
CORPORATES for CUSTOMERS toolkit





CORPORATES contents FOR CUSTOMERS

1 Why celebrate
#DaanUtsav?

Ideas for
CORPORATES
(CUSTOMERS)

2

3 FAQs

Contact/
Support

4



WHY CELEBRATE #daanutsav?

Many leading corporates have reached out to their customers and given them a chance to experience the joy in giving first hand! They do it, not only out of a sense of duty but also because it deepens customer loyalty and creates goodwill for their brand in the community.





CORPORATES ideas FOR CUSTOMERS

IDEAS FOR BANKS

ATM donation campaign

ATMs can display #DaanUtsav awareness messages, and also enable donation to charity via the ATM itself.

Swipe for a cause

During #DaanUtsav banks and wallets make a small donation (say Rs5 for a midday meal), every time a user swipes their card.

UPI for a cause

During #DaanUtsav banks and wallets make a small donation (say Rs5 for a midday meal), every time a user makes a UPI transaction.

E-donation campaigns

Banks enable users to donate to chosen charity through their website and payment apps, by sending out mailers, messages and notifications.

Awareness

Banks raise awareness of #DaanUtsav through e-mails, SMS notifications, and account statements.

QR Ya Paar

Banks enable users to donate to all NGOs using QR codes generated by the Bank and shared with the various NGOs who hold accounts with the Bank.



CORPORATES ideas FOR CUSTOMERS

Where There's a Will

Banks conduct free seminars on the importance of wills and how to donate to a charity through a will, during #DaanUtsav. The seminars will also talk about the #LivingMyPromise initiative.

IDEAS FOR TELCOS

Campaigns

Telcos use messaging/notifications to promote #DaanUtsav. They can also promote specific campaigns or run their own giving campaign.

Caller Tune for a Cause

Mobile service providers promote the #DaanUtsava anthem song created by famous composer Ram Sampath, as a caller tune, with the proceeds of the tune purchase going to charity.

IDEAS FOR AIRLINES

Inflight donation

Airlines enable inflight donation to preferred charity during #DaanUtsav. Messaging on #DaanUtsav can also be done through inflight magazine and boarding passes, etc.

IDEAS FOR FMCGs

Like to Give

Companies launch organic social media campaigns and offer to make a donation for every user engagement on the campaign.



CORPORATES ideas FOR CUSTOMERS

Buy & Donate

FMCGs create special charity packs that customers can buy and donate. For instance, a hygiene pack can contain soap, oil, detergent, toothpaste, toothbrush, shampoo, talcum powder and menstrual pads. The products are offered at substantial discount to MRP and packed differently.

Brand value campaigns

Brands run campaigns designed around the brand's values, e.g., Tata Salt/Tea around progressive values, Surf around "daag achhe hain", aashirvaad atta around their beliefs, etc., encouraging viewers to celebrate #DaanUtsav through their own acts of giving.

IDEAS FOR HOTELS

In Room Campaigns

Hotels place tent cards in their rooms to encourage guests to donate to a list of charities suggested by the Hotel.

IDEAS FOR GYMS

Pound for a Pound

Gyms donate Rs100 (approx 1 pound) for every pound that a member loses during #DaanUtsav, to charity.



CORPORATES ideas FOR CUSTOMERS

IDEAS FOR RETAIL

Shop For Free!

Customers donate a set amount (say, Rs. 10) into a raffle, and the winner shops for free in the store, with the money raised given to charity.

BIG1- Buy 1 Give 1

For every product bought by the customer at MRP, the store donates 1 item to a charitable cause.

Shop For a Cause

Select products offered at deep discount to be bought by customers and donated to charitable organisations that the store partners with.

Round 'Em Up

For every purchase, the total bill is rounded off to the nearest Rs. 10/100, and the change is donated to a charity during #DaanUtsav.

Dus Ka Dam

Invite customers to add Rs10 (or Rs5 or Re1 depending on the ticket size) to their bill at checkout, to be donated to a charity chosen by the store.

One for the Wall

Restaurants, cafes, bakeries, single-product stores allow customers to "buy forward", i.e., pay for an extra coffee/patty and get a coupon which can be shared with someone in need to claim.



CORPORATES ideas FOR CUSTOMERS

Charity Merchandise

Merchandise with branding of NGOs (keychains, clothes, mugs) along with #DaanUtsav are sold at retail stores, and the proceeds donated.

Special Charity Packs

Groceries can sell special charity packs that contain a full hygiene kit at a deep discount, to be donated to a local orphanage or elder care home.

