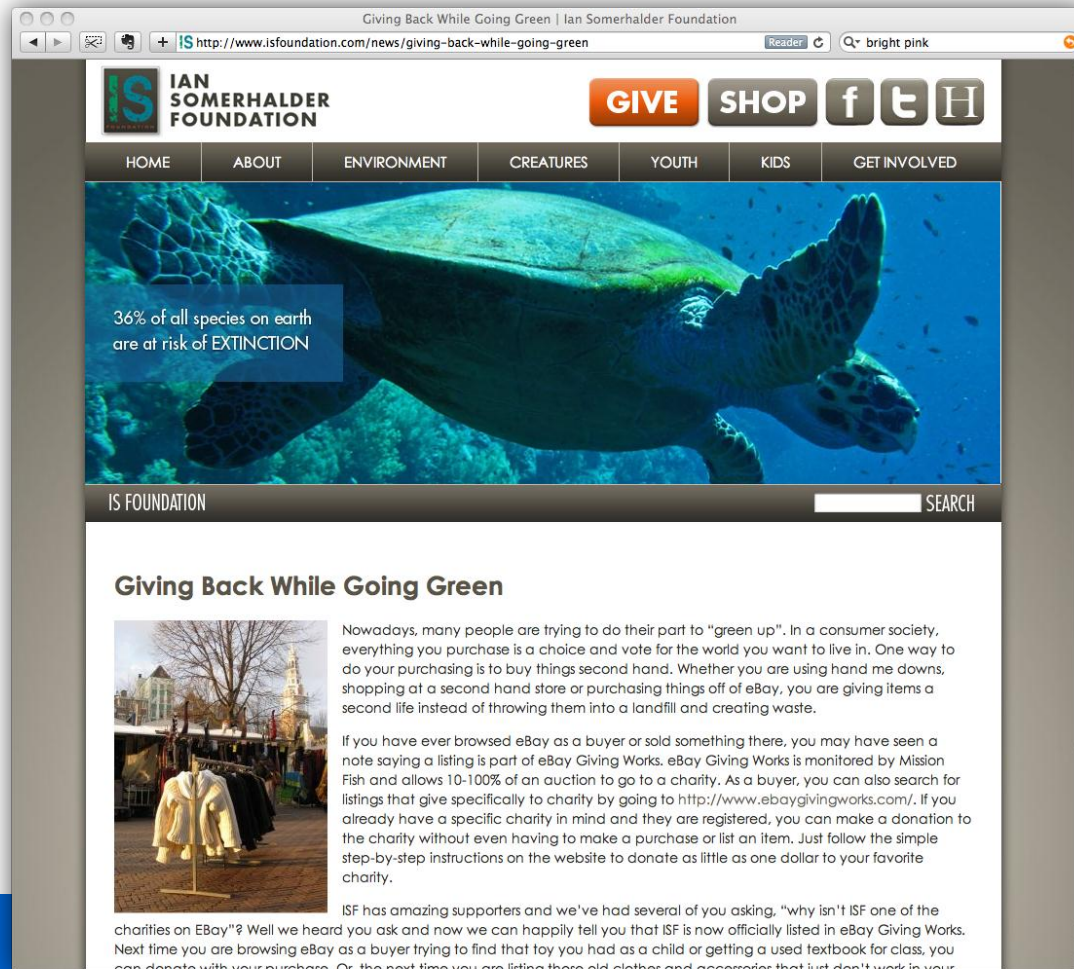
We raised enough money to provide heart surgery for Elham, Seba, Minna, and Yarzin from Palestine, Abreham from Ethiopia, Stephano from Tanzania, and Miriam from Ghana.

All these children have had their surgery and are now on the way to a full recovery.

Thanks to everyone for giving a new meaning to this day of love, by giving your heart out to children in need.

