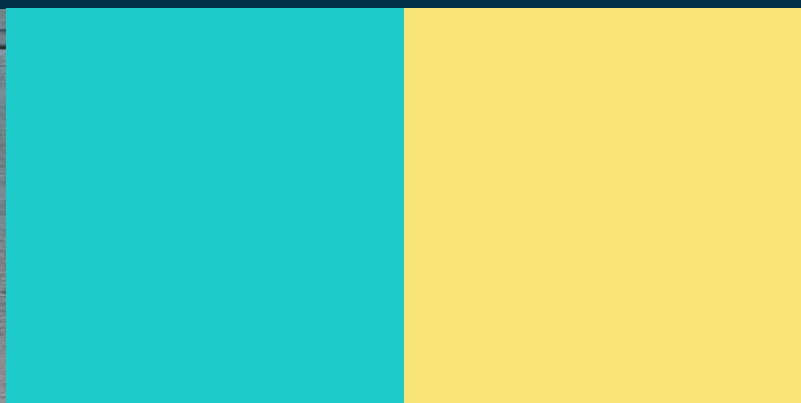
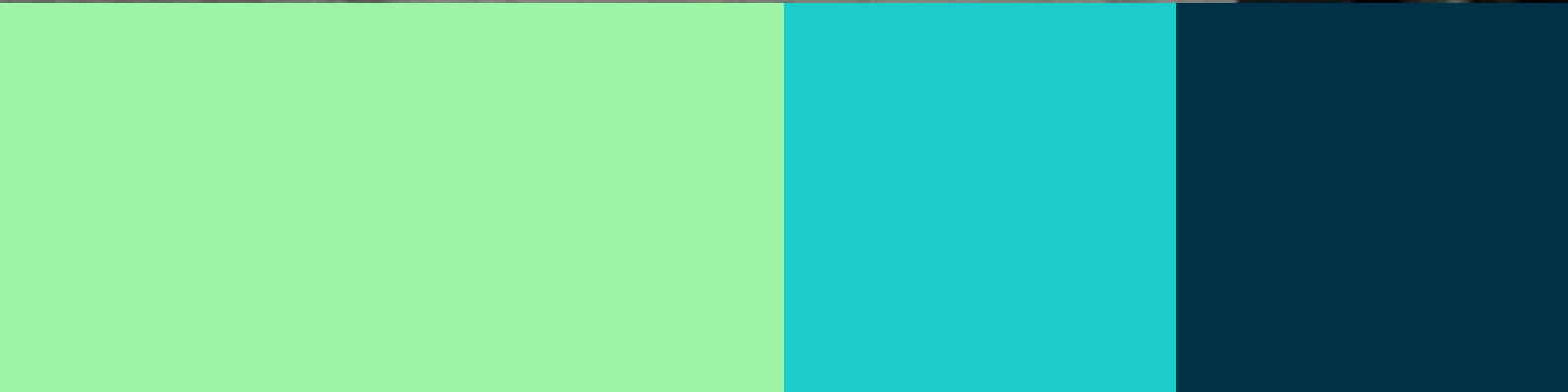


# The Good Guide



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# Glossary

Welcome to **THE GOOD GUIDE**.

*We want to help you make the most of eBay and raise as much money as possible. So, before we get started, here are a few terms you will come across on your eBay for Charity journey and what they all mean. Don't worry, we promise this guide will be jargon free.*

## **Auction:**

This is where you list an item for a set amount of time, with potential buyers able to place a bid to purchase. At the end of the auction, the buyer with the highest bid wins that item.

## **Buy It Now:**

This is where you set a fixed price on your listing so your supporters can purchase your item immediately.

## **Community Selling:**

This is when a seller on eBay.co.uk chooses to donate a percentage of their sale (between 10% and 100%) to a charity of their choosing.

## **Direct Selling:**

This is when a charity sells directly on behalf of their organisation. Charities can also set up trusted individuals as Direct Sellers to sell on their behalf, with 100% of funds from their sales going directly to the charity account registered.

## **Final Value Fees:**

When your item sells, your final value fees will be discounted by the same percentage that you donated. Please note that you will be charged a third party processing fee by our payments processing partner PayPal.

## **Give at Checkout:**

This is our way of helping buyers on eBay.co.uk donate any time they shop using PayPal. Each week there is a new featured charity, chosen by eBay, which appears as the default charity when people 'checkout'. However, buyers can choose to donate to any charity registered with us at checkout, so it's a great thing to shout about to your supporters. All they need to do is 'favourite' your charity on their account and you will show up when checking out.

## **High Profile Auction:**

UK charities, organisations or individuals can use eBay to auction off memorabilia or experiences. This is a great way to use eBay if your charity has access to items donated by celebrities or 'money can't buy' style experiences that will raise a lot of media interest and money.

**Insertion Fees:**

As a charity you'll pay standard Insertion Fees for eBay for Charity listings. This is simply for your listing to show up on site. However, when your item sells, you will receive a discount on your insertion fees equal to the percentage donated.

**Listing:**

To sell an item on eBay, you need to create a listing. This is where you provide information about your item including: a title, photo, description, price, payment method and shipping information.

**Listing Upgrade Fee:**

In addition to standard selling fees, if you are using additional tools to enhance your charity listing, you are charged a Listing Upgrade Fee.

**Managed Payments:**

Managed Payments is a system we use to simplify selling on eBay, along with other things such as reporting, refunds and reconciliation, that will all sit on one platform. All sellers, including charity sellers will need to transition to Managed Payments in 2021. eBay will reach out to sellers in a phased manner to invite you to register and onboard the Managed Payments system.

**PayPal Giving Fund:**

This is a registered 'not-for-profit' platform that connects donors, businesses, and charities, in order to help charities raise new funds. We work directly with PayPal Giving Fund, who facilitate some payments, including Community Selling and Give at Checkout donations.

**Pre-Approved Bidding:**

For certain auction listings, for example a celebrity experience, we recommend charities have a pre-approved bidding tool applied to their listing. This requires bidders to secure your approval via email of their intent to bid and helps to dissuade those without authentic intent.

# eBay for Charity

*eBay for Charity connects charities to supporters across the UK and beyond, helping them raise vital funds to deliver essential campaigns and services for change.*

## Through eBay for Charity:

- 1 Charities can create an eBay Shop and directly sell items to raise money
- 2 Supporters can choose to add a donation to their purchase at checkout to any charity registered with us
- 3 eBay sellers can also choose to donate a percentage of the proceeds of their sales to any charity registered with us

## Why be part of eBay for Charity?

It's free for your charity to register with eBay for Charity. You just need to have a confirmed PayPal charity account and sign up to PayPal Giving Fund. You'll then be automatically enrolled on eBay for Charity and your supporters can donate to you every time they shop on eBay.



**8,000**  
UK charities  
on eBay



**182 million active**  
buyers can be  
reached through  
eBay for Charity,  
giving you a shop  
window to the world



**£183 million** has  
been raised through  
eBay for Charity  
since 2006

# Getting started

## How to sign up to PayPal Giving Fund

To receive donations via the eBay for Charity platform, you need to enrol with PayPal Giving Fund. Any UK charity with a confirmed charity account with PayPal can enrol with PayPal Giving Fund.

