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# CORPORATES for EMPLOYEES toolkit

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# CORPORATES contents FOR EMPLOYEES

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#DaanUtsav?

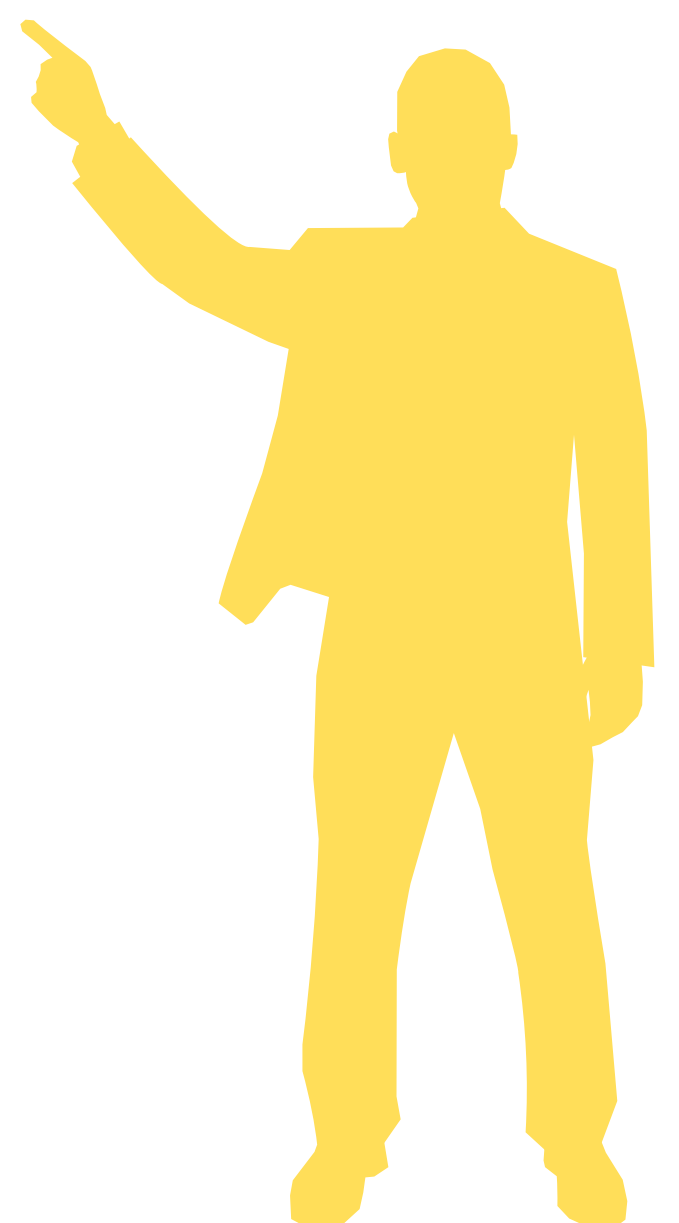
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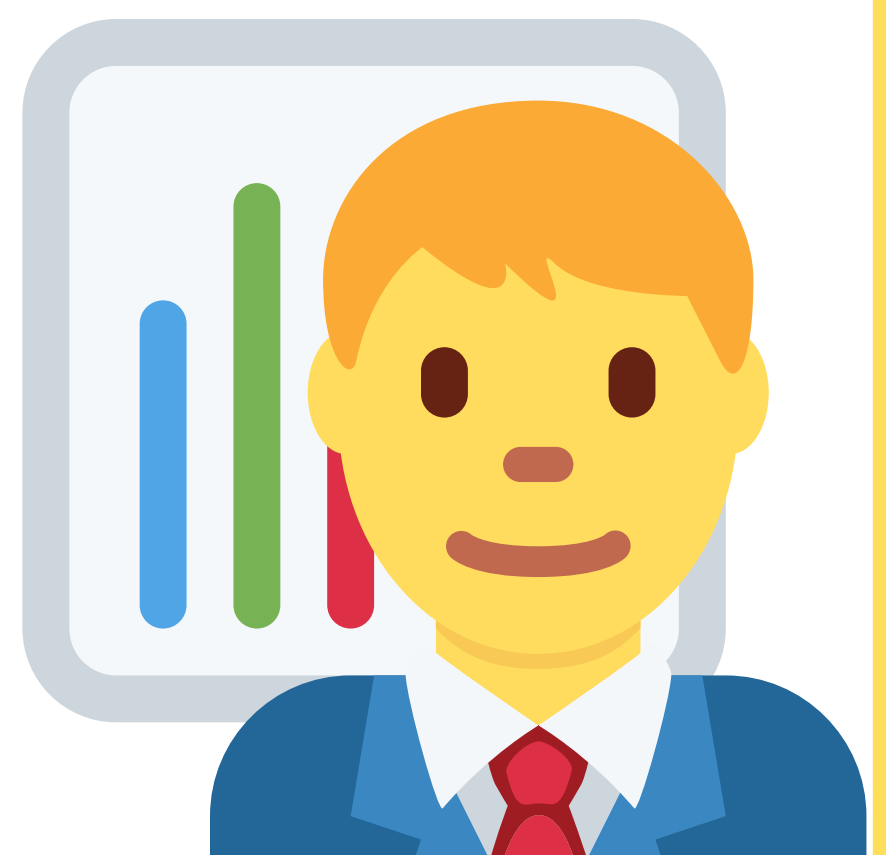




