
NGOs toolkit





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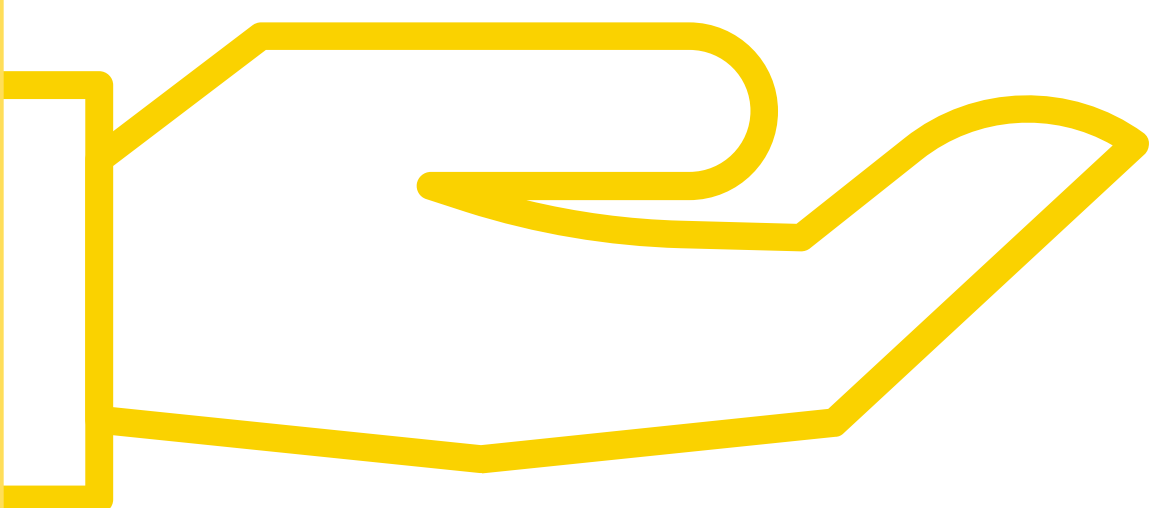
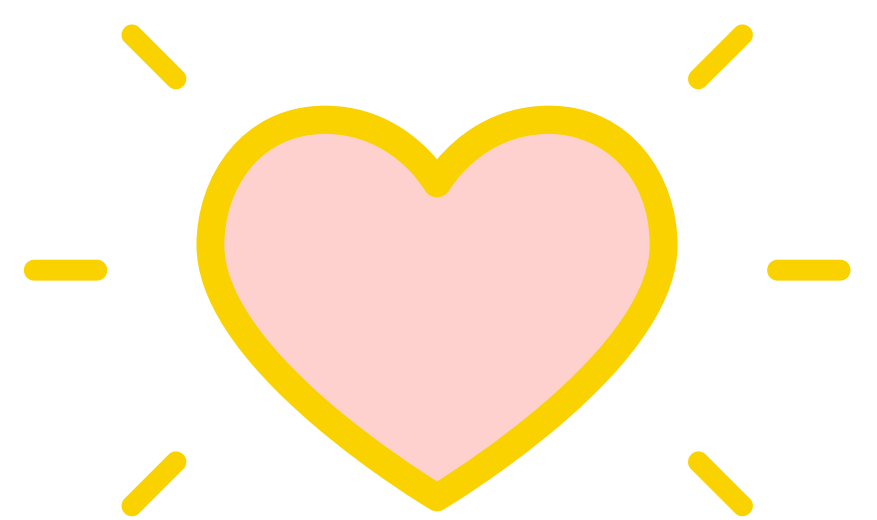
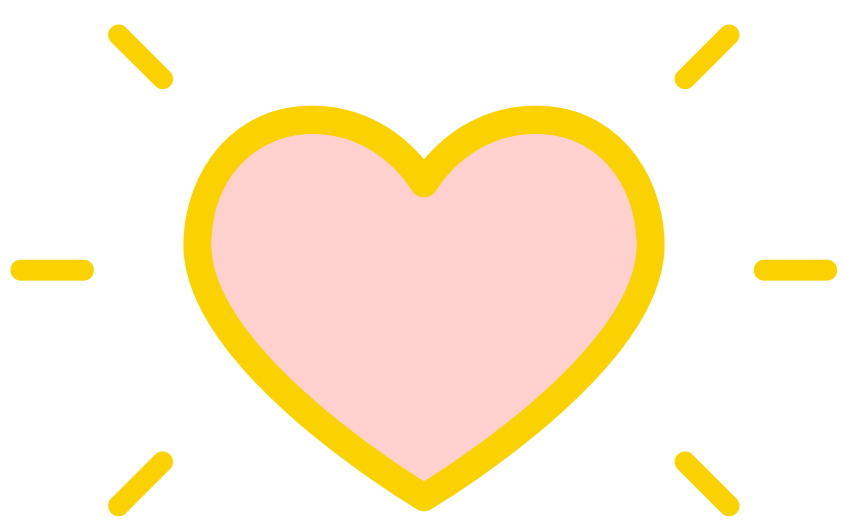
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WHY CELEBRATE #daanutsav?

