



eBay Inc.'s Toolkit for the Social Sector





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Diversifying fundraising sources, reducing financial reliance on foundations or major donors, building a larger base of supporters, minimizing overhead costs, and working more effectively are issues with which most nonprofits and social enterprises regularly grapple. eBay Inc.'s suite of leading Internet technologies can help address some of these concerns and accelerate the impact that the global community and like-minded organizations have on building a vibrant civil society.

eBay Inc.'s Toolkit for the Social Sector provides information about our programs and services that thousands of nonprofits already use to create more successful and sustainable initiatives. A snapshot of these tools include:

- **eBay Giving Works (fundraising).** eBay Giving Works is a dynamic program for compassionate e-commerce. Since 2000 (through September 2006), more than \$86 million has been raised for charity from listings sold on eBay worldwide.
- **PayPal (donation processing).** PayPal has enabled over 150,000 nonprofits to easily accept donations funded by various methods via their websites using "Donate Now" buttons and other "check-out" type products.
- **Skype (communications).** Skype lets you make free calls to anyone else on Skype, anywhere in the world. This freely downloadable software program allows nonprofits and social enterprises to make free calls to any of the 113 million registered users worldwide.

eBay Inc.'s Purpose

Everyone at eBay is proud to be part of a world-changing business that has provided social benefits from the start. Approximately 1.3 million sellers around the world now use eBay as their primary or secondary source of income (Source: ACNielsen International Research, June 2006). Our purpose is clear: eBay is pioneering new communities around the world built on commerce, sustained by trust, and inspired by opportunity. In pioneering the eBay Marketplace, eBay has created new kinds of opportunities for people around the world—opportunities to start new businesses and often transform their lives. At the same time, we have also pioneered a new kind of company—one that supports a social purpose and, by doing so, is financially very successful.

eBay Giving Works

eBay is the world's online marketplace®. With eBay Giving Works, we make it easy for sellers to list items in the eBay Marketplace and donate part or all of their final sale prices to certified nonprofits they care about (Community Selling) and for nonprofits to turn in-kind gifts into unrestricted funding

	eBay Giving Works	PayPal	Skype
Alternative Fundraising	√	√	
Communications			√
No cost or low cost tools	√	√	√
Operational expense savings	√	√	√
Efficiency improvement	√	√	√
Exposure to new supporters	√	√	
Program enhancement	√		√
Collaboration/ Knowledge sharing			√

(Direct Selling). This is a great way for nonprofits to tap into a new source of funding and reach new donors. It's free for organizations to join and virtually free for nonprofits to sell items on eBay. And the generosity of sellers is rewarded with proportionately discounted selling fees. To learn more, visit givingworks.ebay.com.

PayPal

PayPal is an online payment service that provides a quick and easy sign-up and authentication process for the establishment of a nonprofit account. Once the account has been properly established, the organization will have the ability to accept credit cards, debit cards, bank transfers, and PayPal account transfers through their websites for everything from donations to membership fees, newsletter subscriptions, event tickets, and merchandise. With no monthly, start-up, or cancellation fees, PayPal gives nonprofits a low risk way to move fundraising activities online. PayPal is the safest way to pay online. To learn more, visit www.paypal.com.

Skype

Skype is a free, downloadable, easy-to-install computer program that gives nonprofits high quality, inexpensive, and easy-to-use phone calling from your computer. Nonprofits today are using Skype to trim operational expenses, stay in touch with geographically dispersed staff and board members, cultivate overseas relationships, and increase staff efficiency. Some nonprofits have reduced their long distance bills, or even eliminated their telephone lines completely. Skype is a leader in online voice communications (VoIP) and is revolutionizing the way in which people communicate over the Internet. Skype is available in 27 languages and is used in almost every country around the world. To learn more, visit www.skype.com.



eBay Giving Works Overview

eBay Giving Works is a dynamic program for compassionate e-commerce, making it easy for sellers to list items in the eBay Marketplace and donate part or all of their final sale prices to certified nonprofits they care about and for nonprofits to turn in-kind gifts into unrestricted funding. Since 2000 (through September, 2006) more than \$86 million has been raised for charity from listings sold on eBay worldwide.