# WHY CELEBRATE #daanutsav?

More than 1,000 corporates across India engage their employees in a range of #DaanUtsav activities through simple initiatives like collection & donation drives, cleanup and plantation activities, visits to NGOs, etc. Some use ideas like Sponge the CEO or MasterChef contests to raise money innovatively. All of them help induct new employees into the “giving experience” and improve employees’ sense of belonging.

Use this toolkit to get started with planning your #DaanUtsav event.





# CORPORATES ideas FOR EMPLOYEES

## **Skillathon**

Employees of corporates get together to solve a tech/design/logistics problem that NGOs in a hackathon/code-a-thon/design-a-thon format.

## **Sponge the CEO**

Employees pay to get a chance to throw a wet sponge at their bosses. The money collected is donated to a charity of the CEO's choice.

## **CEO@home auction**

Employees bid for a chance to have their CEO cook their meal or babysit their children, with the proceeds benefiting a cause of the CEO's choice.

## **May The Best Man Win!**

Male employees pay to compete in domestic chores—folding sheets, washing utensils, etc. The winner gets to choose the NGO/cause that the donation from all employees goes to.

## **DayDe**

Employees donate one day's salary, or volunteer at an NGO for a day.

## **Corporate Challenge**

Teams of employees compete to raise the most funds for their cause. The funds are matched by the corporate, and the winning team receives an extra donation.



# CORPORATES ideas FOR EMPLOYEES

## **Give It Away!**

Corporates provide products/services they offer, as gifts/prizes for various #DaanUtsav events across India.

## **Fancy Giving Tuesday!**

Employees can donate a set amount (say, Rs. 100) for the privilege of wearing fancy clothes/accessories that are usually not allowed.

## **Fistful of joy**

Schools, colleges, offices, apartments, clubs encourage students, employees & members to donate a fistful of grain/ sugar which is collected and given to an NGO of their choice.

## **Clean up drive**

Organise an event to clean up public spaces like beaches, lakes, bus stands, stations, parks, govt hospitals, etc.

## **Gandhi For Gram**

Identify a village nearby and get students/employees/members to visit and volunteer there for a day, to promote greater understanding of the challenges of rural life in modern times.

## **Run/Walk for a cause**

A walk/ run for a cause, where participants donate and fundraise to support the chosen cause.



# CORPORATES ideas FOR EMPLOYEES

## **MKG 150 festival**

Organise a festival in your school, college, office, club, group, association or apartment to celebrate Gandhi's 150th birth anniversary. The festival can include debates, essay contests, Khadi shows, films and other activities that represent Gandhi's values. Audience/ participants donate to take part and the proceeds go to Gandhian charities.

