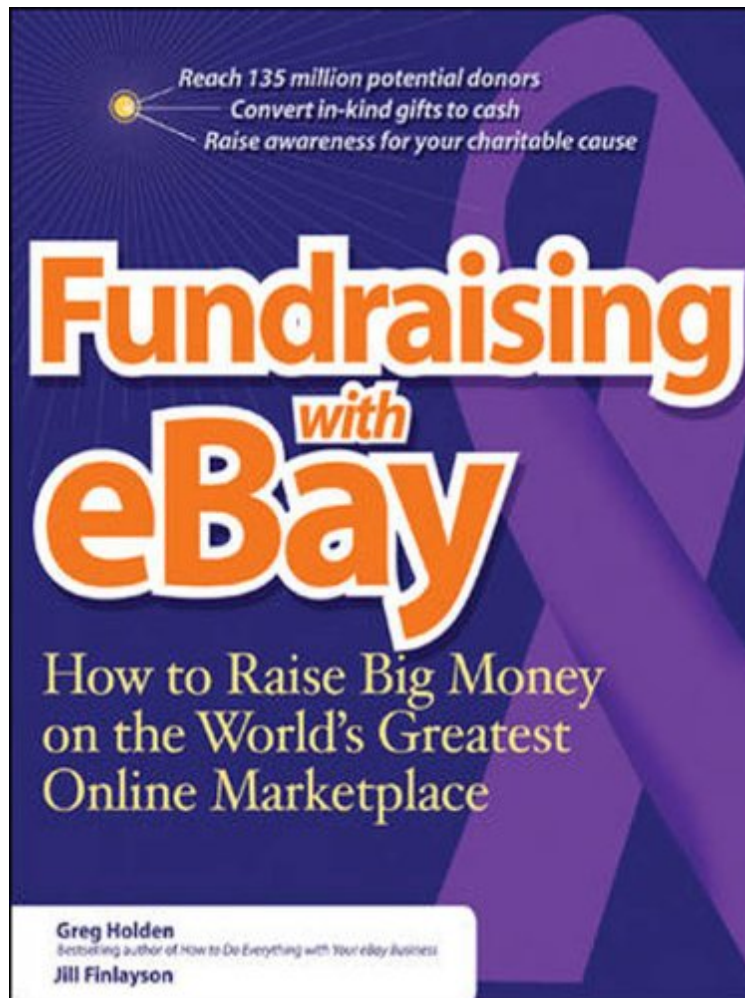


## Fundraising on eBay

Greg Holden, Jill K. Finlayson  
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**Greg Holden, Jill K. Finlayson : Fundraising on eBay** before purchasing it in order to gage whether or not it would be worth my time, and all praised Fundraising on eBay:

0 of 0 people found the following review helpful. Kind of Dated but helpfulBy David SpiermanI bought this book to help me get ready to use eBay to do some fundraising for my congregation. I'm already an experienced eBayer but I was hoping to find some gems within this book, but never did. It is a good basic book for people who are not really familiar with the eBay environment or for those who have dreams of massive on-line auctions but not so much for folks wh really want to use eBay as a kind of on-line rummage sale. I actually found the information on eBay itself to be sufficient.0 of 0 people found the following review helpful. Worth the price!By GEORGIA H.Great tips.0 of 0 people found the following review helpful. The Cult of the Luxury BrandBy Catchy PhrasesI have been an avid reader of anything Marketing for the past 15 years. As a PR Communication Professional I find myself in need of a good Marketing, Branding and Social Media Books regularly.This Book is Fantastic Beyond Compare, absolutely one of

my favorite. An exuberant expression of Marketing Throughout Asia: Japan, Hong Kong, China, South Korea, Singapore, Malaysia, Thailand, Indonesia, the Philippines, India and China. Deep analysis of the Cult of Luxury, its Origins country-by-country, their Buzz factors and their Style setters. A brilliant selection of topics: the Showbuzz Marketing, The Spread of Luxury Model, Luxury Gourmands to Luxury Nibblers, celebrity Set, Tai-Tais to Trendy Teens, Caviar and Popcorn, The Megalogue Diet, Some Like it Super Haute, Social Networkers, The Press Collection and the Spin,...A Vibrant choice of catchy Phrases, inspiring words and Stunning Titles, that make the Book totally Sticky. I have read this book many times, a perfect companion for any PR Branding Professional. Not only Functional, but Fabulous as well. I wish Radha Chadha Paul Husband would compile the same Study for other Regions of the World!Pro:EverythingCon:Absolutely Nothing.

There are 1 million registered nonprofits in the U.S., and the sector employs more than 10 million individuals Features success stories from high-profile groups whorsquo;ve raised funds on eBay, such as Oprahrsquo;s Angel Network

From the Back CoverConnect with millions of new donors instantly Looking for a new, fun, and effective way to raise funds? Now you can use the worldrsquo;s largest online marketplace to raise both cash and awareness for your nonprofit or charitable cause with help from this invaluable how-to guide. Fundraising on eBay is filled with proven tips for leveraging eBayrsquo;s 160 million registered users to reach new donors, maximizing the value of donated items, and converting in-kind gifts into cash quickly and easily. Get step-by-step instructions for planning a highly profitable fundraiser, managing inventory, recording feedback, and protecting your customersrsquo; personal information. Whether or not you have previous experience selling on eBay, this hands-on guide will show you how running an eBay fundraising event is more than just good will--itrsquo;s good for business too. Organize a one-of-a-kind celebrity auction event Create sales descriptions that attract buyers Put experiences, gift certificates, travel tickets, and other specialty items up for sale Convert in-kind donations quickly and easily into cash Expand the reach of solicitation efforts to bring in new donors Develop corporate partnerships and participate in cause-related marketing programs Cultivate your donor base by providing good customer support Featuring success stories from high-profile groups including the U.S. Fund for UNICEF and the Starlight Starbright FoundationAbout the AuthorGreg Holden is the author of more than 30 books, including the bestselling How to Do Everything with Your eBay Business. He has written extensively about eBay, online auctions, and e-commerce. Jill Finlayson worked at eBay as a senior category manager for Toys, Dolls, Hobbies, and Crafts, growing the category to more than \$1.5 billion annually, and was a founding co-foundedmember of the first eBay Foundation Governance Committee. She currently oversees curriculum and training materials for M Networks courses and seminars on starting and running effective online businesses.