



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, 18th-23rd June.

Eligibility

Only charities, CICs and local community organisations meeting the FSI's definition of 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 **1st June**.

Message Requirements

- Messages must be **no more than 90 characters** long (including spaces). Word count in MS Word will count these for you.
- 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! Optimise Your Featured Phrase
- Case study: Soi Dog UK

Top tips for optimising your featured phrase:

Creating a great featured phrase can really help to improve your charity's Give at Checkout fundraising. The best performing featured phrases have the following characteristics:

TIP: They are short - phrases must be no longer than 90 characters, including spaces. Try not to use all 90 characters, as there is a negative correlation between phrase length and funds raised.

EXAMPLE:

Donate £1 & help a child with cancer get the support they need

...raised more than

Donate £1 to give clinical, practical, & emotional support for young people with cancer.

TIP: They include a call to action. Phrases that start with a call to action like "Donate" or "Give" raise 22% more than phrases that do not.

EXAMPLE:

Help vulnerable people leading tough lives in the UK and the poorest countries in the world

...raised more than

£1 will help vulnerable people leading tough lives in the UK and across the world

TIP: They are singular. Specify who will benefit from the donation. Try to **connect the donor** to a single, relatable beneficiary rather than an abstract concept. Phrases requesting support for a single beneficiary raise 5% more than phrases requesting support for multiple beneficiaries.

EXAMPLE: *Give a 5-year-old street child in India a safe place to sleep at night*

...raised more than

Give 5-year-old street children in India a safe place to sleep at night

TIP: They are specific and tangible. Try to communicate a clear benefit that will be gained through the donation. Individual donations are typically only £1 or £2, but donors want to feel that even that small amount will have a positive impact. Phrases that state a clear benefit or explicitly mention how the money will be spent perform 9% better than those that do not.

EXAMPLE: *Feed a hungry child today: £2 provides a week's food for a malnourished child*

...raised more than

Give now to feed a hungry child today

TIP: They ask for a specific amount. Just remember that the options presented to donors are £1, £2, £5, £10 and £25, and most donors choose £1 or £2. Increasing the amount may result in fewer donations but more funds raised overall.

Good luck!