## **DaanDe March**

Organise a march/walk involving your students/employees/members and also other organisations near your institution, raising awareness about causes and inviting the public to contribute in cash and kind.

## **Tree plantation**

Carry out tree plantation campaigns in nearby school/college campuses and grounds, parks, office campuses or in nearby plantation areas identified by environmental NGOs. Plantation can also be done in nearby rural areas.

## **Beautification Drive**

Organise an event to beautify public spaces like compound walls, bus stands, stations, parks and gardens, govt schools & hospitals, shelter homes, etc.



# CORPORATES ideas FOR EMPLOYEES

## **Collection Drive**

A drive to collect and donate new or old books, toys, bags, stationery, uniform, newspapers, shoes, clothes and other stuff and donate them to NGOs.

## **Seva Mela- NGO stalls**

In a school, college, corporate, club or large apartment complex, NGOs put up stalls showcasing their cause and selling their products.

## **Seva Mela- Fun for a Cause**

In a school, college, corporate, club or large apartment complex, NGOs put up stalls with food and games, and all proceeds go to charity.

## **Jail & Bail**

Leaders (CXOs, Principals, Directors, Trustees, Office bearers) are “jailed for doing good” and others have to “bail them out” by donating to a charity of their choice.

## **Charity Raffle / Housie**

A raffle, housie or “tambola” where members donate items as prizes (spare new phones, crockery, travel accessories, bags, watches, etc.), and everyone buys tickets with the proceeds going to charity.

## **Card Carrying Membership**

Poker, rummy, bridge or other card games where everyone “buys in” and nominates a charity, money goes to the winners’ nominated charities.



# CORPORATES ideas FOR EMPLOYEES

## **Visits to NGOs**

Visits to nearby shelter, old age home, orphanage, special needs org, etc.

## **MasterChef Kaun?**

in schools, offices, clubs, apartments, a Masterchef contest, where each participant creates, others "buy" food coupons, proceeds go to charity. The winner's charity gets a special prize. Can focus on men cooking to change stereotypes.

## **Date Auction**

In colleges, offices, clubs, gyms, a lunch or safe dinner date with the popular members is auctioned and proceeds go to the charity of their choice.

## **Blood donation camps**

In association with nearby blood banks and hospitals or groups like Lions that conduct such camps.

## **Kuch Achha Karao-ke**

Sing for a cause on karaoke, the audience buys tickets to listen, proceeds go to charity.

## **Food drive**

Preparing, collecting and distributing food to those in need on the streets or at shelter and care homes, or even to auto drivers at a stand, etc.





# CORPORATES ideas FOR EMPLOYEES

## **Seva Sandwich**

Individuals in a group contribute various ingredients of a sandwich, get together and make sandwiches and distribute them to those in need

## **Kindness Fridge**

Set up a "kindness fridge" in a public place like an apartment, school, college, hospital and create groups of people who will ensure the fridge is stocked.

## **Thank'Em**

Thank class 4 staff of school, college, corp, club, apt, etc. - serve them, have fun WITH them, treat them as equals.

## **Record Audio Books**

Everyone records an audio book for the blind.

## **Change Festival**

In colleges, clubs, theatres, large corporates, large apartments, a TEDx/ Litfest type format featuring social enterprises, ticket donations to charity.

## **Bake Sale/ Art Sale**

People exhibit their talents in baking/ other arts and sell their products, proceeds go to charity.

## **Cycle/ Bike/Car Rally for a cause**

A rally for a cause, where participants donate and fundraise to support the chosen cause.



# CORPORATES ideas FOR EMPLOYEES

## **Adopt an Institution**

Help a govt school, bus shelter, night shelter, newspaper stand, park get a complete makeover and take care of it through the year.

## **The Tiny Flea Garage Sale**

Flea market within school, college, corp, apartment, club etc. where members bring items and others buy them, all proceeds go to charity.

## **7 Days 7 Givings**

Pick 7 different acts of giving, 1 for each day of the #DaanUtsav week and get students/residents/employees/members to contribute. The 7 acts could simply be 7 different items to be given (books on 1 day, clothes on another, etc.) or 7 types of activities (money, material, time, blood, skills, etc.).