Key Benefits

More than 9,500 nonprofits in the eBay Giving Works program are:

- Tapping into a new source of funding and donors.
- Reinvigorating existing supporters and giving them new ways to donate.
- Turning in-kind gifts into unrestricted income.
- Building visibility for the organization's brand and spreading its message to a passionate community of more than 212 million.
- Extending cause marketing campaigns with corporate partners.

Better Sales. Better World!

eBay Giving Works listings stand out with a special ribbon icon and include donation information in the item description, which instills buyer confidence and trust. Plus, these listings receive additional exposure in the eBay Marketplace. Therefore, eBay Giving Works listings on average tend to sell more often, with more bids and at higher final sale prices—driving better results for eBay sellers (and nonprofits), while generating significant funding for the social sector.

And in the spirit of giving, eBay rewards the generosity of sellers and foregoes basic selling fees for nonprofits by offering the eBay Giving Works Fee Credit Policy. When a seller creates an eBay Giving Works listing, and that item sells, eBay will credit the Insertion and Final Value Fees back to the seller, by a percentage equal to the percentage of the final sale price that the seller had elected to donate. This applies to nonprofits selling items on eBay as well ("Direct Selling"). Visit <http://givingworks.ebay.com/feecredit> to learn more.

How are Nonprofits Using eBay Giving Works?

Many organizations already use eBay Giving Works to fundraise and build support in various ways:

IN A NUTSHELL

Focus: Online Fundraising

What is it? A program for easy and effective compassionate e-commerce on eBay.

Cost: Free for nonprofits to join the program

Why bother?

- New source of funding
- Monetization of in-kind donations
- Increased awareness and exposure

More information: Please visit our website at: givingworks.ebay.com or email givingworks@ebay.com

- **Promote this alternative donation option through traditional means.** The first step many nonprofits take is to simply alert their existing donors through traditional means (newsletters, website, direct mail appeals) that they can buy or sell on eBay to support the organization.
- **Build cause marketing partnerships with businesses.** Nonprofits often use eBay Giving Works to strengthen cause marketing partnerships with companies—large and small—that want to give back to the community and bolster their image as a good corporate citizen.
- **Sell in-kind donations on eBay.** Organizations use internal staff or a contracted consultant to liquidate donated goods using eBay Giving Works. This also gives a nonprofit visibility to all those buyers on eBay who may not have previously known about its cause.
- **Add an online charity auction component to an offline event (or replace it entirely).** Some nonprofits save a few donated items for their live auction and put the rest up on

HIGHLIGHTS

Leukemia & Lymphoma Society Silicon Valley & Monterey Bay Chapter

- Over \$55K raised for the chapter since 2005 (approximately half from Direct Selling and half from Community Selling)
- Organized their first campaign on eBay in 2006 to diversify their fundraising portfolio
- “Out For Blood” included a series of high-profile items and experiences such as lunches with top Silicon Valley executives and VIP sports packages
- Rallied their supporters to buy and sell items to benefit their organization
- Attracted new corporate partners and advocates and increased brand awareness

GlobalGiving

- Over \$26K raised for 21 different GlobalGiving projects.
- Began listing on eBay as a Direct Seller in 2004
- Ran marketing programs, such as the “List. Win. Change the World.” campaign in the summer of 2006 to attract new donors
- Active with the eBay Giving Works Spotlight on a Cause initiatives
- Encourage selling and buying activity from their new and existing supporters by driving traffic from their homepage and newsletters

53 items found for kasey kahne hat

List View | [Picture Gallery](#)

Item Title	Bids	Price	Time
 Kasey Kahne Autographed Green and Black NASCAR Hat Feedback: (34) 100%	12	\$44.55	
 Kasey Kahne Autographed Blue and Red NASCAR Hat Feedback: (34) 100%	17	\$46.00	
 BRAND NEW LADIES KASEY KAHNE HAT NWT Feedback: (28)	1	\$5.00	

eBay Giving Works listings stand out in search results.

eBay. They often find they are able to raise more money since it's like being able to invite millions of potential bidders to their gala!

- **Offer unique items or experiences.** Some organizations generate press and raise significant funding from listing one-of-a-kind opportunities such as lunches with local or national celebrities, sports figures, or other well-known people.

DID YOU KNOW?