Donate old, Buy new

Retail shops provide a space for customers to drop off their old clothes, accessories, phones, etc. and offer them significant discounts in exchange.

IDEAS FOR RETAIL FOR MALLS/AIRPORT

Stall 'em

At malls or airports, special stalls for NGOs are set up, as also digital interactive screens to promote and enable giving.

Activate 'em

At malls or airports, NGOs conduct interesting events to engage patrons and generate leads for volunteering/ donation.

What's In Store?

Each store in a mall/airport donates items to a common pool, which become gifts for winners of a "selfie contest". All "selfie contest" participants donate to a charity chosen by the mall.



CORPORATES ideas FOR CUSTOMERS

IDEAS FOR RETAIL FOR RESTAURANTS

Signature Dish

Restaurants dedicate the proceeds from the orders a special dish (created for #DaanUtsav where possible) to charity.

The High Table

A special “high” table set up prominently in the restaurant for the week, where customers receive special attention and treatment and the finest 7 course meal available. Table is auctioned for charity

IDEAS FOR RETAIL FOR THEATRE

Charity shows on weekday mornings

Theatres screen a weekday morning show for beneficiaries of NGOs, for free. Attending children/elderly “give back” in turn by making and gifting something simple (bookmarks, paper bags, etc.)





CORPORATES faqs FOR CUSTOMERS

Why should corporates engage their customers in celebrating #DaanUtsav?

Businesses are not just for profits; it is also imperative for businesses to do something for society. This helps in creating a better brand image and reputation among customers. It also increases customer loyalty because the buyer tends to see the meaning and purpose when a particular brand promotes a social cause.

This leads the customer to believe that the brand is more responsible and empathetic towards society as compared to competing brands. For the brand, this becomes more important as it leads to increased sales. Sometimes, when a brand is promoting a cause, the customer is happy to buy the product for self-consumption as well for a beneficiary of the campaign.

What is the best way to pitch the concept of #DaanUtsav to customers?

The best message to relay to customers is that 'it's all about being compassionate towards the needy; so while you shop for yourself, buy a little something to help someone else and make a difference in his or her life. For example, if you are buying groceries for yourself, picking up an extra 250grams of rice would go a long way in feeding 10 other people.



CORPORATES faqs FOR CUSTOMERS

How can brands get buy-in from all their internal stakeholders?

By showing them the benefits as far as business is concerned. It is a good idea to show them how this will lead to an increase in sales and positive stickiness along with building of customer loyalty and creating a positive media outreach and brand image. The internal stakeholders need to know that here is one more festival which can be leveraged to encourage customers to buy extra goods for others, thereby leading to an increase in sales.

How can brands reach their customers or create awareness about their #DaanUtsav initiative?

This can be done in multiple ways – through banners and posters at point of sales, video ads, radio ads, print ads, social media ads and posts. The brand can create various collateral and disseminate them through various paid and unpaid channels.

How much time does it take to plan a campaign? Offline and online campaigns?

Normally, from the point of inception, it could require about 60 days to plan and execute the entire campaign. Offline campaigns might take a little more time depending on the scale and supply chain of the.



CORPORATES faqs FOR CUSTOMERS

How can #DaanUtsav volunteers support a brand in planning and/or executing its event?

One is by sharing various ideas that have been executed by similar businesses in the past, thereby inspiring the brand to come up with their own campaigns. Another way is by connecting brands to cause partners.

Does #DaanUtsav coinciding with the festive season come as an advantage or a barrier to engaging customers?

Even if there's a festival, there is a scope of upping the stake and asking for an extra share of wallet by simply telling the customer that 'while you buy for yourself, why not buy a little more for somebody else to bring a smile on his or her face'. If the messaging is correct, then it doesn't really matter.

Do brands get any pushback from internal teams? How can one tackle it?

Except for operational issues, there are no pushbacks. That can be tackled better by planning way in advance and informing them or having the execution planned way before. So, operational issues is a pushback, but having it planned 2 or 3 months earlier will just be a solution to it.



CORPORATES faqs FOR CUSTOMERS

What are some other tips and suggestions to plan an event better?

Planning your #DaanUtsav event better and working towards it as a festival, just like you approach Diwali, Republic Day, Eid, etc, could serve very well in getting additional sales and profit for the brand, along with the great brand awareness and promotion. So brands should not be afraid to go all out while planning their events.





CORPORATES **contact** FOR CUSTOMERS

To know more, write to
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visit www.daanutsav.org

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