### Here are four simple steps to getting set up:

- 1 Your charity needs to have a PayPal business account. [Sign up here](#)
- 2 You then need to confirm that your PayPal account belongs to a charity. We recommend collecting the below information before beginning:

#### Charity Details

- Charity description
- Logo (512kb or less)
- Call to action
- Primary contact information

#### Trustee/s Details

- First and last name
- Date of birth
- Nationality
- Home address

- 3 Log in to your PayPal account, select 'Profile' from the menu at the top of the page, select 'Business Setup', select the 'Account Setup' tab and choose 'Confirm your Charity Status'
- 4 Once your Charity Status has been confirmed, you will receive a confirmation email and will be invited to enrol your charity with PayPal Giving Fund

# How to register your charity

*Once you are signed up to PayPal Giving Fund, you will then be verified to join the eBay for Charity platform. You will need the following in order to complete PayPal's registration and charity confirmation process.*

## Charity's details

- Registered name
- Charity Commission or OSCR number, if you have one registered address
- Phone number
- Email address
- Website URL
- Date charity was established

## Charity's bank account:

- Account number
- Sort code
- Online banking access

## Account holder's details:

- Email address (This will be the primary login.)
- Job title
- Date of birth
- Home address

## A trustee's details:

- First and last name
- Date of birth
- Town and postcode of home address
- Estimate of the average value and approximate monthly volume of transactions you'll process through PayPal

## Company letterhead:

You will need to print off a letter of authorisation on your company letterhead. If you do not have a company letterhead, you will need to include the following information:

- Your charity logo
- Charity name as registered in full
- The charity registration number and company number, if applicable
- Place of registration, registered address and the address of its place of business, if different



## Proof of registration:

This should be your registration letter from HMRC. If you are not a registered charity, you will need to provide evidence that you are a charity, including a copy of your constitution.

## Beneficial owners:

A beneficial owner is a person who owns or controls your charity. If you cannot identify your charity's beneficial owners, you must instead enter the details of those who are the senior managing officials (defined as including the CEO and the directors).

You will need the following information about each beneficial owner:

- Date of birth
- Address
- Nationality
- Proof of identity (driver's licence, governing photo ID or passport) – this file should not exceed 2MB
- Proof of address (credit card statement, utility bill, bank account statement or tax-issued document such as a tax bill)

## Board of directors:

Your board of directors will be the names of all your trustees or committee members.

You will need the following information about each person on the board of directors:

- Date of birth
- Address
- Nationality

## Top Tips:

- You must be registered with The Charity Commission
- Before you sign up to PayPal Giving Fund, make sure your charity has a PayPal business account
- Registering on eBay requires a lot of information about your charity and the people that work there, so make sure you have gone through the checklist we've provided before you set off
- Once approved by PayPal Giving Fund, you will automatically be enrolled on eBay for Charity within 48 hours



# Making the most of eBay for Charity

*This section will walk you through the benefits of Give at Checkout, how to encourage your supporters to sell for you on eBay and simple steps to running a charity auction.*

## **How to benefit from Give at Checkout:**

Your supporters can choose to donate to your charity every time they shop on eBay. All they need to do is add a donation when they 'checkout'. However, currently, it is only applicable for supporters who use PayPal on their Android phone or desktop.

Your charity will receive the customer donations at the end of each month, with one single payment into your charity's PayPal account.

## **How Give at Checkout works:**

Each week, we nominate a charity to appear at Give at Checkout but you can ensure you appear each time your supporter shops on eBay by asking them to 'favourite' your charity on their eBay account. Make sure you shout about this to your community of supporters – either on social media or through regular newsletters and updates.

If you would like to have the opportunity for your organisation to be featured as the Charity of the Week, please get in touch via [this form](#).

## **Community Selling:**

Anyone can help fundraise for your charity on eBay, all they need is an eBay account and a passion for your cause! One of the best ways is through Community Selling.

Community Selling is an opportunity for your supporters to sell to benefit your charity. They can simply select a percentage they wish to donate to you from the final sale price of their listed items, from 10%-100% and the equivalent amount in fees will be waived. Please note that when the item sells, a third party payment processing fee will be charged by our partner, PayPal.

## Galvanising support:

Just as you would shout about an awareness day or campaign you are working on, it's a great idea to raise awareness of the fact you are on eBay for Charity and that supporters can help raise vital funds for you either via the Give at Checkout function, as a Community Seller or supporting your eBay charity Shop. Why not shout about it in regular newsletters or on social media, sharing the tips below.

## Drumming up support on social media platforms:

If your charity or organisation has social media channels set up, then you already have a ready-made audience keen to hear more about the great stuff you are up to. Don't be afraid to reach out via regular social posts to; encourage your community to sell on eBay and donate the proceeds to your charity, promote your auctions, raise awareness of your eBay Shop and let supporters know you are on Give at Checkout.

If you need any inspiration when it comes to social media posts that can help spring your supporter network into action, [click here](#) to see some example posts we have created to help you on your way.

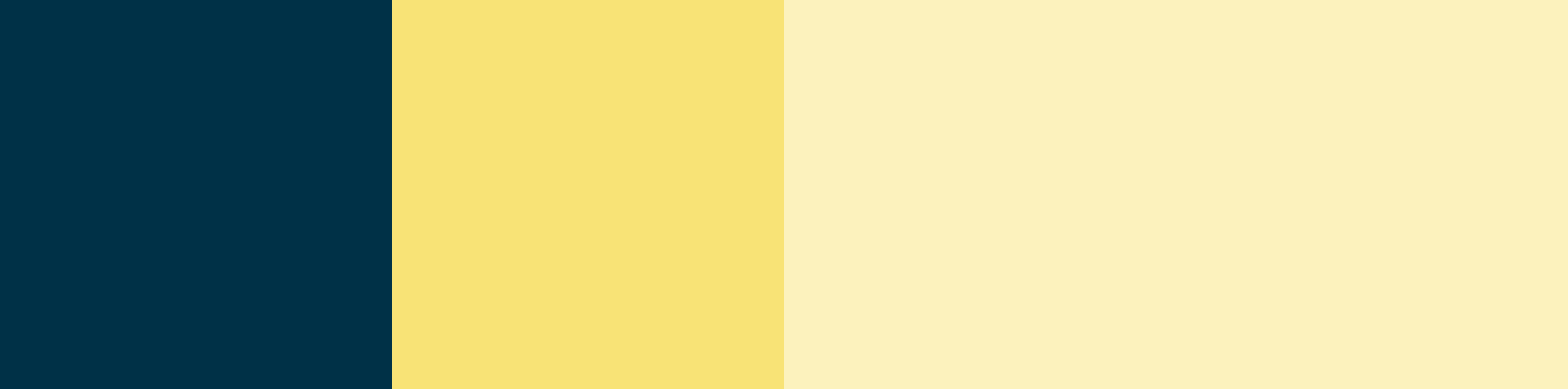
### Community Seller for the RSPCA, Charlie shares his Top Tips:



- Don't worry if your item's not a 'showstopper' – I've found that something small you no longer want or need is often what someone else is looking for
- Remember to favourite your preferred charity, so it's easy to donate to when listing
- Adjust the percentage you donate to your chosen charity, depending on the value of the item – the higher the better of course
- Always use eBay after a big clear out. Your preloved items can then raise money for a charity you love



[Discover how the RSPCA have built a community to raise funds on eBay](#) 



## High Profile Auctions:

High Profile Auctions are, put simply, auctions that are likely to get a lot of attention due to celebrity involvement or exclusive / high value items. They can be a great way of utilising the support of any celebrity ambassadors you may have, whilst raising awareness of your organisation around key moments.