# Your website

Educate your supporters that another way they can support you is by buying items listed on your behalf (link them to your nonprofit detail page) and selling on your behalf (instruct them to select your org as the beneficiary when prompted in eBay's 'Sell Your Item' process).



The screenshot shows a web browser window displaying the Ian Somerhalder Foundation website. The browser's address bar shows the URL <http://www.isfoundation.com/news/giving-back-while-going-green>. The website header includes the foundation's logo, navigation links for 'GIVE', 'SHOP', and social media icons for Facebook, Twitter, and YouTube. A main navigation menu lists 'HOME', 'ABOUT', 'ENVIRONMENT', 'CREATURES', 'YOUTH', 'KIDS', and 'GET INVOLVED'. A large banner image of a sea turtle is featured with the text: '36% of all species on earth are at risk of EXTINCTION'. Below the banner is a search bar. The main content area features an article titled 'Giving Back While Going Green' with an image of a clothing rack and text explaining the concept of buying second-hand items to support the environment and charity.

IS FOUNDATION

SEARCH

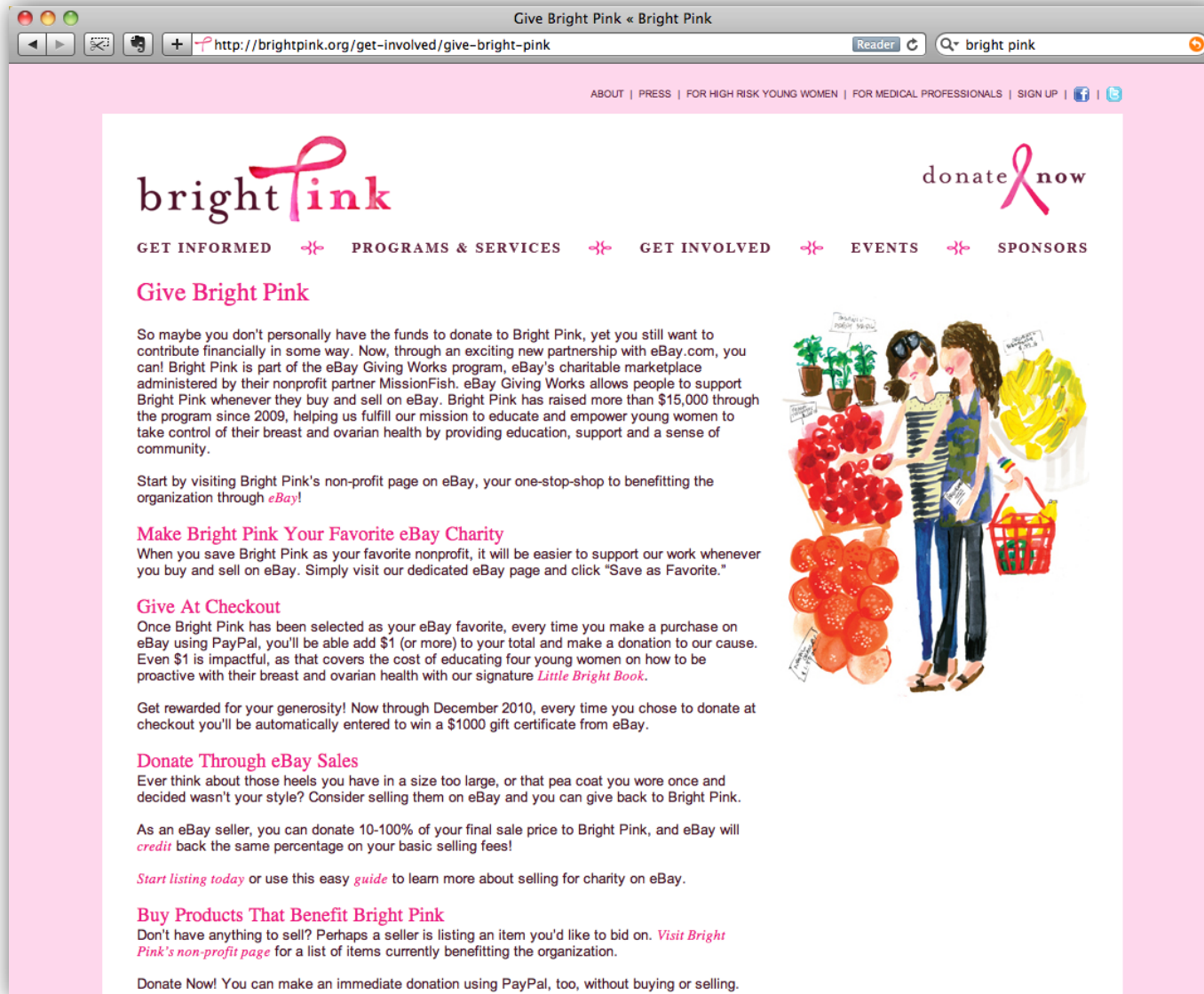
## Giving Back While Going Green

Nowadays, many people are trying to do their part to "green up". In a consumer society, everything you purchase is a choice and vote for the world you want to live in. One way to do your purchasing is to buy things second hand. Whether you are using hand me downs, shopping at a second hand store or purchasing things off of eBay, you are giving items a second life instead of throwing them into a landfill and creating waste.

If you have ever browsed eBay as a buyer or sold something there, you may have seen a note saying a listing is part of eBay Giving Works. eBay Giving Works is monitored by Mission Fish and allows 10-100% of an auction to go to a charity. As a buyer, you can also search for listings that give specifically to charity by going to <http://www.ebaygivingworks.com/>. If you already have a specific charity in mind and they are registered, you can make a donation to the charity without even having to make a purchase or list an item. Just follow the simple step-by-step instructions on the website to donate as little as one dollar to your favorite charity.

