
NETWORKS & ASSOCIATIONS

toolkit





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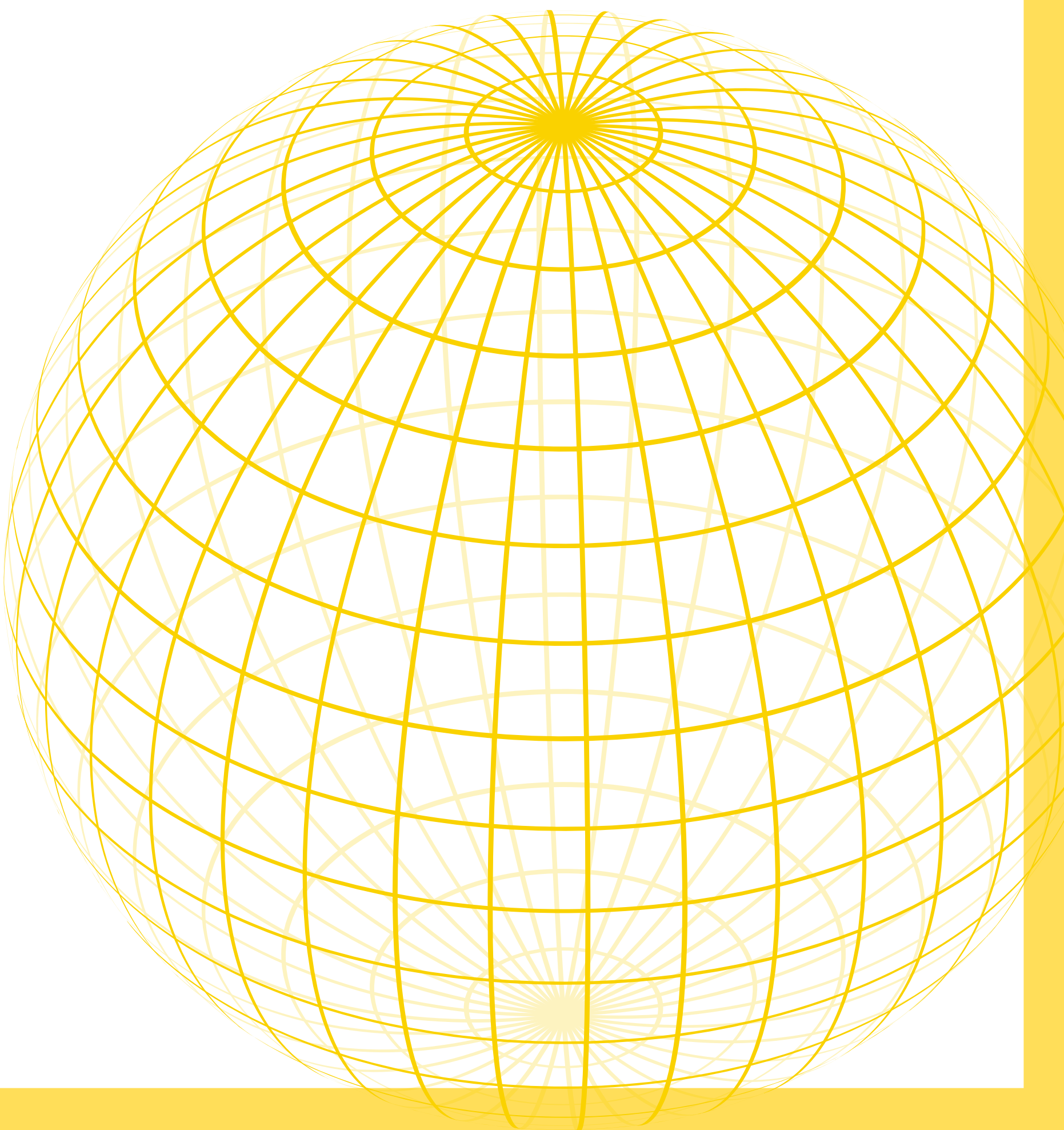
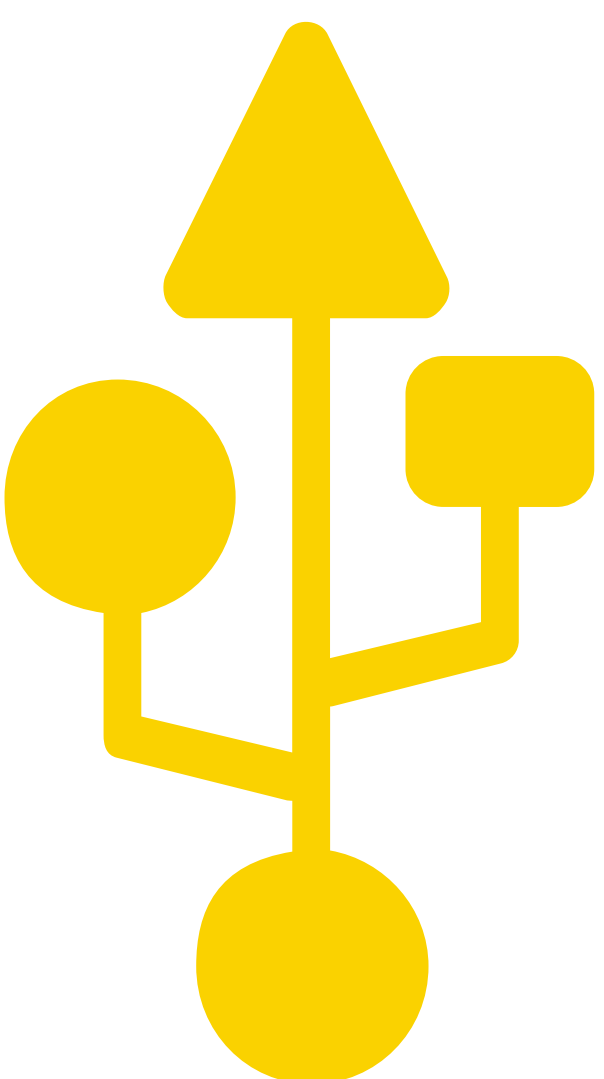
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WHY CELEBRATE #daanutsav?

