

# High Profile Charity Campaigns





Does your charity have relationships with a well-known celebrity or brand? Do you have access to one-of-a-kind items or experiences? Selling this unique inventory as part of a high profile charity campaign on eBay is a great way to raise awareness and funds for your organisation. Keep reading to learn about best practices and next steps for your campaign!

# Planning Your Campaign



## Plan Ahead

Begin planning 6-8 weeks in advance of your desired launch date.



## Follow The “Good, Better, Best” model for your auction items

**Good:** Sold-out concert tickets, courtside seats at a game, autographed memorabilia

**Better:** VIP access at an event, exclusive inventory from well-known brands

**Best:** Once-in-a-lifetime experiences, one-of-a-kind items, collectible vehicles



## Develop a Promotional Plan

Make sure your donor base is aware of the campaign by promoting it on your website and social channels.

Ensure that any celebrity or brand partners are aware of the campaign and will promote it on their channels as well. This support is proven to help raise more funds from your auctions.



## Contact eBay for Charity

Contact eBay for Charity 6-8 weeks in advance of your auction to address any questions and take advantage of available promotional support through eBay. Contact the eBay for Charity team directly at [ukcharity@ebay.com](mailto:ukcharity@ebay.com).

# Creating Your Listings



## Quality Photography

High-quality images of any physical items including detail shots. High resolution images preferred.



## Detailed Descriptions of Each Item

More information is always better to preempt bidder questions. We recommend using bullet points to describe the details of your item or experience at the top of the description to make it easier for bidders to understand.



## For Experiences

Include something tangible to send to the winner, such as a physical certificate containing contact information. This will ensure there is a trackable package associated with the eBay transaction.



## For Physical Items

For items that hold significant value or have autographs, provide a Certificate of Authenticity that verifies the authenticity of the item. This typically increases the value of the item and reassures bidders.

# Managing Your Campaign



## Provide Customer Service

- Plan to take care of bidders in a timely and professional manner.
- Answer any and all questions that come through.
- Pack items very carefully. Be especially mindful if they're fragile or extremely valuable.
- Ship items quickly after receiving payment.
- Follow tracking so that you know when an item has been delivered.
- Leave feedback for bidders, as that will prompt them to likely leave feedback for you.



## Consider a Professional

Consider engaging a professional auction management agency to manage the entire campaign for you. Auction management services can assist with everything from photography, to building out branded listing pages, to prequalifying bidders for high-ticket items. eBay for Charity works directly with Auction for a Cause, which you should feel free to contact directly through the website below.

[Auction for a Cause](#)

Thank you!