Compared to regular listings, eBay Giving Works listings on average tend to:

- Receive approximately twice as many bids.
- Sell more often and for a higher price.

“eBay Giving Works gave Save the Children and our corporate partners a fantastic vehicle to raise funds for our programs. When a major magazine approached us to conduct a celebrity auction as a fundraiser for Save the Children, we were ready to go, and the program was a win-win for everyone. Great exposure, fantastic reach, and substantial contributions to do what we do best: Help children.”

— Lori Redmer, Save the Children

Getting Started

Getting started with eBay Giving Works is simple...and FREE. To certify your organization for the program, go to the MissionFish* website and sign up (www.missionfish.org/certify).

Before you start, take a minute to make sure you have the following things: 1) A working email address; 2) An electronic copy of your logo (jpg or gif format, 50kb maximum); 3) A mission statement of 512 characters maximum (about 40 words); 4) A 501(c)(3) letter or other proof of tax-deductibility; 5) A voided organization check (to establish EFT transfers of donations). The certification process takes approximately one business day to complete.

After your organization has been certified, tell your supporters through email, direct mail, and other communications vehicles that they can now buy and sell on eBay to support your nonprofit. You may also begin Direct Selling once you register on eBay as a seller and place your eBay user ID in your nonprofit My MissionFish account as a Direct Seller.

You can even display eBay Giving Works listings on your own website to alert visitors. In your nonprofit My MissionFish account, a wizard will walk you through a few steps to generate the information you need to paste into your website.

"The eBay Giving Works and MissionFish programs have opened up a whole new avenue of fundraising for American Heart Association-Southeast Affiliate. We love experiencing success with items we have solicited specifically for our eBay program and have raised over \$100,000 with eBay Giving Works to date. Keep bidding for healthy hearts!"

— Amy Parks Crossover, American Heart Association, eBay Coordinator

*MissionFish is an independent nonprofit organization that eBay selected to power the eBay Giving Works program. MissionFish verifies that nonprofits are eligible for this program, manages the nonprofit directory, collects and disburses sellers' donations, provides sellers with tax receipts, and tracks donations online.

HOW IT WORKS

- Nonprofit applies for certification at MissionFish web site (www.missionfish.org).
- eBay Seller creates listing and selects certified nonprofit and percentage of final sale price to donate.
- Buyer pays seller and seller ships item as usual.
- MissionFish collects the donation from the seller and transfers funds to the nonprofit then issues a tax receipt to the seller.
- For Direct Selling, the nonprofit must connect its eBay and MissionFish accounts in order to bypass donation processing.



Figure: eBay Giving Works page

More information

For more information about how the eBay Giving Works program can help your organization, please visit our website at: givingworks.ebay.com. The site contains information such as:

- Frequently Asked Questions (FAQs)
- Success Stories
- Tips for Successful Listings

You may also email us at givingworks@ebay.com to receive a more comprehensive overview document.



PayPal Overview

PayPal is an online payments service that lets nonprofits accept credit cards, debit cards, bank transfers, and PayPal account transfers through their web sites for everything from donations to membership fees, newsletter subscriptions, event tickets, and merchandise. With no monthly, start-up, or cancellation fees, PayPal gives nonprofits a safe and secure way to move fundraising activities online.

In addition to one-time payments, nonprofits can set up PayPal payments for content site subscriptions, newsletter fees, club dues, or other recurring donations. And, PayPal lets organizations include donation links in emails.

Flexible and automatic billing frees staff from sending invoices. PayPal maintains detailed transaction records, so online payment history is always available.

PayPal's easy-to-use Online Tutorials automatically generates web tags that a nonprofit can cut and paste to add a "buy" or "donate" button to its web site. Nonprofits can create as many of these different buttons as they need for different types of transactions.

In addition to accepting donations via a website, Text2Give is an extension of the PayPal service that allows consumers to make donations or purchases via text messaging from their cell phone or other mobile device. Text2Give enables impulse donations. It closes the gap between a consumer's immediate desire to donate and actually making the donation. With Text2Give, consumers moved by a poster or article can give immediately from their cell phones – without having to talk to anyone or waiting to get to a computer.

Key Benefits

Nonprofits today are using PayPal to give supporters the option to donate or make other transactions online with a credit card, debit card, bank cash transfer, or a PayPal account transfer.