Networks and associations like CII, FICCI-FLO, IMAI, NHRD, MTHR, MCCI, CREDAI, AHAR and others have regularly engaged their members in celebrating #DaanUtsav. Some have run awareness campaigns to ensure that all members individually participate, while others have organised events bringing their members together.





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JAGgery

Create Joint Action Groups of member institutions around specific themes or initiatives (pick from other ideas listed). Encourage them to own and drive the campaign.

Joyfest

Organise an event that brings all member institutions together into a fair, exhibition or conference that facilitates connections between NGOs and the institutional members of the network.

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.

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.



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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.

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.



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Beautification Drive

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

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.

Run/Walk for a cause

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

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.

Record Audio Books

Everyone records an audio book for the blind.

Kuch Achha Karao-ke

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



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ail & 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.

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.



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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.

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



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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.

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.

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.



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Wish Tree

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

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.

#DaanUtsav Booths

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



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Why should networks & associations celebrate #DaanUtsav?

Networks and association usually tend to have a lot of business agenda to do. The members get together for a specific objective. Whether it is lobbying for government regulations or tax benefits or to represent unified wise as a network.

What doesn't happen is we rarely get a chance for the association to get together for purposes other than business and time after time that they are seeing is that when you are interacting in a business context, the sensitiveness is high. The person is always worried about saying the right thing and doing the right thing.

An initiative of #DaanUtsav gives the volunteers an opportunity to be in a very relaxed atmosphere. The beauty of it is if there are 3 companies in a market who are competitors in the market and have events like #DaanUtsav can collaborate together and something wonderful happens in that process. And this is why all networks should celebrate #DaanUtsav.

What kind of events work for networks & associations?

The best thing to do is to identify groups of organisations within the network. For example, all IT companies, all manufacturers companies or networks like Aahar then it makes sense to designed events specially for verticals within them.



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It becomes easy for them to do events within their vertical. So building events where all members can participate within the certain vertical, then there are infinite numbers that can be done within that space. If there's an association which runs a lot number of offices then sometimes organising events that build the members into your place, for eg. Organising a Mela which gets the members to share with each other opportunities to contribute.

How does one pitch the concept of #DaanUtsav to the members of a network or an association?

The best way to do is to share about #DaanUtsav and explaining why as a network we want to do it together. Because many members like to celebrate it on their own. So how do we get this together is a combination of the network. And this needs to be build around something that unifies us together. So the members needs to understand that there is a power of collective marketing that we do together than doing and organising events individually.