Setting up a celebrity auction is easy enough to do if you follow the steps below. However, please let the team at [ukcharity@eBay.com](mailto:ukcharity@eBay.com) know when you plan to run one, ideally a few months in advance, so we can lend support on our social channels and if necessary put in place any additional support we think might be needed. This would apply to auctions with high profile celebrity items or experiences that may garner a lot of fan excitement and traffic, and potentially trigger our algorithms into thinking something is fishy and shutting the whole thing down. Nobody wants that!

## What works well:

When it comes to High Profile Auctions, we know that memorabilia from a memorable or specific cult moment for fans works really well – whether it’s a guitar from a Glastonbury set, or the ball from an iconic football match. Celebrity meet and greets can also work very well, and see a lot of bidding, but remember to prepare some T&Cs.

## What doesn’t work well:

General fashion does not tend to do as well with High Profile Auctions. For example, the iconic Union Jack dress that Ginger Spice wore to the Brits would do incredibly well, but just a dress that Geri owns? Perhaps, but not so much.

### High Profile Auction checklist:

Below is a checklist of what you need in place before you get started:

- 1 Make sure you have an eBay account and that it is connected to your charity bank or PayPal account
- 2 Let us know you are running an auction (ideally 2 months in advance) and what you will be auctioning; we can advise what, if any protections, are required
- 3 List your unique items or experiences following the guidance in the [‘Getting Started’](#) section
- 4 Include high quality photos – if it’s a piece of memorabilia, try to get an image of the celebrity with the item
- 5 Include full terms and conditions – for example, any specific dates that the winner must be available if it is a meet and greet or experience
- 6 Include a comprehensive description of each item, following the guidance in the [‘Getting Started’](#) section
- 7 Double check you have let the eBay for Charity team know you are running an auction

## **Auction timing and duration:**

eBay auctions can last for 1, 3, 5, 7 or 10 days. You choose what works best for you and your charity. However, in general we recommend running auctions for a 10-day period, starting on a Thursday evening and ending on a Sunday evening.

## **Schedule your listing in advance:**

If you like to plan in advance, you can schedule your listings up to three weeks before you would like them to go live on eBay. This is a great option when things are busy as it's one less thing to think about.

## **Pre-Approved Bidding:**

Pre-Approved Bidding is an additional feature that can be added to your auction on request and means interested fans or supporters need to request permission from you, or the email associated with the eBay account, before being able to bid. This helps to minimise the risk of fans getting overexcited in the moment and bidding, but who may later decide not to follow through with payment.

## **We suggest only using this when your auction includes:**

- Experiences with celebrities
- Items from a 'marmite' celebrity or individual
- The target audience may pose a higher risk of not honouring the bid placed (e.g. young fans of popular musical acts)

## **[How to add Pre-Approved Bidding and managing your Pre-Approved Listing](#)**



## **How to promote your High Profile Auction:**

To help set you up for selling success with your High Profile Auction, you need to reach as wide an audience as possible. If you have a communications team in place, then you may want to skip this section, however if you don't have PR support in your organisation, we have created a template press release you can use to help get your message out to the media.



### Top Tips:



- Give at Checkout is a great way to catch the eye of buyers at checkout and receive more donations. So remember to tell your supporters if you are featured or ask them to 'favourite' your charity
- Use social media to galvanise your supporters and shout about what you are doing on eBay for Charity. You can tag us on Twitter- @eBay4CharityUK and facebook- @eBayforCharityUK
- Organising a High Profile Auction can seem like a lot of work, so start early and make sure you let the eBay for Charity team know you are running one
- [Take a look](#) at our Media and Marketing materials designed to help you communicate your charity's campaigns to your supporters and the media.

# Direct Selling and opening a Shop

## Setting up as a Direct Seller

To start Direct Selling, a member of your team needs to be authorised to sell on your charity's behalf.

### To get set up and ready to sell, follow these simple steps:

- 1 Go to [www.donation.eBay.co.uk/charity-admin](http://www.donation.eBay.co.uk/charity-admin)
- 2 Click 'Connect with PayPal' which requires you to log in using your PayPal details
- 3 Upon successful login, click on 'Add a Direct Seller'
- 4 You will then enter your account's username twice. Finally, click 'Add a Direct Seller' and now you're all set to get selling!

## Opening an eBay Shop:

If you are selling on behalf of a charity, you may want to open an eBay Shop where you can display all the items that you have to sell rather than creating individual listings. Another benefit is if one of your supporters decides to sell something with a percentage of the proceeds going to your charity, this will also appear in your eBay Shop.

This section will give you all the information you need when it comes to opening an eBay Shop, and how to keep on top of Shop fees.

## How to set up your Shop:

With an eBay Shop, you'll have your own shop front on site, with a subscription level based on the tools and features you want – Basic, Featured or Anchor.

When you've chosen your package, here's how to open your Shop:

- Go to 'Choose a Shop' subscription in 'My eBay'
- Choose 'Select and review' underneath your chosen Shop package
- Enter your Shop name
- Select 'Accept fees and subscribe'

For more information, check out the Shops page in the [Seller Centre](#).



## Sandra Portas, Head of Commercial Services at Break, gives her Top Tips on how to take your physical charity shop online:



- Start by looking at what works for others when implementing your change from physical to digital shop, but then be prepared to review, change and adapt as time goes by
- Work out the most efficient back room processes that fit with your physical set-up. There isn't a one-size fits all approach, so it's worth taking time to get it right
- Plan in advance for what you want to sell, how you will source these items, how you will dispatch them and plan for the staff that you will need to make it happen. But remember that things always take longer than you think!



## Transaction fees explained

If you are set up correctly and tick the '100% for Charity' box when you list. Then:

- 1 You will not pay any Final Value Fees when your item sells (fee is charged, then credited)
- 2 You will not pay any listing fees if it is the first time you have listed an item (fee is charged, then credited)
- 3 If an item doesn't sell and is relisted - you will pay listing fees for that unless you have a Shop subscription that gives you free listings. If you go over these free listings you will pay a listing fee
- 4 Remember that premium listing fees - like Promoted Listings, subtitles etc will be charged

As a charity, your PayPal fees are reduced to 1.4% + £0.20p (UK). There are some exceptions for foreign currency transactions. If you choose to promote or upgrade a listing, you could be charged a fee.