NGOs have been the earliest participants in #DaanUtsav, using the platform to raise money, donations in kind as well as to seek volunteers for their cause. Many NGOs create large scale events during #DaanUtsav to engage the public, raise awareness about their cause and their own work, and to obtain the resources they need.



IDEAS FOR NGOs SEEKING RESOURCES

Charity Shows

Get an artist to put up performances such as concerts, plays, and stand-up comedy for charity with the entry fee going to the NGO/social cause.

The 24 Hour Challenge

NGOs invite supporters and public to spend 24 hours with their beneficiaries- in the villages, slums, govt schools- to sensitize them and create long term supporters out of them.

Play With Us

NGOs organise street plays or performances that showcase the work they do and the problems they tackle to engage the public and raise money.

Citizen Webathons

Set up a “telethon room” in your office and broadcast it live on Youtube. Supporters sit and make calls to friends and raise donations. A scoreboard tracks who has raised how much.

Skills for a cause

NGOs get their supporters to offer their skills for a cause (e.g., a writer will write 1 piece or a consultant will do 1 days’ pro bono consulting, etc.). People bid for their skills and the proceeds go to the NGO.

Crazy Challenges

Crazy challenges like a mirchi eating challenge for acid burn victims' benefit (or throat cancer victims' benefit), hold-your-breath challenge to understand environment & pollution, etc.

Crowdfunding Campaigns

Online campaigns to raise money for the NGO.

Symbolic Online Campaigns

Online fundraisers using powerful visual symbols related to the NGO's own cause, e.g., a hazy image becomes clearer as more cataract surgeries are funded, water fills up in a well as more people donate, etc.

The 24 Hour Disability Challenge

People are invited to experience a disability for 24 hours (blindfolded or ears plugged or can't speak or legs tied, etc.), and donate to charity if they fail. They are invited to share their experiences online.

Blind Tournament

People pay and play against skilled blind players—chess, painting contest, etc.

Rain Bows

Across schools, colleges, corporates, students/employees get to wear "rainbow" costumes, take a selfie and donate towards LGBTQ support.

NGOs ideas

De bility triathlon

In a school, college, corporate or club, a contest where the participants take part with a handicap (eyes blindfolded, legs tied, etc.).

