



How to support the Sara Lee Trust through eBay

Become an eBay Community Seller

We have an eBay shop with charity status, allowing us to create community sellers who can support us virtually from the comfort of their own home.

You can donate anything from 10% to 100% of the profit that you make to the Trust on anything you sell. So if you are having a clear out we would be extremely grateful for any donations made to the Trust in this way.

If you are new to selling on eBay our guide on how to get started is below. If you need any support or have any questions you can contact us at charityshop@saraleetrust.org.

Registering for eBay

Step 1.

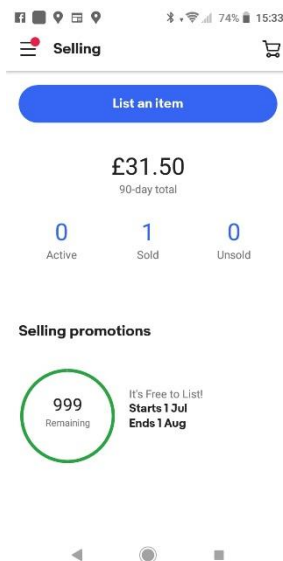
Set up an eBay and PayPal account, if you already have an account just login.

Step 2.

Select the 'hamburger' menu, top left. Select in 'My eBay' section 'Selling'

Step 3.

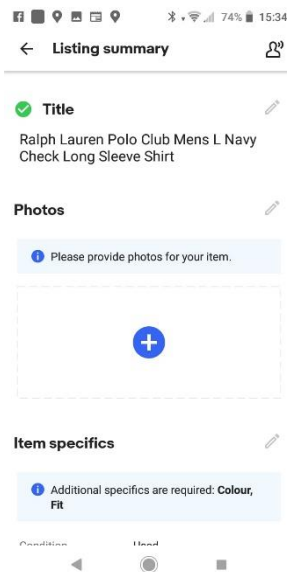
Select 'List an Item' button in blue.



Describe your item or scan the barcode. eBay will suggest your item, if no match select 'continue to listing' at the bottom. Select condition of item, new or used.

Step 4.

This will take you to the Listing Summary



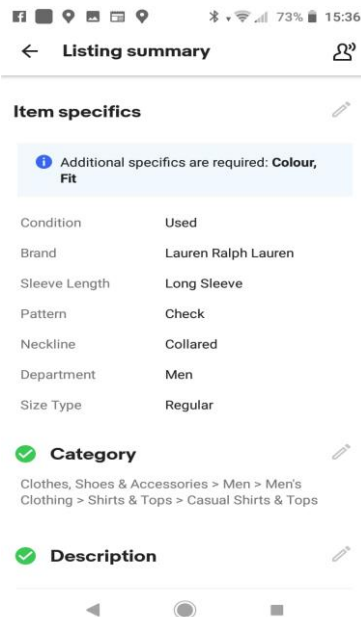
The title is already populated but can be amended here if needed using the 'edit pencils' on the right hand side.

Step 5.

Select 'upload photos'. You can upload several photos to your listing, choose the best one as your main photo.

Step 6.

'Item Specifics', Populate as many fields as you can in this section to maximise your listing being seen by customers searching.



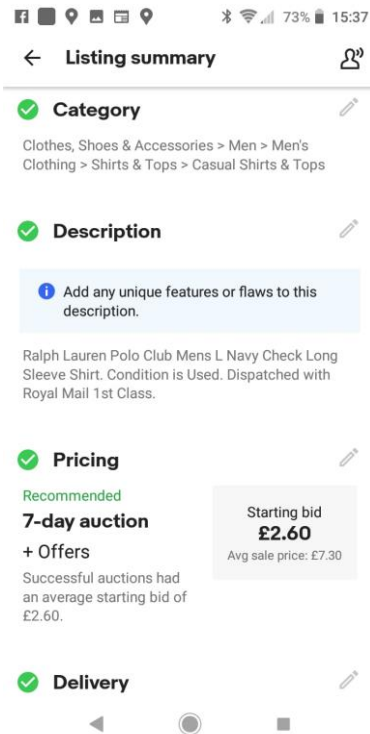
Step 7.

'Category' will be pre-populated for you based on your original title details (can be amended at this stage).

'Description' is a freetext box for unique features or flaws.

'Pricing', a 7 day auction and a starting bid will be recommended for you, this can be amended.

'Delivery', a delivery method will be recommended along with cost, this can be amended.