## Here are some examples of where this will apply:

- Adding a Buy It Now option to an auction listing
- Adding a Reserve Price to an auction listing
- Listing across two different categories
- Using the Gallery Plus tool to improve your photos
- Creating a listing outside of the normal 7-day auction
- Scheduling your listings

## Insertion Fees:

An item can be listed once and relisted once with no Insertion Fee charged. But if you choose to relist it a second time then you will be charged an Insertion Fee, and for every time it is relisted thereafter.

## Final Value Fees:

As 100% of your sales are going to charity, the Final Value Fees will be repaid to your PayPal account immediately.

Please see a breakdown of Upgrade Fees:

Upgrade	Description	Upgrade Fee per listing
Reserve Price	This is where you can set a Reserve Price (minimum £50) and your item won't be sold if bids don't reach that amount. This option gives you the peace of mind that your item won't be sold for less than you're willing to sell it for	4% of the Reserve Price (max. £150 per item), whether or not the item sells
Buy It Now Price	You can give potential buyers the option to purchase an item before an auction ends, for a set price. A Buy It Now Price gives you the option of a quick sale for the right money	50p
Subtitle	You can make your listing stand out from the crowd with a Subtitle; a line of additional text that appears beneath your listing title in the search results, to help attract buyers	£2
Gallery Plus	Catch a buyer's eye with larger pictures of your item, which will be visible in the search results when buyers move their mouse over your listing's thumbnail picture	£2.50 (Apart from in Clothes, Shoes & Accessories, Home, Furniture & DIY and Pet Supplies where this is free)
Listing in 2 categories	You can pay a small fee to have an item listed in more than one category. Useful if an item is tricky to pigeonhole!	35p
Scheduler	With the Scheduler option you can create your listing now and set it to go live at a future time of your choosing.	Scheduler is free for your first 1,000 listings per month. After that, it's 6p per listing.

[Learn how Families and Babies started their eBay shop as an additional income stream](#)





### Top Tips:

- Experiment with the listing upgrades and try adding a reserve price to more valuable items to give you some piece of mind that they will sell for a good price
- As you grow your eBay selling activity, it is worth opening a Shop which will give your charity a “window to the world” for a monthly fee. It’s a great way of attracting new buyers
- Always remember that Insertion Fees and Final Value Fees will be credited back to you. Please make sure to check your invoice, comparing each fee against each credit before raising an issue



# Keeping up momentum

*Now you're all set up and ready to sell, this section will help you get on your way with listing your items on eBay for Charity.*

## **How to best use item listings and descriptions:**

It's important to list the item you're selling in the correct category and accurately choose your keywords so that buyers searching for what you are selling can find it easily.

When listing an item, type in a basic description of what it is into the 'Tell us what you're selling' box and eBay will then suggest a category for you. Here are some key things to keep in mind when listing:

- Aim to use all 80 characters available for the item's title
- Your first 3-5 words are the most important, so use them wisely
- Avoid putting words about price or service in your title e.g. "cheap" or "fast delivery"
- Look at other listings on eBay similar to your item that are high up on search pages and get ideas from their titles

## **When drafting your item's description, make sure you're following the steps below:**

- Include a one sentence summary of what you are selling and think about the key points you want to convey in that very first sentence. It's the most important!
- Include details about your service. For example, your returns policy, or expected delivery time for the item
- Include as much detail as possible about the item's condition, especially if it has been used. Honesty is always the best policy

## Richard Pattison, Online Operations Manager at Cancer Research UK, shares his Top Tips on how to scale your operations:



- Map out each stage of the journey an item needs to go on, to be listed on eBay, for example; Processing > Photography > Listing > Dispatch > Customer Service
- Resource your operation to 'How' you plan to complete the processes required to list an item
- To achieve consistent growth, you must ensure you maintain the balance between space, logistics and headcount. Increased costs or lost sales could be the outcome of poor planning in this area



### Using photos:

Photos are key in attracting a buyer's attention, especially in a world where most buyers use their mobile phones to shop. Here are some suggestions on how to make the most of your photography, and remember, you can never have too many photos:

- Set up an area with a white background where you can take your photos easily without clutter; light boxes can be useful to get a clear shot. The eBay mobile app has a useful tool to remove backgrounds from images too
- Make sure you get a pack shot of each item, against a plain white background – this is an image of the item on its own, not in use
- Make sure you also get a lifestyle shot to show the item in use which can also give an idea of scale – clothes modelled on a mannequin or a person, for example
- Try to capture as many angles as you can; the front, rear, side, top, bottom, edges, seams, fasteners, instruction booklets, back of the box – the more images you show, the more confident potential buyers will be about making a purchase

## Buy It Now and auction functions:

Once you've listed your item, you need to consider whether to apply an auction or Buy It Now to your listing.

### Buy It Now

When applying Buy It Now, remember that you can always enable offers so that buyers can make an offer which you can choose to accept or counter. Enabling offers is optional as managing this tool may be too time intensive for your team. Here are some important things to bear in mind when calculating what price to set your item at:

- Use eBay and other shopping websites to search for your item or a similar item and work out what price it usually sells for
- If you're searching on eBay, you can click the 'Completed Items' box, to see how much similar items have sold for in the past
- From the Seller Hub, you can click the 'Research' tab and type in keywords of items you want to see sales data for. There is more information on the Seller Hub in the ['Direct selling and opening a shop'](#) section

### Auctions

Auctions are a great option when:

- You have to clear stock quickly
- You have absolutely no idea what the item is worth or how to price the item
- You're confident this is an exceptional item (such as unique sporting memorabilia or items donated from a celebrity) that will attract multiple bidders

It's a good idea to promote your auction on social media to drive interest from your supporters. You should then start the auction at the lowest price you'll be happy selling the item for (and always remember to factor in postage costs!)



## Top Tips:

- Your item's description is crucial in optimising your chance of a good sale, so it pays to spend time on this
- Good photos are important, and it may be worth investing in a white backdrop or a light box to make your photos stand out
- Don't be afraid of using auctions instead of Buy It Now, they can be really effective when you have some exceptional items to sell



# How to grow your eBay Shop

*So, you're all set up and selling successfully on eBay for Charity? This section provides all the information and tools you need to help expand your Shop further.*

## You will find information on:

- 1 How to provide a good service for your customers and encourage repeat visits and sales
- 2 Additional support you can use to boost sales

[Read how British Heart Foundation grew a multimillion pound Shop on eBay](#) 

“Launching British Heart Foundation’s eBay store in 2006 was a vital decision for us, and one that has resulted in millions of pounds being raised to support our life-saving research. Our eBay Shop has helped us reach new audiences and get the very best price for items donated to us, whether that’s a limited edition record or a collectable antique. We’ve grown to become the largest online charity reseller in Europe - something we could only have dreamed of when we initially started listing a handful of items”

**Andy Ostcliffe,**  
Online Operations Manager at  
British Heart Foundation





## Customer service and standards:

Every seller on eBay must ensure they are maintaining a good quality service for their buyers. If a good standard is not maintained eBay could temporarily or permanently suspend a seller's account.