By joining the nonprofits that already benefit from PayPal, organizations can:

- Provide donors with an option of supporting your nonprofit online.

IN A NUTSHELL

Focus: Fundraising

What is it? Easy-to-setup, inexpensive way to collect payments on your web site for donations, memberships, events, or merchandise.

Cost: No monthly, start-up, or cancellation fees—and no annual commitment. Standard transaction fee is 2.5% + \$0.30 for the validated nonprofit accounts.

Why bother?

- Enable online or donations and online transactions quickly
- No up-front costs—low risk
- Easy to add link to web site or emails.
- PayPal is a trusted brand.

More information: Please visit: www.paypal.com

- Raise money through email newsletters and other online communications.
- Sell event tickets online.
- Sell subscriptions to research, newsletters, or other valuable content.
- Sell merchandise.
- Use PayPal to collect payment on their eBay Giving Works Direct Selling transactions

HIGHLIGHTS

Grassroots Recycling Network

- Organization has used PayPal for several years for conference registrations, sales of publications and videos, and donations for its annual appeal.
- As a “zero waste” organization, it wanted to stop sending out paper publications in which they could solicit donations. It needed a paper-free online alternative.
- Raised \$12,000 in registration fees through PayPal for 2005 conference; used multiple registration levels and included an option for a paid tour.

The Campus Kitchens Project

- Set-up organizational giving as well as more specialized campaigns.
- At Thanksgiving, did a “take your turkey to work day” campaign where donors clicked on a turkey icon that goes right to PayPal; donors could donate \$20 for a turkey.
- Result: The free service helped the organization maintain its mission of using existing resources without adding extra expense. It allowed Campus Kitchens to diversify funding from corporate sponsorship to more individual donors.

How are Nonprofits Using PayPal?

Nonprofits use PayPal to:

- **Start collecting donations online.** Nonprofits can put a simple “Donate Now!” button on a website to give supporters the option of a credit card, debit cards, bank cash transfers, and PayPal account transfers 24 hours a day to give the organization a donation.
- **Sell event tickets online.** Organizations use PayPal to sell tickets to annual fundraising events or other happenings.
- **Sell subscriptions to research, newsletters, or other valuable content.** Nonprofits can easily set up one-time or recurring payments for online users to purchase valuable content such as research, newsletters, or regular reports.
- **Allow members pay fees online.** Associations, clubs, or other membership organizations let new prospects join and pay dues with a credit card on their web sites. PayPal provides organizations with the ability to accept one-time payments, or recurring payments for subscriptions, dues or other scheduled payments.
- **Sell merchandise.** For organizations that supplement their income by selling merchandise, such as t-shirts, hats, stickers, mugs, or posters, PayPal provides an online option. Nonprofits can set up a virtual store with pictures and descriptions of this merchandise.

“We looked at other nonprofit donation solutions, but they didn’t provide us with PayPal’s flexibility. It was very easy to set up—just a quick few clicks and we were done. We linked PayPal with our bank account and it was streamlined with our books and systems. Plus, it was free to sign up and the transaction fees are about the same as other low-cost donation tools.”

— Karen Borchert, Director, The Campus Kitchens Project

Getting Started

Getting started with PayPal is simple...and FREE to set up.

First, go to PayPal's website (www.paypal.com) and sign up for a Business account. In addition to your contact information, you will be asked for bank account and routing numbers required to electronically transfer transactions to your bank. As part of establishing an account, PayPal will make a small deposit into your bank account for verification purposes—this may take up to 3-5 business days.

Next, create a "Donate Now" button for your web site. Log in to your PayPal account and click on the "Donations" link for a friendly wizard that will automatically generate a graphic that you can add to your site. PayPal allows you to customize your payment pages with your colors and logos. It also allows you to set up an Auto Return page that your donors will return to after donating. If you wish to set up recurring payment or subscription buttons, log into your PayPal account and click on the "Subscriptions and Recurring Payments" link for that wizard.

Then, alert your supporters through your email and printed communications that they can now donate to your organization through your web site.