## **Street Store**

Organise a collection drive for items in good condition, clean, mend and pack the donated items nicely and set up a "store" on a street nearby. Offer "coupons" to potential beneficiaries which they can use to "buy" the items that THEY choose from the street store, instead of being handed over something that someone else chose for them.



# CORPORATES ideas FOR EMPLOYEES

## **Wish Tree**

Set up a “Wish Tree” and allow members to fulfill wishes sourced from a local nonprofit that you wish to support.

## **Plog Run**

Get participants to go on a run and collect all the plastic they encounter on the run, from the streets. The collected plastic is given to a recycler.

## **#DaanUtsav Booths**

Pop-up #DaanUtsav booths in public spaces provide opportunities to donate for a particular NGO/cause.



# CORPORATES **faq**s FOR EMPLOYEES

## **Why should corporates engage their employees in celebrating #DaanUtsav?**

One of the important things for a lot of corporates is how do we improve teamwork across cross-functional teams and how do we get people from different departments to work together with each other. The beauty of festivals like #DaanUtsav is that it creates opportunities for different teams to come together rather innocuously.

For example, if you are an investment banker who is organizing a tree plantation drive, you will get your debts teams, along with the equities teams and the treasuries desk working together in planting trees. The process that happens then is that they start building camaraderie and trust amongst themselves. In this way, they get to relate with each other and work together even after they get back to their daily routine work.

Some other areas where celebrating the festival helps is building trust across people. The larger the corporate, one can see more and more people trying to keep information away from their colleagues. So something like #DaanUtsav creates a positive environment as it is about giving to others in unison. This ultimately makes people start looking at their colleagues as humans and not just competitors, building an environment of trust.



# CORPORATES *faqs* FOR EMPLOYEES

**Is there “fatigue” with the same ideas, or do people love having a predictable list of events to look forward to?**

It's a combination of both. There is a lot of warmth and comfort in the predictable. So there are some events like wish trees that people love to do again and again. There is value in that and the credibility/sense of comfort is seen in people while doing the event. Because they know exactly what the idea is and they know what exactly to contribute. This also grows a lot of collection drives.

A lot of people love collections to that extent that they start planning their collection drives. But as a corporate, there should be some mix and match with some new quirky stuff. For eg. If an organisation this year organises a master chef contest for all males or weird clothing day on normal working day.

Throwing a lot of fun with a common course of predictability so that people fall into those things. Just if we follow rituals.. like in Diwali - there is a ritual of lighting the Diya in every home, so like these rituals that have some continuity, in #DaanUtsav as well if there are some events that keep repeating for some years then some addition is built which brings a continuity or a tradition in the system.



# CORPORATES **faqs** FOR EMPLOYEES

## **How does one pitch the concept of #DaanUtsav to their employees?**

Most employees do look for opportunities to give back to society and if there is a hectic corporate life they are left with a very little chances where they are able to find the opportunities of their own. So when the corporates actually find opportunities for them it actually becomes easy for them to participate. So the best way to reach and convince to participate is to give them very structured interventions which is very easy for them to take part in.

## **How can corporates get maximum employee participation in an event?**

Keeping the events very very simple and easy for the people to participate is the best way to improve participation. The other way to do it is to have a lot of events within the voice of the corporate itself. For example. fundraising campaigns, fun events, organising mini Seva Melas bringing the NGO partners into the corporate. For example CSR is part of work with children and getting those kids into the office and interacting with the kids is also a fun way to engage those kids. It also provides diversity in exposure to the beneficiaries at the same time increases the number of employees who can participate. So bringing the events to the office is one of the best way to increase participation. Keeping the events simple is another way to increase participation.



# CORPORATES **faqs** FOR EMPLOYEES

## **How much time does it take to plan a #DaanUtsav for employees?**

It depends entirely on the kind of activity you have in mind. Anything between 2-3 weeks and as long as 2-3 months. If you have a nice event planned it might require internal communications with departments, if the prizes for the events are decided then kinds of it and who will give it, blocking senior management time to kind of be the leaders to all your campaign. Such things require little more planning ahead. But if something simple like housei or a raffle, etc. then these can be done withing a weeks times.