Below are some tips for keeping your standards high on eBay. Customer service is so important, but we know these things can unintentionally slip within small teams so here is some advice on how to prevent this from happening:

- Extend your dispatch time to make sure that your items are being delivered on time, all of the time
- It's important not to list things you aren't 100% sure you have in stock and have ready to dispatch
- If a buyer complains that an item is not as expected, you should take more care with your photos and add as much detail as possible into your descriptions
- If a buyer opens a case against you, you should respond very quickly. Even if you don't have an answer to their query there and then, you should acknowledge that you have received it and are working on it
- Counterfeit is something that eBay takes very seriously and so we recommend that if you receive a 'designer item' and are not sure whether or not it is genuine, do some research online, get a second opinion and think before you list

## Additional support to manage and boost sales:

[The Seller Hub](#) is the dedicated dashboard for business sellers and is useful if you are selling on site as a charity. It lays out all the information you need to run an eBay account that sells multiple items a day, and is a great tool to use when you start selling a high volume of items and you need help keeping on top of it all.

The Seller Hub also allows you to see what orders you have and what their status is, as well as alerting you to messages from buyers and keeping you on top of your standards and sales data. It's definitely worth your while spending some time on this area of the site, and becoming familiar with it as it will help manage your sales as things get busier.

## Promoted Listings:

Promoted Listings are a useful way to ensure your items are more visible on site and can lead to increased visibility and hopefully, sales. However, you will get charged a fee for this, but only when your item sells. Promoted Listings are currently only available for fixed price listings. You are unable to use this tool on auctions or auction 'Buy It Now' listings .

How to add Promoted Listings:

- You can add Promoted Listings when you list an item, there are no upfront costs
- You can also add or amend Promoted Listings in the 'Listing' tab of The Seller Hub

[Find out about Promoted Listing Fees](#) 

## Returns:

As a business, you have to accept returns and we recommend that your return policy is 30 days. If your item is not as described, you pay postage for the return but if the buyer has merely changed their mind, they should pay postage.

## Postage:

It's a good idea to calculate what your postage charges are going to be, and then add them to the selling price of your item, offering free postage.

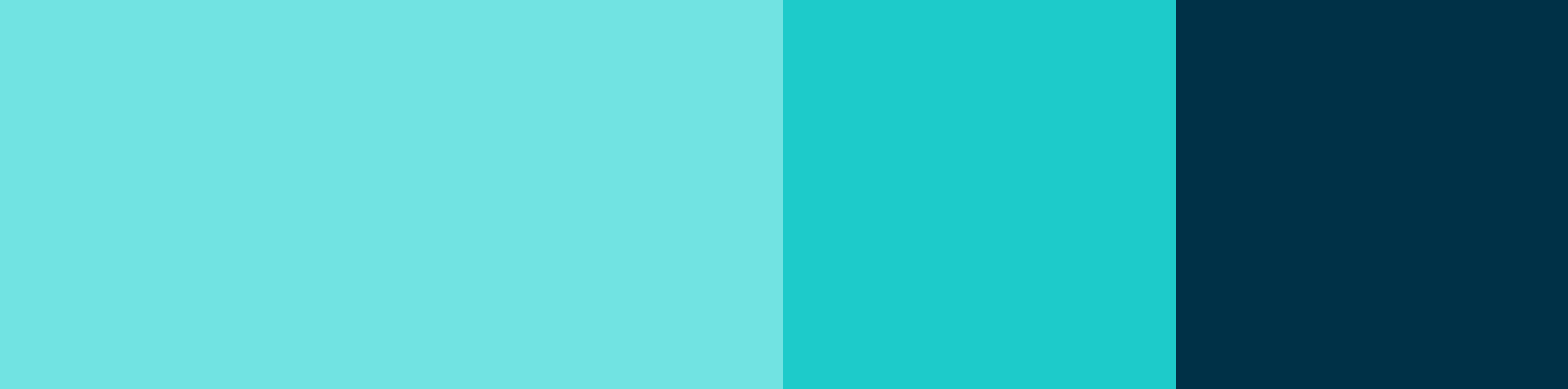
Some helpful pointers:

- Any item worth more than £20 should be sent using a tracked service
- Postage scales can be useful and will save time

## Top Tips:

- The Seller Hub will be your eBay for Charity best friend – try to check it once a day
- As with all retail, good customer service is the key to success. Don't keep your buyers waiting for a response and make sure your dispatch process is swift and precise
- Counterfeit is taken very seriously by eBay so make sure you err on the side of caution





# Still haven't found what you're looking for?

*Have a specific question or query not yet covered in this guide? In this section, we have highlighted some FAQs we may not have gotten to yet.*

## **I've signed up for eBay for Charity, why is my charity not coming up in the search bar on the website?**

The process can take up to two weeks, but once PayPal has validated your charity, you'll receive an email confirmation from them and the following day you'll be automatically enrolled on eBay for Charity.

If you'd like to speak to someone in the meantime, we'd suggest getting in touch with PayPal's customer service team [here](#).

## **Are there any item restrictions for charity listings?**

Yes, there are some limitations on what items and categories can be included in an eBay for Charity listing. The Mature Audiences category can't be used and raffle or lottery tickets are prohibited. For a complete list, please go to '[Rules about Prohibited and Restricted Items](#)'.

If a supporter is selling on behalf of your charity, then you have the right to ask that they remove an item if it falls into any of the above categories.

## **Why have we been charged Insertion Fees, I thought as a charity we didn't get charged any fees?**

You will have to pay standard Insertion and Final Value Fees for eBay listings. However, when your item sells, you'll receive a fee credit for these charges.

It's also worth noting that Insertion Fees are credited back up to 30 days from when the item sells, so there may be a small delay. If your item is relisted more than twice, the Insertion Fees will unfortunately not be credited back.



## Managed Payments

### What is Managed Payments?

Managed Payments is our new system to simplify buying and selling on eBay. It will allow you to sell and get paid for your listings all in one place, along with other things such as more payment options, customised reports, refunds and reconciliation. It will all sit on one platform and hopefully make things easier for everyone! You can find more information [here](#) on Managed Payments.

### When will I need to move to Managed Payments?

The system is being rolled out slowly to sellers on eBay. We will begin engaging with charities in the coming months and our team will support you with the transition making it as easy and simple as possible. From mid next year, all our sellers will be migrated across to Managed Payments.

### How will we receive our payments from our Community Sellers?

This process is currently not changing, donations from your Community Sellers will continue to be processed by PayPal Giving Fund. Once a month, PayPal Giving Fund will collect your donations made from the generosity of eBay sellers, and your charity will receive this payment into your PayPal account.

### What will happen to my active listings when moving over to Managed Payments?

Don't worry, all of your current listings and buyer feedback will stay as they are on your eBay account. Any listings without activity (e.g. any bids) will automatically be updated to Managed Payments.

We hope this guide has been useful in getting you started, or improving your fundraising activity, on eBay for Charity. If you do have any further questions please contact us at [ukcharity@eBay.com](mailto:ukcharity@eBay.com), we'd love to hear from you.

