



THE FSI SMALL CHARITY WEEK EBAY AUCTION QUICK GUIDE 22ND JUNE – 2ND JULY 2017

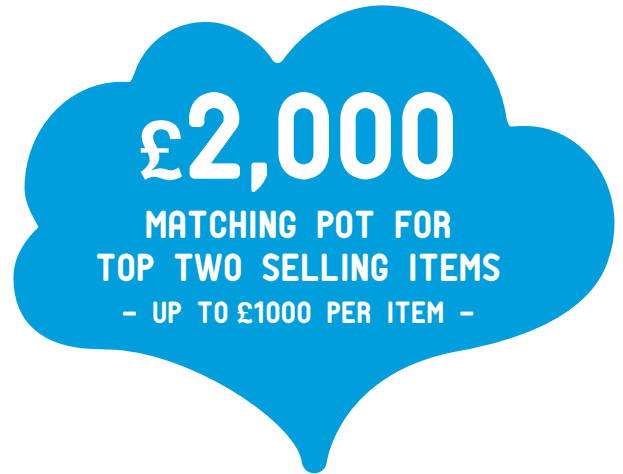
The Small Charity Week auction is hosted by the FSI to sell a range of outstanding items on behalf of the participating small charities to raise funds for their work.

The Small Charity Week Team will help with the marketing, provide you with tools to help raise the profile of your items and host your items on the eBay.co.uk site.

We'll be working with eBay for Charity and PayPal Giving Fund to promote your auction to more than 21 million active eBay users in the UK. To date over 10,000 charities have enrolled in the programme and more than £100m has been raised for UK charities.

What better way to raise awareness and funding for your charity? All you need to do is source an item and let all of your supporters know!

Items of a unique and high value nature do particularly well on eBay auctions; these don't just have to be material items, they can be a once in a life time experience too! Anything of celebrity or star association will do extremely well, but we will consider any items or ideas you have.



As an added bonus, once again PayPal Giving Fund will match the value of the funds raised from the **top two selling items** up to the value of **£1,000 each!**

This means that you could be getting **double the money!**



Dates and Deadlines you will need to be aware of:

12th May 2017

Confirm that your charity will be participating in the auction by emailing support@smallcharityweekauction.uk.

1st June 2017

You will need to have completed your **PayPal Giving Fund enrollment** so that we can process and list your items in time - www.paypalgivingfund.org

All items and photos must be submitted by this date at the very latest (however the sooner you provide us with details of your item(s) the better). Each charity can submit between **1-10 items**.

3rd - 7th July 2017

Items must be sent out to winning bidders within **two working days** of the auction closing and receiving the buyer's information. Buyer information will only be passed onto you once payment for the item has been received.

4th August 2017

PayPal Giving Fund will collect 100% of the funds raised from the Auction and distribute them directly to your charity, please allow 30 days for this from the auction closing date. Relevant postage fees collected from buyers will be distributed to your charity by the FSI. We will inform you of the status of your items after the auction ends.



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Examples of previous year's best selling auction lots include:

- Coldplay Will Champion's Certified Platinum CD Award Signed by the Whole Band
- Benedict Cumberbatch signed photograph
- A signed Steven Gerrard shirt
- Tickets for the *X Factor* Final
- A VIP backstage trip to the set of *This Morning*
- Dr Who Script Signed by Peter Capaldi

Celebrity items are particularly popular, but we will consider any items or ideas you have, such as a unique experience; however the item does have to be special in some way to be included e.g. not something you could just buy on the high street. All items will be reviewed for their eligibility.



Tips on sourcing appropriate items:

- Think about those celebrities/high profile figures who may have a link to your cause and compile a list of people to approach
- Check with your Trustees whether they have any possible celebrity/corporate contacts they can share
- Research celebrity agent contact details to write to - make sure the letter or email you send is clear and to the point; state what it is you want them to do and how they can make a difference to your cause - don't forget to let them know when you require the item (we will need all items submitted by 1st June 2017).
- Make sure you include contact details for the appropriate person who can talk about exactly what is happening should they call back
- Let them know this will be a heavily marketed event



FAQs:

Q. Is my charity eligible to participate in the auction?

A. To participate in the auction you must be a small charity or community organisation registered with the Charity Commission or HMRC with an annual turnover under £1.5 million. You must also be a member of the FSI.

Q. Do I have to pay anything to take part in the Small Charity Week Auction?

A. No. Participation in the auction is free.

Q. Why must I be enrolled with PayPal Giving Fund?

A. PayPal Giving Fund is eBay's charity partner for the eBay for Charity programme. We can then list your item in aid of your charity to receive 100% of the funds.

MORE FAQs → www.smallcharityweekauction.uk



Checklist:

- ✓ My charity is a member of the FSI at www.thefsi.org
- ✓ My charity has a Business Charity PayPal account and is enrolled with PayPal Giving Fund at www.paypalgivingfund.org
- ✓ I have submitted my item(s) for the auction by the 1st June 2017 at www.smallcharityweekauction.uk
- ✓ I have emailed my item photographs and charity logo to support@smallcharityweekauction.uk
- ✓ If you have more than 2 images (max 12), please send them via www.wetransfer.com to the following email address: support@smallcharityweekauction.uk

FULL AUCTION GUIDE: www.smallcharityweekauction.uk