
GROUPS & COMMUNITIES

toolkit





GROUPS & contents COMMUNITIES

1 Why celebrate
#DaanUtsav?

Ideas for
GROUPS &
COMMUNITIES **2**

3 FAQs

Contact/
Support **4**





WHY CELEBRATE #daanutsav?

Clubs like Rotary, Lions, Giants & Round Table, groups like Trekking, Running or Cycling groups, communities like the Marwari Association, Art of Living and Isha Foundation and recreational & sports clubs like The Tolly Club, Bombay Gymkhana celebrate #DaanUtsav as it brings their members together for a cause, thus building deeper bonds and infusing a greater sense of purpose into their activities.





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Kaun Test Karega

Send out a newsletter, notice or circular to all member institutions sharing about #DaanUtsav and inviting them to celebrate in various ways. Have awards for the institutions that celebrate in the most exemplary manner.

Joyfest

Organise an event that brings all members together- around a theme that is at the core of the group or community (e.g., Yoga, Service, Spirituality)- and encourage all members to do acts of giving & kindness.

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.



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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.

Run/Walk for a cause

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



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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.

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.

Visits to NGOs

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



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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.

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



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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.

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.

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.



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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.

Cycle/ Bike/Car Rally for a cause

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

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.



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Kuch Achha Karao-ke

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

Record Audio Books

Everyone records an audio book for the blind.

Wish Tree

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

#DaanUtsav Booths

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



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Why should groups, clubs & communities celebrate #DaanUtsav?

One of the best things most groups and communities, whether they are religious or spiritual groups and communities or groups that are united by common cause like cycling or trekking or walking; or even those groups like Rotaract or Rotary or clubs like a golf club or social club. Comradery and goodwill and relationships are at the core of these organisation.

Its an opportunity, to make a difference, to reach out to those indeed, very often many members of the group will be significantly socially inclined, involved in different social activities but not everybody is and you are able to use the power of the group to get even those who are not inclined to get a chance to take part in something like this.

A lot of people who would normally not get involved in giving activities way do so if its happiness of part of group that they belong to more over the sense of belonging than anything else but once they taste the joy that is in giving, the chances are that they will then continue in giving the rest of their lives.

What kind of events work for groups, clubs & communities?

Different kind of clubs will have different initiatives for eg. Rotary or Rotaract clubs often have a calendar of social events, drives, initiatives.



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Many clubs have their own non profit organizations that they choose to support. For these kinds of organization building an event that involves celebrating what they already do or reinforcing and supporting that initiatives might be the best kind of activities to plan. For other communities and groups, there are a lot of simple initiatives, especially that do not involve a large number of people, for eg. a tree plantation campaign or a clean-up drive or getting people together to organize a cooking or delivering food to people.

For clubs, societies and communities that have their own infrastructure, where they can do a seva mela or it can in a form of a day long mini Ted X conference where you get different social entrepreneurs coming and talking about the work. Another fun activity to do is to just have a fun fare & the proceeds go to charity, like every game you play you donate to charity, every item of food you buy you donate to charity. You can even have MasterChef contest for all the men who are a part of your club or your society, for a change to see if men can cook.

Who can one approach for permissions to do this in clubs & communities?

Typically every club or community will have a set of office where there will be a secretary or chairman or a president or something like that, the designation vary but there is usually a set of committee or set of office bearers.



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I think you don't have to be an office bearer to start this, you could be a member but you will pretty much sole have to reach out and talk to these office bearers to get the permission in place. Also, because they can then support you a lot more in terms of out reach. Because as an individual member you may not have access to all the members of the club or the community. Whereas as an office bearer you will always have that access and once you get that support you'll be able to reach out to much larger number of people.

Many groups, clubs & communities do charitable events throughout the year. How does one convince them that they should celebrate #DaanUtsav?

Giving is a part of life and you have to give throughout our life. But, there are opportunities where you get to celebrate your giving by coming together with everybody else; one of my favourite examples is the marathons that you see across the country. Before the first marathon happened in India, people used to run in every city, there were few die hard running fans in every city who would over the weekend run near the parks, near the local areas.



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When everybody came together to run for a marathon though; it dramatically increased the visibility of running as a cause. And now as you see several thousand people in every city are now running and fitness fanatics.

The same way if those of us who already practice giving decide to come together and do it then instead of just one set of people just doing it, we will unify the rest of the country and bring other people together. So, as leaders in the giving space Clubs and communities that already do a lot actually have the opportunity to take that leadership path and show the way to everybody else by celebrating Daan Utsav.

How do you get participation from max of members in your event?

Use of WhatsApp, Email, notifications, circulars, any other ways to reach out to all the members you have. For clubs that have notice boards, newsletters, etc. using those kind of media to communicate also helps. Other ideas are to identify champions because many groups, many communities have subgroups and sub-communities within them, especially they have a very large member basis. So, therefore, identifying such charter leaders for these subgroups or charters and encouraging them to actually reach out to all the members in their groups, follow up, canvas and propagate the idea can also help to get more participation.



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How do you get more members to join you in organizing the event and promoting it?

Getting 5 or 10 people who agree to join you and work together with you and willing to do the most important stuff that you could do in putting together an event, because it's never fun trying to do entirely something alone on your own. The best way to get started is to ask the other members of your club, society or group who know you well to see whether they are willing to participate.

Other than that you can offer more members from your club, society or group who are socially inclined, who have a kind of inclination for the activities you have in mind. The third set of people is the key influencers because in whichever group or community you are in because we all know that not all members are equal. There are some who are more respected than others. So getting a couple of most respected or most credible members in your club or society to become part of your initiative will really really helps to get more people joining the event.

What are some of the objections/questions raised?

One of the most common objections raised is: we do this throughout the year so why should we do this again and we have already given an answer for why that should be the case.



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Sometimes the objections will be related to the availability of space related to specific dates around #DaanUtsav i.e. between 2nd and 8th October, sometimes it will be around that we have already planned things around that time. So typically, the best way to answer some of these is to think through or anticipate these questions and come up with solutions to them. For eg. if there is a question around security that if you are planning an event where everybody will bring cooked food and people are worried about how to be ensured that everything is secured and there is no risk of any external people coming and doing something. You answer that by thinking through the logistics of your event and being prepared with what security elements you are going to take care of.

For eg. all the equipment that will come in will be scanned or checked by somebody at the gates before it is brought in, you can offer to have a team of volunteers to support the security staff at the gate. So you kind of help the society prepare or the kind of club or group prepare for it by helping them put together the disclaimers, you know the terms and conditions for participation in the event, etc.

So thinking through the kind of questions that could come and answering them in advance actually helps overcome a lot of these issues.



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