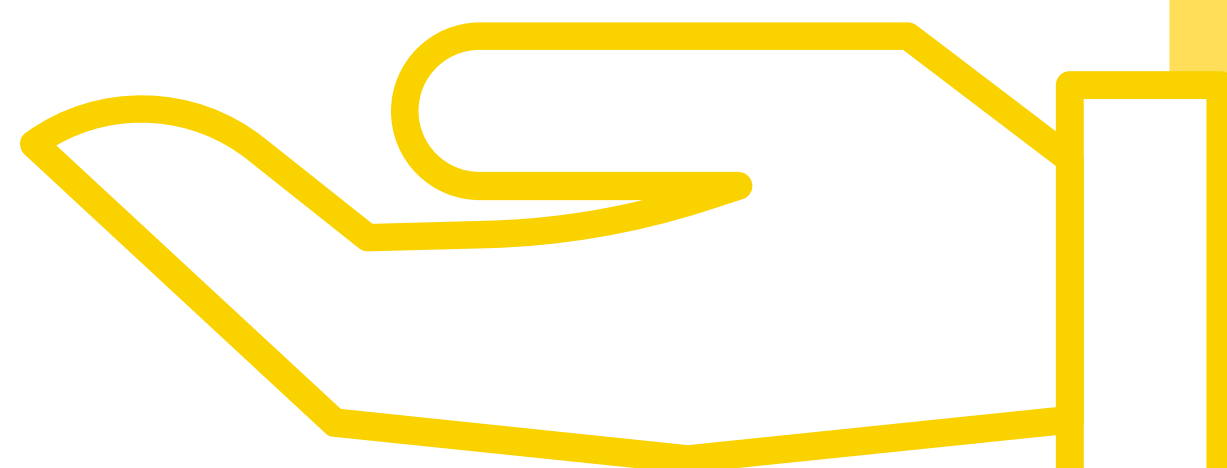
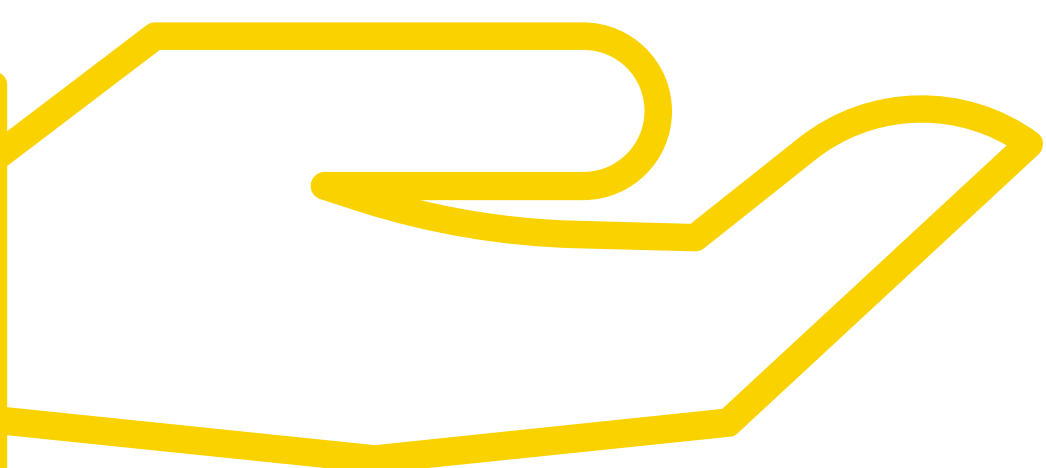
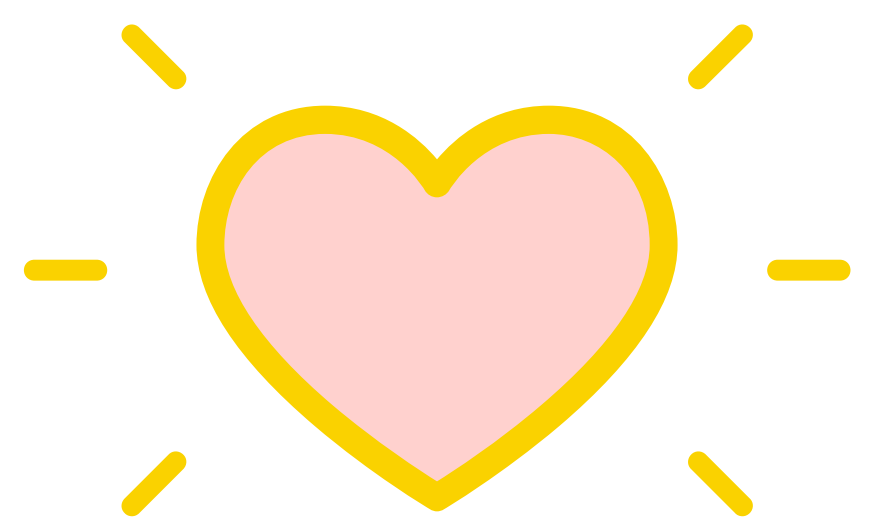
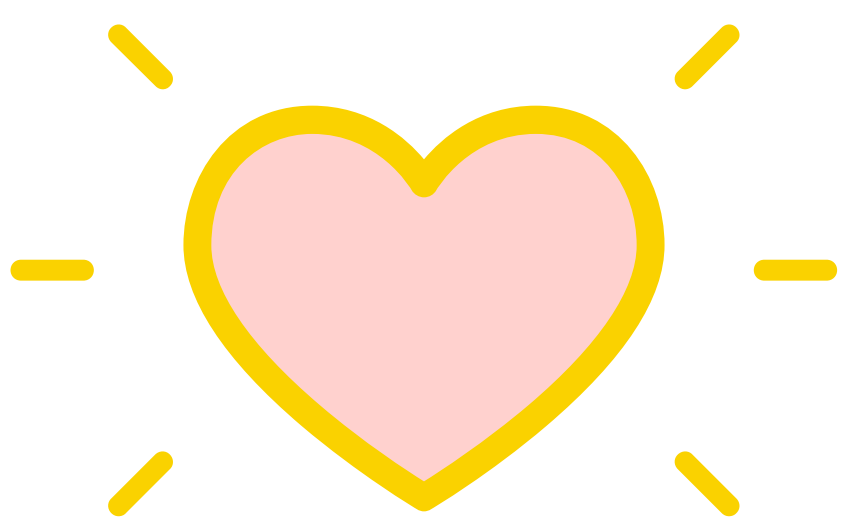
IDEAS FOR NGO BENEFICIARIES