ISF has amazing supporters and we've had several of you asking, "why isn't ISF one of the charities on eBay"? Well we heard you ask and now we can happily tell you that ISF is now officially listed in eBay Giving Works. Next time you are browsing eBay as a buyer trying to find that toy you had as a child or getting a used textbook for class, you can donate with your purchase. Or, the next time you are listing those old clothes and accessories that just don't work in your

# Your website




Give Bright Pink « Bright Pink

http://brightpink.org/get-involved/give-bright-pink

Reader bright pink

ABOUT | PRESS | FOR HIGH RISK YOUNG WOMEN | FOR MEDICAL PROFESSIONALS | SIGN UP | [f](#) | [t](#)

**bright pink** donate  now

GET INFORMED → PROGRAMS & SERVICES → GET INVOLVED → EVENTS → SPONSORS

## Give Bright Pink

So maybe you don't personally have the funds to donate to Bright Pink, yet you still want to contribute financially in some way. Now, through an exciting new partnership with eBay.com, you can! Bright Pink is part of the eBay Giving Works program, eBay's charitable marketplace administered by their nonprofit partner MissionFish. eBay Giving Works allows people to support Bright Pink whenever they buy and sell on eBay. Bright Pink has raised more than \$15,000 through the program since 2009, helping us fulfill our mission to educate and empower young women to take control of their breast and ovarian health by providing education, support and a sense of community.

Start by visiting Bright Pink's non-profit page on eBay, your one-stop-shop to benefitting the organization through [eBay!](#)

### Make Bright Pink Your Favorite eBay Charity

When you save Bright Pink as your favorite nonprofit, it will be easier to support our work whenever you buy and sell on eBay. Simply visit our dedicated eBay page and click "Save as Favorite."

### Give At Checkout

Once Bright Pink has been selected as your eBay favorite, every time you make a purchase on eBay using PayPal, you'll be able add \$1 (or more) to your total and make a donation to our cause. Even \$1 is impactful, as that covers the cost of educating four young women on how to be proactive with their breast and ovarian health with our signature [Little Bright Book](#).