## **How can corporates tell all their employees about the #DaanUtsav activity?**

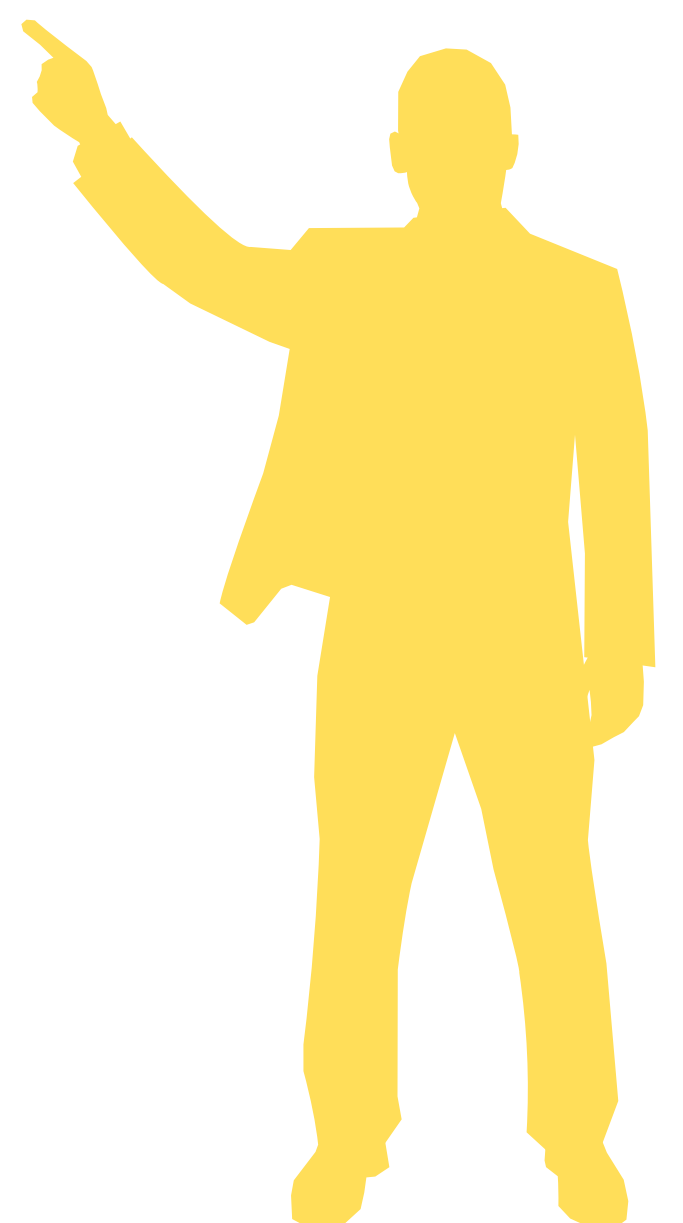
Most corporates require their employees to log into a custom software once they come to work. So one idea could be simply flashing notifications or ads on the home page of the software. Mails from the HR team or the head of the company could also be another idea. In addition to this, posters at the cafeteria, signs and standees around the lobby area could also help in getting maximum participation.



# CORPORATES **faqs** FOR EMPLOYEES

## **How can #Daantsav volunteers support corporates in planning and/or executing their events?**

One of the ways in which #DaanUtsav volunteers can help is in identifying non-profit organisations/NGOs to partner in an event. For example, if a corporate wants to do a blood donation drive in their office and doesn't know who will set it up for them, or if the corporate wants to organise a handicraft mela and doesn't know any NGOs who can come and sell their handmade products, then a #DaanUtsav volunteer can try to make these connections.







# CORPORATES contact FOR EMPLOYEES

To know more, write to  
[daanutsav@gmail.com](mailto:daanutsav@gmail.com), or  
visit [www.daanutsav.org](http://www.daanutsav.org)

Go social! Click on the apt  
icon below to see more.

