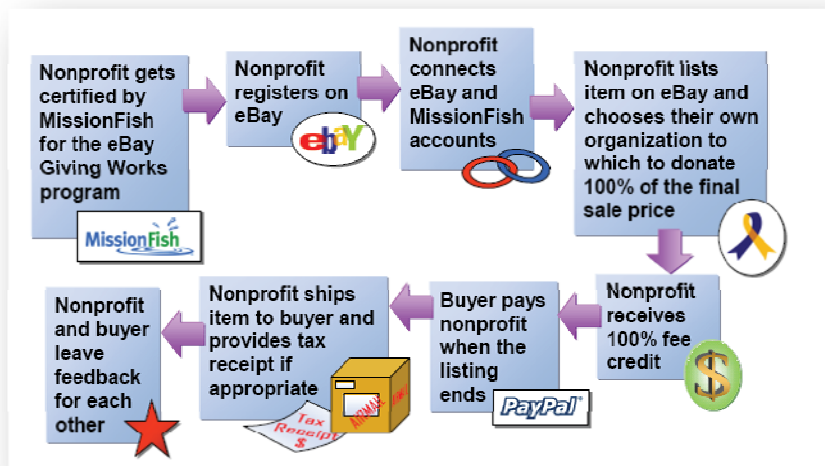


How it works

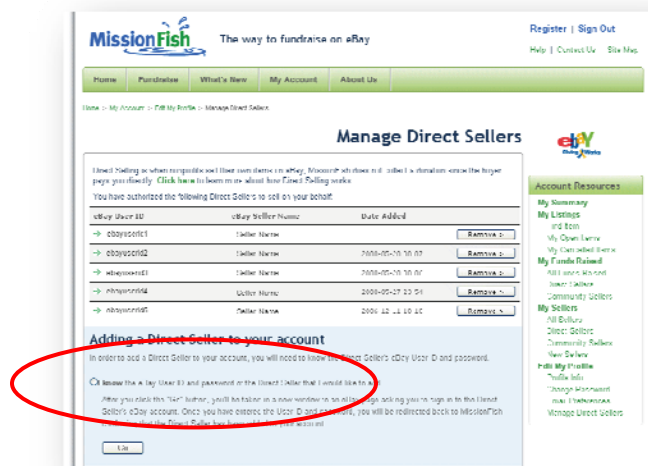


Why eBay Giving Works:

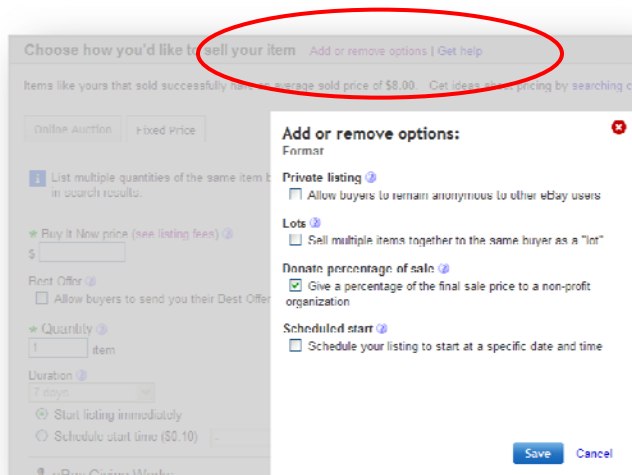
- Free branding and exposure
- New donors and new cause marketing opportunities
- The answer to “in-kind” gifts
- Free and easy to get started
- Credit for your eBay Fees

Get started today by following these simple steps and best practices

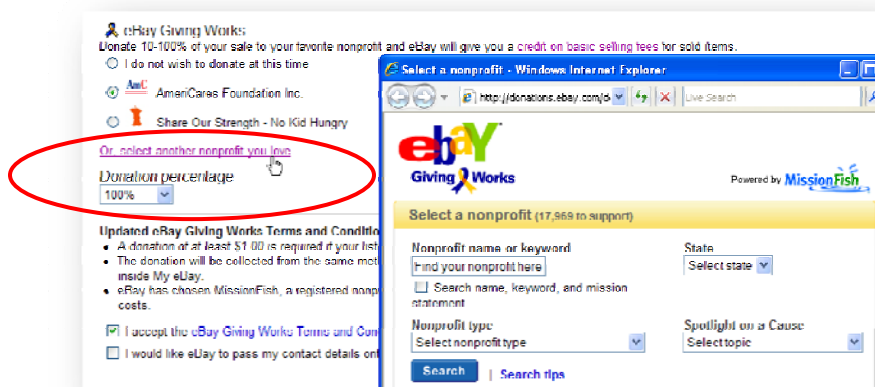
1. Review eBay’s fundraising policies: ebay.com/help/policies/fundraising.html.
2. Register as a seller for free on eBay.com and open an account on PayPal.com to accept online payments for your eBay items.
3. Register for a free nonprofit account with MissionFish at missionfish.org. Create a My MissionFish account.
 - MissionFish certifies nonprofits’ eligibility
 - Processes and tracks donations
4. Connect eBay and MissionFish Accounts
 - Add your eBay Seller ID to your My MissionFish account as a Direct Seller



5. Start Selling! Click SELL on top of any eBay page. During the listing process you'll be asked to select your nonprofit organization. If this option doesn't appear, click 'Add or remove options' on top of the section and click the Donate a percentage of sale box.



6. Find your nonprofit and designate 100% in the 'Donate percentage of sale' field. You will receive a fee credit equal to the percentage of the donation. Learn more about fee credits at ebay.com/help/sell/GivingWorks-fee-policy.html.



7. Follow these best practices:
 - When registering with MissionFish, make sure to include keywords that are relevant to your nonprofit so that eBay sellers can find and support you. These should include your organization's mission as well as your city, county and state for sellers that want to support local charities.
 - Tell your supporters they can buy and sell on eBay to support your cause.
 - Offer unique items or experiences to create attention.
 - Get tips about promoting your items and download logos from the Giving Works site: ebaygivingworks.com/sell-resources-promote.html.
 - Ask to be featured on the eBay Giving Works home page. Fill out the form at ebaygivingworks.com/sell-resources-feature.html.