Get rewarded for your generosity! Now through December 2010, every time you chose to donate at checkout you'll be automatically entered to win a \$1000 gift certificate from eBay.

### Donate Through eBay Sales

Ever think about those heels you have in a size too large, or that pea coat you wore once and decided wasn't your style? Consider selling them on eBay and you can give back to Bright Pink.


As an eBay seller, you can donate 10-100% of your final sale price to Bright Pink, and eBay will [credit](#) back the same percentage on your basic selling fees!

[Start listing today](#) or use this easy [guide](#) to learn more about selling for charity on eBay.

### Buy Products That Benefit Bright Pink

Don't have anything to sell? Perhaps a seller is listing an item you'd like to bid on. [Visit Bright Pink's non-profit page](#) for a list of items currently benefitting the organization.

Donate Now! You can make an immediate donation using PayPal, too, without buying or selling.





# Your newsletter

Educate your supporters that another way they can support you is by buying items listed on your behalf (link them to your nonprofit detail page) and selling on your behalf on eBay (instruct them to select your org as the beneficiary when prompted in eBay's 'Sell Your Item' process).

engaging series of myth-BUSTing videos to "clean up" misconceptions about breast health. Stay tuned for more info [brightpink.org/sponsors](http://brightpink.org/sponsors).



## eBay

As part of eBay's Giving Works program, Bright Pink will auction off the chance for one lucky winner to celebrate New Year's Eve in New York City with a shopping spree and tickets to Dick Clark's Rockin' New Years Eve with Ryan Seacrest, compliments of Aerie by American Eagle Outfitters. Learn more or place your bid at [ebay.com/bebrightpink](http://ebay.com/bebrightpink).



## ZoN Fitness

A comprehensive fitness program encouraging young women to be proactive with their health. Products include; balance balls, yoga mats, pilates bands, resistance tubes and more. Items can be found at a variety of retailers nationwide and online. A portion of sales from all products in the ZoN Pink line benefit Bright Pink.



## Ready2Fish

Ready2Fish "Bright Pink" is an all-inclusive fishing combo kit with everything you need to start fishing: a rod and reel combo, a complete tackle assortment and an illustrated how-to-fish guide. A portion of sales benefit Bright Pink and products are available at retailers nationwide and online.



# Your blog

Educate your supporters that another way they can support you is by buying items listed on your behalf or promote specific fundraising/auction events.

- OK, and how many of you have auctioned yourself off on eBay?!



As part of her organization's Valentine's Weekend celebration and adopt-a-thon, the San Francisco SPCA's Laura Gretch has put herself up for bid, with proceeds benefiting SFSPCA. The winner of the auction will get to choose the artwork for Laura's next tattoo. At the time of this writing, bidding was up to 172.50—wowsa! For your innovation, your marketing genius and your willingness to do anything to save animals (and with a joyful smile, no less!), I bow down to you, lady! Please update us when you can!

A screenshot of the ASPCA Professional blog. The header includes the ASPCA logo and the text "Professional Connecting professionals with animal welfare". Navigation tabs for "About Us", "News", "Blog", and "\$100K Challenge" are visible. A "Connect with Us" section features Facebook and Twitter icons. The main content area has a large heading "SHELTERS The ASPCApro Blog" and a featured article titled "Take Five Friday: Free Dogs, Free Massages and Shelter Staff Auctioned Off on eBay". The article includes a date of February 10th, 2012, a byline for Pune Dracker, and a share count of 10. A banner at the bottom reads "ADOPTING WILL SAVE YOU TIME &amp; MONEY" with sub-headers "FREE SAMPLE", "YOUR KHS ADOPTED DOG", and "A 'FREE' OR PURCHASED DOG WILL COST YOU".

# Your printed collateral or marketing materials

Educate your supporters that another way they can support you is by buying items listed on your behalf or promote specific fundraising/auction events.



# Thank you