



Win the opportunity to raise funds from eBay shoppers

What is the eBay Give at Checkout Competition?

eBay shoppers have the option to add a small donation to a charity when they are buying an item on eBay.

Our competition provides your small charity the chance to have your fundraising message featured across eBay during Small Charity Week – 19th-24th June.

Eligibility

Only charity and local community organisations classed as a small charity (those with a turnover under £1.5 million) are able to take part. You must also be a member of the [Foundation for Social Improvement](#) (FSI). Membership is free and means you will also be able to access our small charity training and conferences.

How to take part:

1. Enrol with PayPal Giving Fund - It is free to enrol and once you have, anyone using eBay can choose to fundraise for you. If you haven't already enrolled with PayPal Giving Fund you can do so [here](#) using your PayPal Business Account. If you haven't got a PayPal Business Account you can apply for one with Charity status by clicking [here](#).
2. To submit your message please use the [online form](#). Deadline for submissions is **2nd June**.

Message Requirements

- Messages must be **no more than 90 characters** long (including spaces)
- Messages must ask for a specific amount - (£1, £2, £5, £10 or £25).

e.g. *"Donate £1 to help a burns survivor on their road to recovery"*

Tip: Messages don't need to include your charity name as this will automatically appear

For an effective fundraising message, focus on:

- Tangible and specific asks e.g. *'Donate £1 towards antibiotic eye drops to stop an Indian child going blind'*, rather than *'Donate £1 to support the healthcare needs of children in India'*
- Singular examples e.g. child, rather than children
- Putting the key words at the front of the sentence
- Stating the urgency of the appeal e.g. 'help today'
- Keeping the message short and simple i.e. no jargon!

Good luck!