# That's it!

*Hopefully you now have everything you need to get your charity up and running on eBay for Charity, though don't hesitate to get in touch if you need any more support.*

You can find us at: [ukcharity@ebay.com](mailto:ukcharity@ebay.com)



# Appendix

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# Case Study: RSPCA

The RSPCA has been raising funds on eBay since 2006, growing and connecting with their vast online network of sellers along the way. Over the past five years alone, the animal welfare charity has raised near to £200,000 on eBay for Charity through Community Selling and Give at Checkout, providing vital funds alongside their 165 branches across the country. Through eBay for Charity, the RSPCA has built long lasting relationships with their Community Sellers, many of whom are now actively involved in other areas of the business as volunteers, regular donors or even employees! Following the huge success of the charity's Community Seller network, they're looking to also become a Direct Seller in 2021.

**Kim**, Senior Corporate Partnerships Manager at RSPCA, said:

“For any charity embarking on their eBay journey, it's important to remember that it can take a little while to build your network. Be patient and start by focussing on your regular supporters, who will be keen to get involved especially if they are already eBay users. eBay is a well-known and trusted name so it's an easy fundraising tool to communicate and something everyone can get involved in!

We've been thrilled with the support we've had from the eBay team; they're always very responsive and proactive in helping us promote on the platform. We are now listed as a favourite charity for 5,451 eBay users which is fantastic, and we hope to grow even more from here.”

**Charlie**, a Community Seller for RSPCA said:

“What I love about eBay is that it allows me to donate a percentage of anything I sell, to support a charity that I love. I'm a dog trainer and have met lots of wonderful dog owners who found each other through RSPCA so the charity is very close to my heart.

I think eBay is incredibly easy to use and find that there is always a buyer for the item you are selling. Whether it's a big haul after a clear out, or the odd item here and there – it makes me feel good as I'm not contributing further to landfill, and I'm raising funds for an amazing charity too!”





**Ellie Clarke,  
Corporate Partnership  
Manager at RSPCA,  
shares her Top Tips:**

- Choose your moment. Tie Community Selling promotions into something topical. Are there any times of the year when people might be more likely to sell on eBay? Spring cleaning is a great way to encourage your supporters
- Keep it simple. Understand how to sell yourself so you can easily communicate this to your supporters. If something sounds too complicated, it can put people off
- Tell everyone! Your friends and colleagues are your advocates and word of mouth is very powerful. Everyone has a charity that is dear to them, so tell people about it. Even if they don't support your charity, they may go on to tell someone else who does!

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# Checklist: Get Pre-Approved Bidding ready



Here is a checklist of what you need in place before you get started:

- Contact the eBay team ([ukcharity@eBay.com](mailto:ukcharity@eBay.com)) in advance so that we can add the feature to your account, and help to guide you through the following instructions
- Create your listings (note that the feature can only be applied to live listings) and set the minimum price to a healthy figure to minimise the admin
- Make a note of the item number for each listing that requires pre-approval
- Sign into eBay.co.uk and go to 'My eBay' > 'Account' > 'Site preferences' and scroll to 'Buyer requirements' under 'Selling preferences'
- Click 'Show', then 'Edit' beside 'Pre-approve a list of bidder/buyers for a particular listing'
- Click 'Add a new item'
- Enter your listing's eBay item number and a list of eBay user IDs you've pre-approved. Note, that to activate the feature, at least one eBay user ID must be listed. If you haven't pre-approved any bidders yet, simply enter your own eBay user ID
- Regularly monitor requests for pre-approval and respond quickly to interested bidders. Check for messages at least every hour for the first few days and as often as every few minutes on the last day, leading up to the completion of the auction
- Add additional users to your pre-approval lists as soon as you are satisfied that they are genuine. Navigate to 'My eBay' > 'Account' > 'Site preferences'; scroll to 'Buyer requirements' under 'Selling preferences', then click 'Show'. Click 'Edit' next to 'Pre-approve a list of bidders/buyers for a particular listing'. Click 'Edit' next to the listing you wish to update and amend your pre-approved list and then click 'Update changes'
- Notify bidders that they are eligible to start bidding
- Repeat these steps for each of your listings that requires pre-approval

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# Case Study: Families and Babies



Founded in 2010, Families and Babies is just one of the many charities who have successfully used eBay for Charity for vital fundraising, selling new and preloved donated toys and clothing. Founder, Elaine Edwards, shares her story:

In 2004, Elaine was struggling to find support as a new mum, after realising that new mums in her area felt the same, she set up the support group Families and Babies to provide a community for mothers struggling with antepartum and postpartum.

In 2010, she took the decision to convert the non-profit organisation to Charity Status to begin fundraising, and the charity has since blossomed into a national support system for families. To increase revenue for the charity, Families and Babies launched its eBay Shop later that year, selling new and gently used donated toys and clothing.

## **Elaine says:**

“When I started the eBay Shop, the charity’s primary income was through council funding, but I soon realised that this money wouldn’t last forever and turned to eBay to make the charity more self-sufficient. I believe the secret to eBay success is putting in the time and research to see how other eBay sellers are listing.

Since starting our eBay journey in 2010, our sales have grown to £18,000 a year, which has helped Families and Babies set up new support groups for 1,000 families across the UK, hire one paid member of staff and buy a warehouse for our stock. If you’d told me this 10 years ago, I wouldn’t have believed you, but it just goes to show that anything is possible!



### Elaine's Top Tips:

- Make sure you research the items that you are going to list and see how much other sellers are selling the same item for, so you can offer competitive prices
- Don't think "that will never sell" because you will always be surprised by what people buy
- Dedicate just one person to listing on your eBay for Charity store, you don't need a large team of people to get it off the ground, we had one person at the beginning and we've gone from strength to strength



# Case Study: British Heart Foundation



British Heart Foundation has been successfully selling on eBay for Charity for 14 years, raising more than £20million in total. After setting up on eBay in 2006 from two rooms above a shop in Halifax, the British Heart Foundation's e-commerce success has gone from strength to strength.

Through eBay for Charity, the British Heart Foundation has now raised £20.5million in total since opening on eBay and their rapid expansion has seen them expand their team of dedicated listers from 6 to 36 and move into a 21,000 sq ft warehouse in Leeds, introducing automation to support the BHF eBay team keep up with orders. The charity now lists approximately 5,500 items on eBay every week and dispatches anywhere between 3,500 and 4,000 items in the same period.

Their 750 charity shops around the country send their unique and quirky treasures to the eBay operation centre where items are likely to achieve a higher price, as eBay buyers from around the world come in search for more specific items than highstreet amblers.

[Take an inside look at British Heart Foundation's eBay warehouse](#)





**Andy Ostcliffe**, Online Operations Manager at British Heart Foundation says:  
“We’ve come a long way since setting up on eBay and are now the biggest online charity shop outside of the United States.

Once items arrive at the warehouse, members of the team photograph them and list them on eBay, doing extra research if necessary, to help best describe them. Items must be carefully filed so they can be found again when the auction is over. Then the item will be packed and dispatched to the winning bidder. If it’s a large item, such as furniture, it will often stay in the shop and be advertised on eBay for collection from that particular store.

eBay has given us the opportunity to target 190 million potential customers around the world and this has helped us raise more funds than would have been possible trading through our charity shops alone.”