Fistful of joy

NGOs encourage their beneficiaries to donate a fistful of grain/ sugar which is collected and given to a nearby anganwadi/ govt hospital, etc.

1 Rupee Campaign

Children collect Re1 from each family in the community and use the money to fund an act of social good.





NGOs faqs

NGOs SEEKING RESOURCES

Why should NGOs celebrate #DaanUtsav?

NGOs celebrate #DaanUtsav as it gives them an opportunity to connect with their existing and new supporters. Some of them use #DaanUtsav to raise funds online & offline. There are various platforms like Letzchange.org, Donatekart.org, ImpactGuru.org, Ketto & Milaap which run Online fundraising events specifically during #DaanUtsav and #GivingTuesdayIndia period. Many NGOs use #DaanUtsav as an opportunity to build a “community” of their supporters, showcase their work to them and to thank them for their year round support as well- in turn building deeper bonds with them and hence assuring continued future support.

For some NGOs, #DaanUtsav is an opportunity to engage and acquire a large number of volunteers for their work, and for yet others, it is a chance to raise awareness about their cause among the public. The general buzz around #DaanUtsav creates a stronger desire among the general public to give, and it helps NGOs to capitalize on that energy.

What kind of events work for NGOs?

Events like collection drives, putting up Wish trees in various places, organising events like musical evenings, etc. work well to raise resources, besides participating in various fundraising and public engagement events happening around like Seva Melas, etc.



NGOs faqs

For NGOs that depend on volunteers, large scale volunteering campaigns give them a chance to engage a large number of corporates, schools, colleges and members of the general public. Setting up booths or stalls in institutions and in apartments/societies also helps spread the word and build new relationships.

How have NGOs celebrated #DaanUtsav in the past?

We have celebrated #Daan Utsav by doing collection drives pan India, where the volunteers put up Collection drive for all kinds of materials at places like school, colleges, housing societies, corporates, malls, etc. The volunteers are provided with a kit which has specific #Daan Utsav banners, profiles of the non-profit, FAQs, donation boxes. This kit helps the volunteers put up a collection drive as per their own convenience.

How can NGOs pitch the concept of #DaanUtsav to their donors or volunteers?

By pitching the fact that #DaanUtsav is celebrated Pan-India from Oct 2 to Oct 8, by all verticals such as Schools, Colleges, Housing Societies, Corporate, Non-Profits, etc, it gives an opportunity to do an act of giving by the donor as well. Most supporters are excited to be part of #DaanUtsav as it makes them feel a sense of belonging to a larger community.



NGOs faqs

How can NGOs reach out to potential givers or create awareness about their initiative?

NGOs can list out their potential givers, send out customized emails, messages or WhatsApp messages to them, followed by meetings and calls. NGOs can also create awareness on all social media platforms, well in advance, by creating videos, putting up stories, etc.

How can NGOs ensure maximum participation in their #DaanUtsav events?

For maximum participation, following up with people concerned is very important. At times for specific events, workshop with key volunteers also helps.

What are some of the objections/questions raised by potential donors and participants?

One of the objections raised is why celebrate giving only between October 2 and 8.

How can it be addressed?

This can be addressed by saying that doing an activity pan-India between October 2 and 8 helps create a thunderclap, a buzz about the event, which otherwise would be lacking. Also, this is a week wherein all of India comes together to celebrate the act of giving and helping others. When more people join in to give back to society during this week, the country benefits from the positivity.



NGOs faqs

How much time does it take to plan an event? Online/offline?

