

Ebay Fundraising Outline

There are some elements that need to be in place before you can sell on Ebay.

1. PayPal – There are various ways to pay and get paid on Ebay but Paypal is by far the easiest. You will need access to a bank account for this so you can transfer your money from your sales. Here is the basis guide to setting up a Paypal account:

<https://www.paypal.com/us/webapps/mpp/how-paypal-works/how-to-setup-account>

2. Ebay account. You will need an account to sell since this is where you put your items and through which you get paid, rated etc. It is very easy (and free) to set up a Seller Account as it is called. Here is the link that explains how to do it:

<http://pages.ebay.com/help/sell/sell-getstarted.html>

This link will also give you information on how to list an item for sale, how to communicate with your buyer etc.

What to sell?

You might be surprised what will sell on EBay – pretty much anything. It pays to look around the house (get permission to sell something if you decide to put it on Ebay!) and see what you are not using or don't need any more and then head over to Ebay and check out whether there is a market for it. Some of the things that you might consider include: clothes, DVDs, toys, ornaments etc. but most things have a market when in good condition.

To find out whether something might sell, and the likely price:

1. Go to www.Ebay.com
2. Enter your item (with as much detail as you have esp. manufacturer etc.) into the "Search for anything" bar
3. The default screen will bring up similar items for sale now, and the asking or most recent bid price. This isn't as helpful as what actually sold which gives you a better idea of true value (vs. asking price)
4. Scroll down the left side of the screen to where it reads: "Show only" then click the box for "sold items". This will tell you items like yours that actually sold (the price for which it sold will be in green numbers)
5. You can navigate to the top of the screen to "sort" where you can rank them by price if you like.
6. It also pays to look at "show only" completed listings, which will show you what sold AND what didn't, which gives you an even better idea of price points.

Use this method as a quick way to find out whether you have a desirable item and for how much you can sell it, although remember that these prices are very fluid and you may make more or less than you expect on any one item. That is part of the fun!

Once you have found a likely item to sell, you need to put that item on Ebay so people can find it and bid on it. This is a sales process so you need to put as much detail on your listing as possible so that:

- a) People can find it and
- b) They want to buy it from you versus any others that might be there

This means you need as much detail as you can in the title, the description and with pictures. Fortunately EBay is designed to help you achieve this. One of the ways to get a good start is to look at a similar item that sold (from the search/list you looked at above). When you click on one of those items, you will see below the photo: "Sell one like this".

Alternatively, you can simply navigate to the top of the page, click on "Sell" and the site will take you through it from there. Either way it is very self explanatory. Once you begin to populate the listing, you will see where you need to add explanations, titles, pictures and information on your item. This is essential work and takes a bit of time but it is worth it. Especially the pictures. You can take pictures with your smart phone and upload them from there (assuming you have also downloaded the Ebay app, which you should).

There are a number of items that need completing and Ebay helps you so it just takes a bit of practice. The site will give you suggestions for starting price etc. but trial and error is important. Pick a means of shipping your item (again you can chose or go with the default). This is important as the buyer typically pays for the shipping. If you end up shipping something with a service that is more than they paid, it will eat into your profits.

You can always relist something that doesn't sell and you have 50 free listings a month so that is plenty.

The best time to run an auction is from Sunday evening for 7 days. You will get updates as bids come in and if your item sells at the end, you will then have to ship it to your buyer BUT WAIT UNTIL EBAY TELLS YOU THEY HAVE PAID. Once that happens you will need to package up your item, print the label from the system, stick it to the package and take it to the Post Office or to UPS etc. EBay will deduct the cost of shipping and you get to keep what the buyer paid which will pay directly into your Paypal account.

Ebay gives you great help on all of this, for example here is a link to their shipping guide:

<http://www.ebay.com/gds/How-To-Do-Basic-USPS-Shipping-From-Home-/10000000004572695/g.html>

Keep selling and you even if the items are only selling for a few dollars each, it all goes towards meeting your goal. Oh and it is actually really fun – for a little work you can make quite good returns on stuff you don't even use any more!