## Explained: Promoted Listing Fees

When you set up Promoted Listings on an item, you get to choose a percentage rate. This is how much of the sale price plus postage you would pay in fees. For example, an item selling for £10 with free postage, with a Promoted Listing rate of 7%, would mean paying a fee of 70p.

Please note that while charity sellers mostly pay no fees for selling, if you choose to use Promoted Listings, you will be charged the percentage you set, and you'll need to factor this into your pricing.

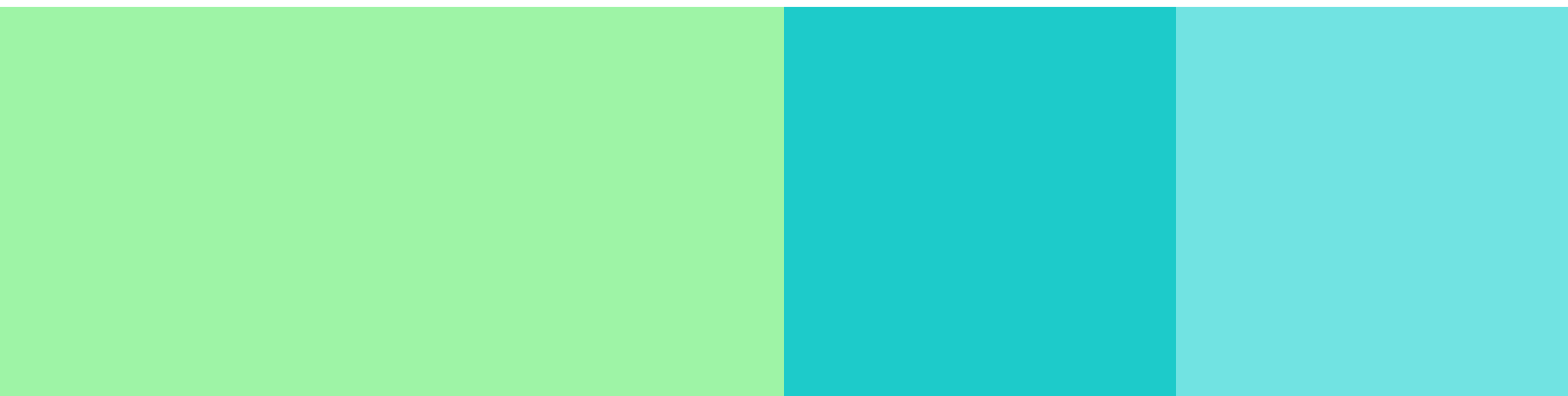
You only pay for Promoted Listings when you sell to someone who has clicked on one of your sponsored listings.

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# Social Media & Charity Shop Assets

**We've designed the following templates and best practice guides you can use to shout about your great work on your social channels and help achieve your goals on eBay for Charity.**



# Charity Shop Assets

You can download these from [here](#)



Open

Visit Us  
Anytime!

24/7

Want your supporters to know that you are always open on eBay? [Here](#) are some downloadable signs to display in your highstreet shop.

**We're always open on eBay.**

**Please stop by our online shop.**



FOR CHARITY 

[www.charity.ebay.co.uk](http://www.charity.ebay.co.uk)

**We're sorry we're closed right now but we're always open on eBay.**

**Please stop by our online shop.**



FOR CHARITY 

[www.charity.ebay.co.uk](http://www.charity.ebay.co.uk)

# Social media best practice guide



**We've created a quick guide on the primary roles of each social media channel and how you can best use them to help you achieve your charity's goals.**



**Facebook is a key channel to promote your charity and to engage with your supporters.**

Your charity can benefit from the channel by creating events to share with your supporters such as fundraising events, host Q&A's using Facebook live and sharing video content on the platform.



**Twitter is the main channel for real-time content and conversations. This is where you can share news and announcements about your charity.**

You can engage easily with your supporters, partners and ambassadors here, by simply liking and retweeting their posts.



**Instagram is a visual platform, created for photos and videos. This is where you can be the most creative with your content.**

Instagram Stories lets you share photos or videos for up to 24 hours and is a great way to build authenticity with your audience. Try some behind the scenes content from your charity, showing what you get up to day to day.

The following tips can help you make the most out of each social channel and will benefit your supporters.



- 1 Look for and seize a live broadcast opportunity to have with your supporters. You could host a regular Q&A: asking your supporters to tune in with their questions. This could help you to understand your audience better
- 2 Post 3-4 times a week, utilising photography and video content that best represents your charity
- 3 Limit your post copy to 80-100 characters for maximum engagement



- 1 Take advantage of the in-the-moment nature of the channel, reacting to cultural trends and awareness days such as #SmallCharityWeek, #WorldEmojiDay, #GivingTuesday
- 2 Follow ambassadors and partners of your charity and engage with their content. If you engage with their content they're more likely to engage with yours!
- 3 Post 1-2 times a day, retweeting relevant content when it mentions your charity



- 1** Showcase the milestone moments and big achievements that mean the most to your charity and help the cause. You could also include quotes from those benefitting from the charity, to help humanize the brand and bring it to life
- 2** Post 3-4 times a week, using 1-2 relevant hashtags per post
- 3** Utilise Instagram Stories to give your supporters a behind the scenes peek into your charity



# Content Ideas

Here are some sample posts that you can customise for your own channels and campaigns. Make sure you adapt the copy so it's in your charities tone of voice.

Keep an eye out on our social channels too for new content ideas and posts you can reshare! We've included our handles opposite.





## @eBayforCharityUK

*We're so excited to announce that we've reached an incredible milestone of £XX, helping us to fund \*insert your charity goal here\*.*

*It's #VolunteersWeek and we'd like you to meet our brilliant volunteer \*insert volunteer name\*, who has been a part of our team for XX. She/he says \*insert quote from volunteer\* 🙌🙌🙌*



## @eBayforCharityUK

*Help us reach our goal! We're raising funds by selling unique items on our @eBay4CharityUK charity shop! 100% of the proceeds will benefit \*insert your charity goal here\**

*We're adding new items to our @eBay4CharityUK shop every week! Check out all our items here \*insert link to shop\**

*#DidYouKnow that you can support us when you shop on @eBay\_UK. Favourite our charity and round your purchase up at checkout. The smallest donation will help us on our mission.*



## @eBayforCharityUK

*It's #CharityTuesday!*

*We want to say thank you to all our supporters who help make a difference. Without you, our work wouldn't be possible ❤️*

*This week's #FridayFundraiser, is \*insert supporter\* who raised a brilliant £XX by \*insert fundraiser\**

*Well done and thank you! 🙌🙌*

Here are some further weekly recommendations, to help guide your social plans.

You can also find a downloadable content calendar [here](#) where you can plan and action your social media activity, with some awareness days and trending hashtags.