Totally depends upon the scale of the event. Ideally, to work on an offline event (end to end) will need at least a month. An online campaign should start at least 15 days prior, to the main event. For elaborate events that require multiple stakeholders as partners (sponsors, venue, permissions, etc.), it might need 2-3 months of advance work.

What resources do NGOs usually need to execute these event?

All #DaanUtsav-related resources are available on the #DaanUtsav website, such as FAQs, videos, etc. One can also get in touch with volunteers for any further questions and support.

How can NGOs tell more people about their #DaanUtsav activity?

NGOs should definitely use social media platforms to reach out to more number of people. Alternatively, they can also conduct workshops or participate in #DaanUtsav NGO workshops organised by volunteers.

Does #DaanUtsav coinciding with festival season come as an advantage or a barrier to engaging givers?

#DaanUtsav coinciding with other festivals is an opportunity to leverage as people are mostly at home, have the mind space to check out the events, and are in a festive and giving mood.



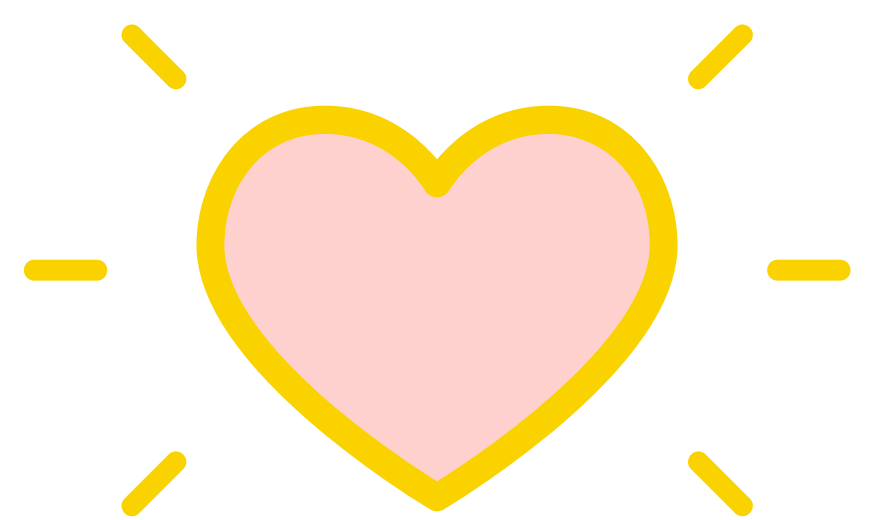
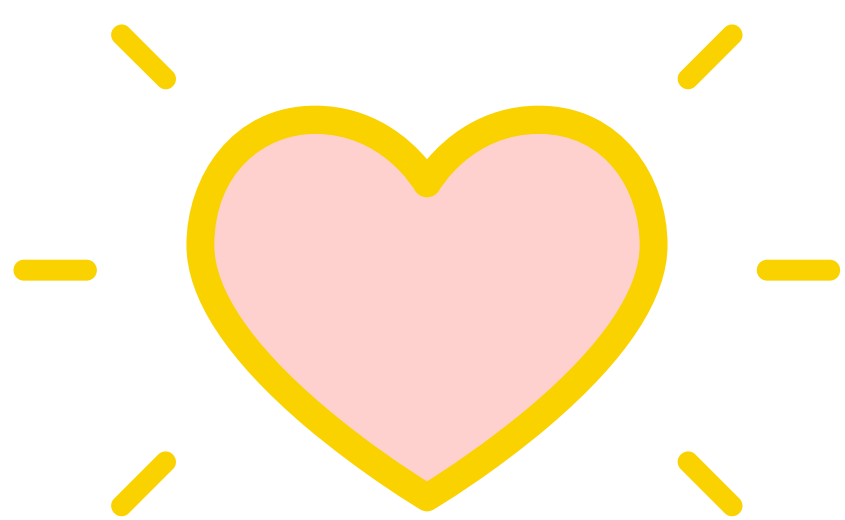
NGOs faqs

How do #DaanUtsav volunteers support in planning and/or executing an event?

#DaanUtsav volunteers support with ideas, connections, collaterals, meetings, and many other ways.

Any other tips/comments/suggestions?

#DaanUtsav helps accelerate giving in general, with a wider range of people coming forward to celebrate it every single year.





NGOs contact

To know more, write to daanutsav@gmail.com, or visit www.daanutsav.org

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