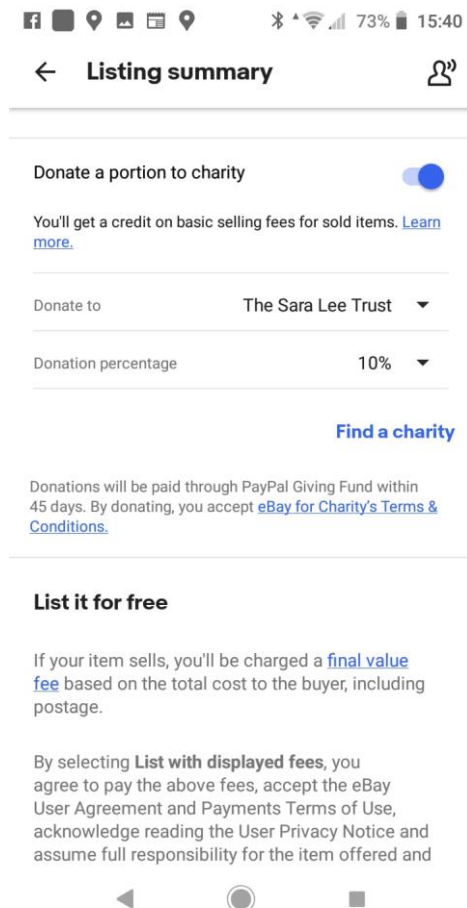
Step 8.

'Donate a portion to charity', this section will enable you to donate 10%-100% to the Sara Lee Trust.

Turn this feature on using the slide button on the right.

Select the Sara Lee Trust from the Donate to field. If the Sara Lee Trust is not in the Donate to drop down, select 'Find a Charity'.

Choose a donation percentage from the drop down field.



Step 9.

'List with displayed fees', in this section you can preview your listing. If you are happy with the preview use the back arrow in the top left and select 'List with displayed fees'

This section will tell you if any fees are due to be paid, however as a charity community seller it should say 'list it for free'.

Step 10.

Turn on 'Easy Pricing' to allow eBay to relist at a slightly lower auction price automatically should the item not sell. This is optional.

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✕ **Easy pricing**

Make sure your item gets sold

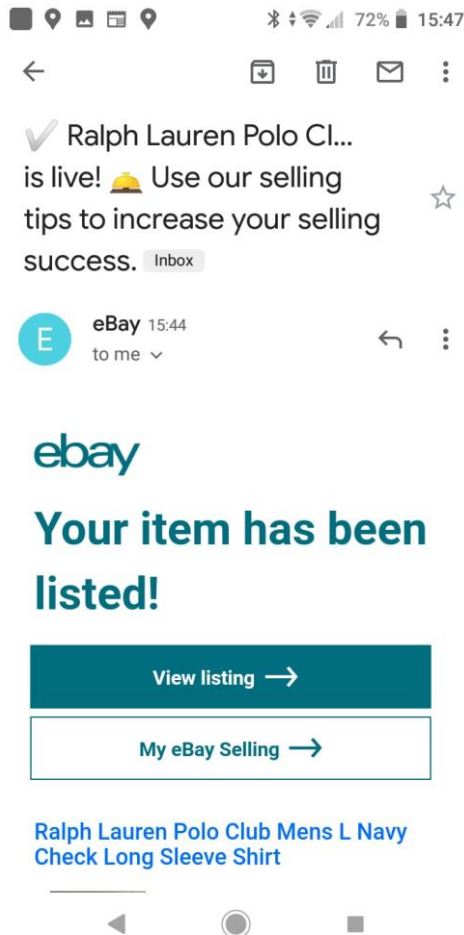
We'll lower the starting bid for you by 5% each time your item gets auto-relisted (until it sells or gets to £2.40), letting buyers know each time. Turn it off at any time by going to your listing.

Turn on Easy pricing

Maybe next time



You will now receive an email to say your item has been successfully listed.



Top Tips

- In eBay listing title, use as many descriptive words as possible. For example a Ralph Lauren shirt would be - 'Ralph Lauren Polo Club Mens L Navy Check Long Sleeve Shirt'. This will support customer searches.
- Use several clear photos identifying highlights or flaws in the product. Use the freetext description box to support this.
- Item specifics, populate as many of the categories as possible to support customer searches.
- Pricing, use eBay suggestion as a guide, but do your own research before selecting a starting price, an offer price and auction or Buy It Now category.
- Delivery, eBay will suggest the most appropriate delivery. Compare your dimensions and weight of packaging to ensure this meets the postage requirement. For example, Royal Mail small parcel size is 45cm x 35cm x 8cm, and maximum of 2kg.
- If you post a listing and realise there is an error, navigate to the hamburger menu in the top left, select 'selling' followed by 'active' and you can edit the required listing.
- If you are selling multiple items, you can identify the listings being sold with a charitable contribution by looking for the charity ribbon icon next to the listing.