More information

For more information about how PayPal can help your organization, please visit our website at: www.paypal.com. On the site, you'll find more information such as:

- Call Customer Support at (888) xxx-xxxx
- Frequently Asked Questions (FAQs)
- PayPal for accepting Donations, Recurring Payments, and Subscriptions
- Feature list
- Compare solutions
- Transaction fees
- Text2Give (see PayPal Mobile)

HOW IT WORKS

- Sign up for a PayPal Business Account.
- Verify your information.
- Set up Website Payments Standard version.
- Add tags from PayPal wizard to your website.
- Inform your supporters.

DID YOU KNOW?

- By the end of 2006, over 26 million people had given donations online according to the Pew Internet project.
- Respected nonprofit technology vendors, such as Kintera, MemberClicks, and Affiniscape have included PayPal payments in their solutions.
- Nonprofits like the United Way, Craigslist Foundation, the Leukemia & Lymphoma Society, and the Boston Area Returned Peace Corps Volunteer group trust PayPal to enable online donations, membership payment, event payments and other transactions by supporters.



Skype Overview

Skype is an easy-to-use downloadable computer program that allows nonprofits to make FREE CALLS to anyone else using Skype, anywhere in the world. Calls to regular phones and cell phones anywhere in the world start at just a couple cents a minute. All you need is a headset, an internet connection and someone to talk to!

Besides calling any phone or computer, Skype has other useful features, such as voicemail, instant messaging, voice conferencing, video calls, and more.

Key Benefits

Nonprofits use Skype to cut operational expenses, stay in touch with geographically dispersed staff and board members, cultivate overseas relationships, and increase staff efficiency. Some nonprofits have reduced their long distance bills, while others use video calls to make remote staff members feel more connected. Many organizations use instant messaging and fast file transfers to collaborate more efficiently.

By joining the nonprofits that already benefit from Skype, your organization can:

- Save money on long distance and international calls.
- Avoid cell phone roaming charges.
- Nurture international relationships cost-effectively.
- Conduct voice conferences.
- Collaborate with colleagues using Instant Messaging, speedy File Sharing, and saved Group Chat sessions.
- Integrate Skype call and chat buttons into eBay listings to instantly answer potential buyer or donor questions.

How are Nonprofits Using Skype?

Nonprofits use Skype to:

- **Replace all long distance calls.** Nonprofits use Skype in place of a regular telephone for long distance calls for daily use, a pledge drive campaign, or international communications. Skype-to-Skype calls are always FREE. To call regular or cell phones, staff can purchase SkypeOut credit and make calls anywhere in the world for only cents a minute. Some organizations give each employee an individual SkypeIn phone number that lets them receive calls through their computers from landline and mobile phones.
- **Avoid long distance charges on conference calls.** Many organizations use Skype's conference feature to reduce the long distance phone charges incurred while using free phone conference bridges. Click on the "Conference" button, add up to 4 people, and start your weekly meetings, team discussions, or task-force check-ins.
- **Video calls.** With a \$15-20 web cam and a Skype connection,

IN A NUTSHELL

Focus: Communications

What is it? High quality, affordable, and easy-to-use phone calling from your computer.

Cost: Free computer-to-computer or a few cents a minute calls to regular or cell phones.

Why bother?

- Save money
- Grow international relationships
- Conduct voice conferences
- Add video to calls
- Collaborate more effectively with colleagues

More information: Please visit our website at: <http://pages.ebay.com/skype/index.html>

nonprofit organizations are bringing their remote employees into important staff meetings, board meetings, brainstorming sessions, and weekly check-ins. Organizations use Skype to provide employees with extra flexibility to work from alternative locations—such as parents on maternity/paternity leave, staff that went back to grad school, or a board member in a different state or country—and minimize the impact of not being physically present.

- **Work more efficiently with fast File Transfers.** Skype lets users transfer big files quickly, even while talking on a call, without worrying about them bouncing in email gateways. This feature saves staff time and frustration when collaborating on documents or presentations.
- **Collaborate better with group chat.** Nonprofits use Skype to facilitate knowledge sharing. Team leaders can invite up to 100 people to be part of a group chat session and then bookmark it for easy reference later. Staff can document,

HIGHLIGHTS

Girls For A Change

- Each of 10 staff have Skype accounts; half have SkypeIn phone numbers (regular 10-digit numbers).
- Organization's primary phone number is also a SkypeIn number.
- Staff members use Skype for 75% of organization's calls.
- Video calls are used for meetings with a remote staff person.
- Organization saves \$1000s per year.