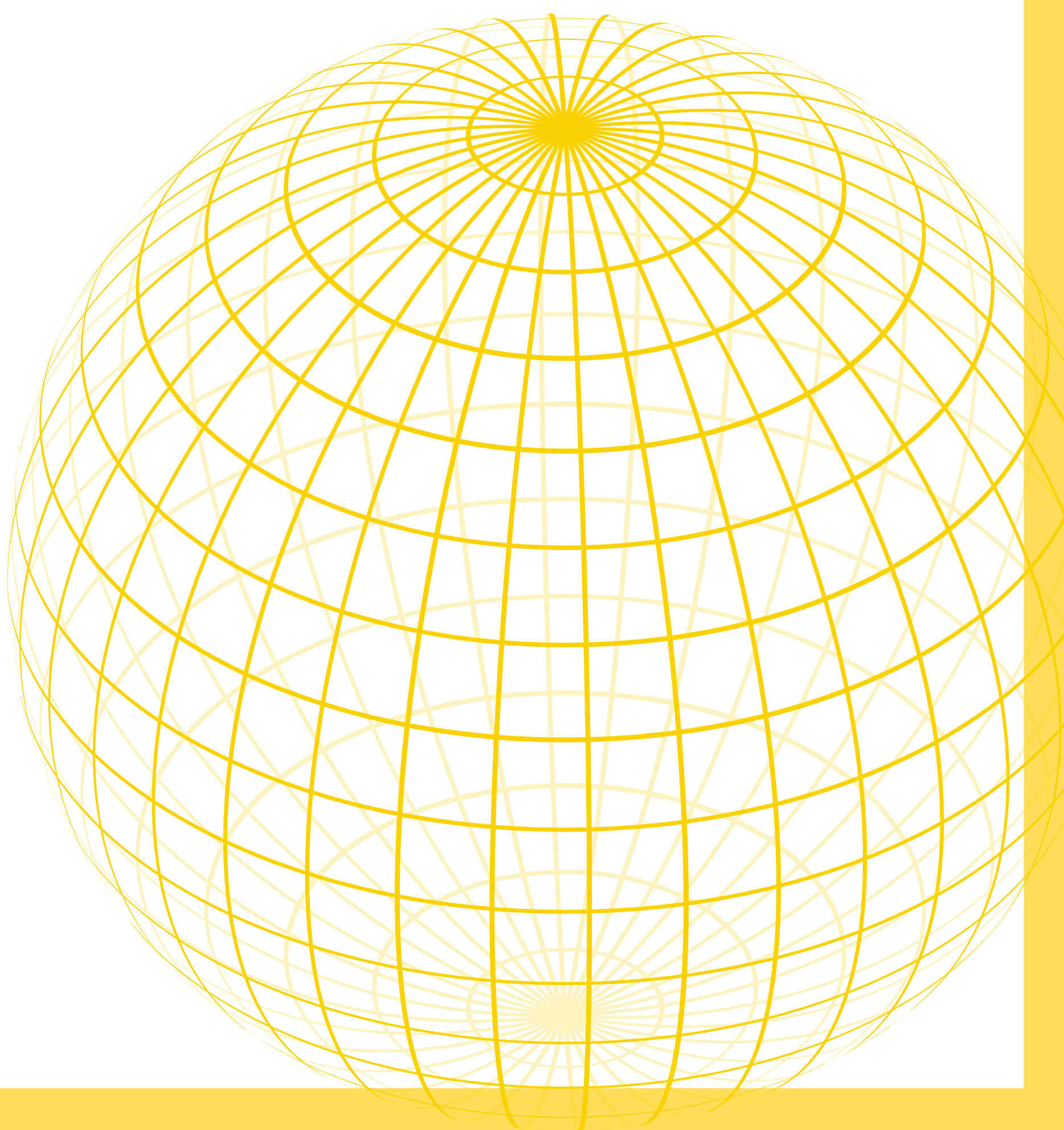
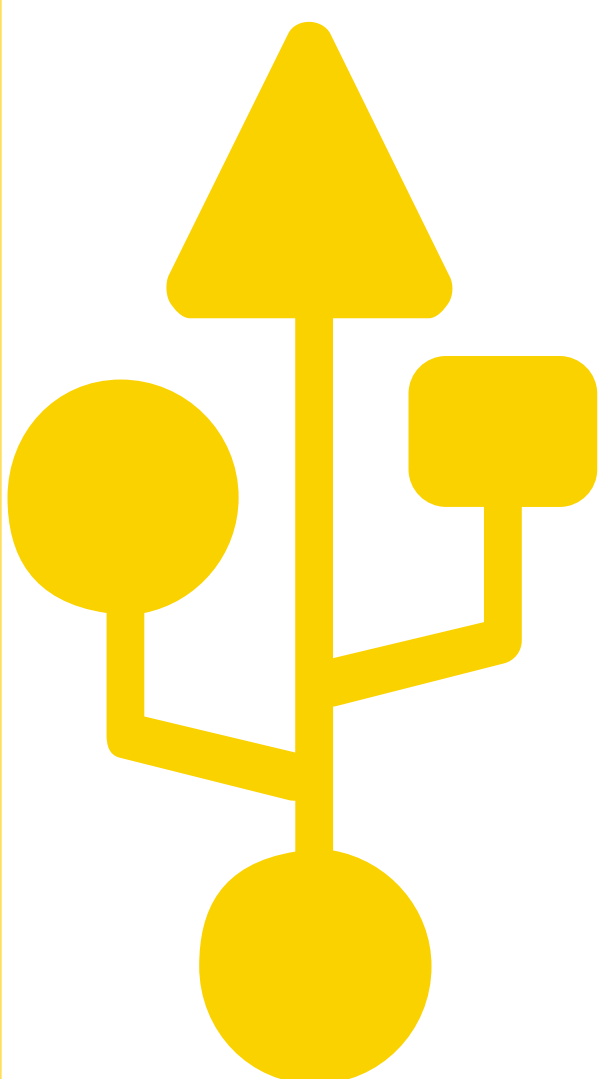
How does one get maximum participation in his or her event?

The best way to get maximum participation is through rigorous communication with the president of the network mailing it to all members or may be the office bearers to send out mails.



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Activate all the committees that are involved and ask them to reach out. Then spreading of word can be done faster. Also, traditionally used media like social media and letters can be used. The key is getting more and more people internally champions.





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

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