Monday	#MondayMotivation – share quotes from those benefitting from your charity, to help humanise the brand and bring it to life
Tuesday	#CharityTuesday – one of the sector’s main hashtags, which can be used to help drive awareness of your charity
Wednesday	#WednesdayWisdom – a good way to anchor statistics about your cause
Thursday	#DidYouKnow – a good way to create engaging posts and ask questions to your audience
Friday	#PhotoOfTheDay – a great way to demonstrate some of the positive impact your work is having

## Top 5 topics to post on a weekly basis

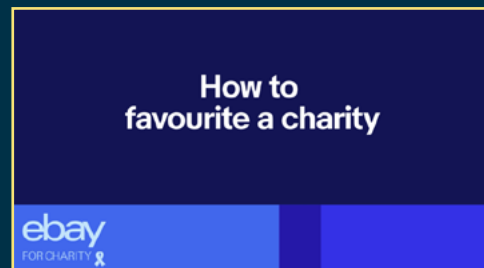
- 1 eBay for Charity posts** – what are you selling on eBay this week? Are there a few hero items that you can share on social media? Choose 5 of your top items to post, including links that go directly to your items
- 2 Auctions** – be sure to make as much noise around your auctions as you can on social media, to help drive interest to potential bidders! Ask any charity partners and ambassadors to share on their social profiles too for maximum awareness
- 3 Supporter stories** - bring to life your supporter's fundraising stories. Ask them before their fundraiser to take photos and videos which can then become a weekly highlight such as #FridayFundraiser
- 4 Celebrate & thank your donors** – use photos, videos and quotes to show your charity in action so your audience can see how their donations can help your organisation pursue its mission. Videos are particularly powerful here to help project your message
- 5 Influencer & ambassador support** – work with an influencer and / or ambassador to advertise your charity on their social platforms. This way your charity is reaching a whole new audience

**Your community can help to drive your sales and support your cause. We've created the below assets and copy for you to share with your supporters to encourage them to support your charity on their social channels.**

**Be sure to tag @eBay4charityUK on Twitter, @eBayforCharityUK on Facebook and @ebay\_uk on Instagram**

### **How to favourite a charity**

Are you an #eBay shopper?  
Did you know you can FAVOURITE charities so that every time you buy on @eBay UK you can donate to our charity at checkout? Watch the video [here](#)



### **How to donate to your favourite charity**

Already listing items on @eBay\_UK?

Why not donate all or part of the proceeds to your favourite charity?



**These assets are downloadable from [here](#)** 

**Your supporters can choose to donate a percentage of their sale to your charity.**

**Why not share some of our *'Top tips for selling on eBay'* on your social channels to help boost sales and donations!**

**Be sure to tag @eBay4charityUK on Twitter, @eBayforCharityUK on Facebook and @ebay\_uk on Instagram**

### **Want to sell more for charity on eBay?**

- 1** Key words are... key! They'll make your item easily searchable
- 2** Psst we have the secret to selling success... good photos! They'll guarantee better results
- 3** Do your research. Set the price to that of similar items to get the best-selling price
- 4** Timing timing timing! Get the timing right, sell your items on Sunday, it's the best day!

**These assets are downloadable from [here](#)** 

# Thank you!

*If you have any questions please contact [ukcharity@ebay.com](mailto:ukcharity@ebay.com) or send us a DM on Twitter*

[< Back to 'Making the most of eBay for Charity'](#)

**ebay**  
FOR CHARITY 

# Media Relations

*To help set you up for selling success on eBay, you need to reach as wide an audience as possible with news of your online shop. One way to raise awareness is through the media. If you have a communications team in place, then you may want to skip this section, however if you don't have PR support in your organisation, the following guidance will give you the basic tools to engage the media.*

*Please see an example press release below, which can be used to help promote a High Profile Auction. Download template [here](#).*

Insert charity  
Logo

## A press release

**[Insert charity name]** has today announced a High Profile Auction on eBay to raise money for **[insert cause]**. The auction, which goes live on **[insert date]**, will include **[insert example items]** from **[insert where the items have been donated from]**. Fans have until **[insert date]** to head to the online marketplace to bid for their chance to win.

**[Insert quote from charity spokesperson]**

**[Insert quote from celebrity if available]**

Through the eBay for Charity platform, 100% of the funds raised will go to **[insert charity name]**, which supports **[insert some copy on what your charity does and who they help]**.

To find out more about the **[insert charity name]** eBay shop visit: **[insert link]**.



# eBay for Charity boilerplate

*A 'boilerplate' is information you can include at the end of every press release or media alert which provides additional information about the charity or, in this instance, eBay for Charity, which you may not have space to cover in the actual press release. Please feel free to use the below when you need to provide more information about eBay for Charity in any of your comms.*

## **About eBay for Charity**

eBay for Charity harnesses the power of eBay's community to raise money for charitable organisations. Through the programme, charities can sell items to boost their fundraising, sellers can donate a percentage of their proceeds to a charity of their choice, while buyers can add a donation to their purchase during checkout. To date, eBay's community has raised £160 million for UK charities.

# Newsletters

*Capitalising on key calendar moments is a great way to galvanise supporters and encourage them to help you raise funds through eBay. We have drafted some example copy you could include in your marketing collateral to engage with more supporters. Download examples [here](#).*

## **Spring clean clear out**

Spring is a time for new beginnings, so why not spring clean your wardrobe and sell your unwanted items on eBay to help raise funds for [\[insert charity\]](#) and make some pocket money at the same time? When you donate a percentage (between 10-100%) of your sale to us, eBay waives the equivalent percentage in fees; if using managed payments, this is capped at 70%. Find out more here [\[insert hyperlink to your shop on eBay\]](#)

## **Unwanted gifts**

Gearing up for another Christmas of unwanted gifts? Fear not, you can turn these into much needed donations for [\[insert charity name\]](#) this year by selling them on eBay and donating a percentage to us. We're always grateful for any fundraising support and on eBay [\[hyperlink to the listing page\]](#), your unwanted bread maker from your aunt Sue could be another person's treasure.

## **Volunteer's week**

Volunteers' Week is an annual celebration of the contribution millions of people make across the UK through volunteering. We would like to take this opportunity to celebrate all our brilliant volunteers and if you're looking for other ways to support us, why not fundraise through eBay, donating a percentage of your sales to us to help fund our cause. [\[hyperlink to the listing page\]](#)

# How to sell better for charity on eBay

*Your supporters can choose to donate a percentage of their sale to your charity from 10 – 100% Why not share some of the tips and tricks below with them to boost their sale and your donation!*

## **Key words are key!**

eBay.co.uk automatically looks for words in the listing's title only, so it's crucial to write your listing using keywords people are likely to search for - especially brand and product names.

## **Choose the right category for your product.**

This might sound obvious but be as specific as you can and if you think it should appear in more than one category, you can pay a fee to do this and maximise your product's visibility.

## **Photos are so important**

Users will not bid on items they cannot see as they want to make sure the item they are purchasing is as described, so be sure to provide images from a variety of angles, as well as close-ups and feature details.

## **Timing, Timing, Timing!**

Get the timing right. Schedule your listings to end on Sunday, when people are likely to be at home. Avoid times when people are busy, such as weekday mornings, or any big events such as sports matches or TV finales.

## **Postage costs**

Consider the impact of postage costs in advance. If you don't offer free postage, you will need to pack your item, then weigh and measure it so you can calculate postage costs. Use the [eBay postage estimator service](#) to check your pricing.

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