Give Children A Choice

- Director went from having occasional calls with international field staff only in emergencies to weekly check-in calls to solve issues immediately.
- Staff make most long-distance calls domestically using Skype. Calls to a cell phone in Laos cost only 11 cents a minute.
- Staff use Skype for transferring large presentations and contracts that email boxes regularly reject.
- Able to begin using Skype within 30 minutes of signing up.

bookmark and save in the history tab items like meeting minutes, updates on projects, and decisions made—keeping project team members constantly informed.

- **Foster international relationships.** Skype has helped many nonprofits build stronger relationships with international partners, chapters, and other supporters. Because calls are so inexpensive or free, nonprofit staff are able to talk regularly to their international counterparts where they once were only able to speak when emergencies arose.
- **Build relationships with integrated relationship data from Salesforce.** Some nonprofits have integrated Skype into their Salesforce.com donor and member databases. When a staff person answers a Skype call, the caller's information from Salesforce instantly pops on the computer screen, including notes from last calls and status. This eliminates searching for a slip of paper or misplaced file—and it ensures greater institutional memory.

Getting Started

Getting started with Skype is simple...and FREE to set up.

First, download and install the software on your computer. A friendly installation wizard will walk you through the steps. The set-up asks individuals to select a user name—this is what other Skype users use to call you. Some people can use their computer's built-in internal speakers and microphone. The wizard will have you test the microphone and listening volume. For better sound quality, many opt to purchase a computer headset. Check Skype's online store for a cheap starter set.

Next, add your contacts. If you know your friends' Skype addresses, simply click on "Add Contact" to add their information. For Outlook users, select "View Outlook Contacts" under the View menu to see that phone information through Skype.

Finally, start dialing. Select your contact and click the green call button. If it's a new regular or cell phone you are trying to reach, simply select the country you calling, entering the number, and clicking the green call button (see Figure).

Buttons for Conference calls, sending SMS messages, Chat, Send File, and Call (regular) Phones are located at the top of the Skype application.

More information

For more information about how Skype can help your organization, please visit our website at: <http://pages.ebay.com/skype/index.html>. On the site, you'll find more information such as:

- Frequently Asked Questions (FAQs)
- SkypeOut: step-by-step guide to making calls to regular and mobile phones
- SkypeIn and Toll Free Skype Phone Numbers
- Call forwarding and voice mail
- Conference calling and Video conferencing
- Skype groups
- Skype stories—learn how people are using Skype

"The last time I called Cambodia I spent \$45 for 15 minutes (compared to about \$3.00 with Skype). For \$45 I can feed a classroom lunch for 30 kids for 4 months. For some families, that makes the difference of whether their kids are in school or not. We try to have 100% of our donations go into our programs—every dollar we earn and save has a direct impact on children's lives."

— Debbie Davis, Executive Director,
Give Children A Choice



Figure: Dialing to a regular number

"We all use Skype—all 10 of my staff. All my staff have a Skype account, about half have SkypeIn numbers, and we also have a Skype In number as our organizations primary phone number. We use it for about 75% of our phone calls. We also use the webcam feature and the conference call feature! It's an amazing cost savings for us. I would estimate it is saving us thousands of dollars a year"

— Whitney Smith, CEO, Girls For A Change

HOW IT WORKS

- Download and install the Skype software (www.skype.com).
- Choose a Skype user name;
- Add contacts.
- Start calling friends and colleagues.
- Buy SkypeOut credit to make international calls to regular land lines or cell phones.

Need a headset? Skype recommends a "Skype Certified" product, like the Plantronics Audio™ 320 Multimedia Headset or the Logitech® USB Headset 250. Both are available online in the Skype store.

DID YOU KNOW?

- All Skype-to-Skype calls are free always. Here are some sample per minute charges to regular and cell phones in other countries: China: 2.1 cents; Peru: 7.9 cents; Madagascar: 28.8 cents
- Skype Call Forwarding allows users to answer Skype calls from a regular or cell phone even when they are not online. So you could be away from the office or travelling anywhere in the world with no internet access and still receive your calls.