

A crowdfunding platform to raise funds for social causes and charities in India

How it works?

SCPL activated a team building exercise as a part of employee engagement during Diwali which was to fundraise for the cause of education



Each team selected a captain and worked with its team to create the best fundraising page



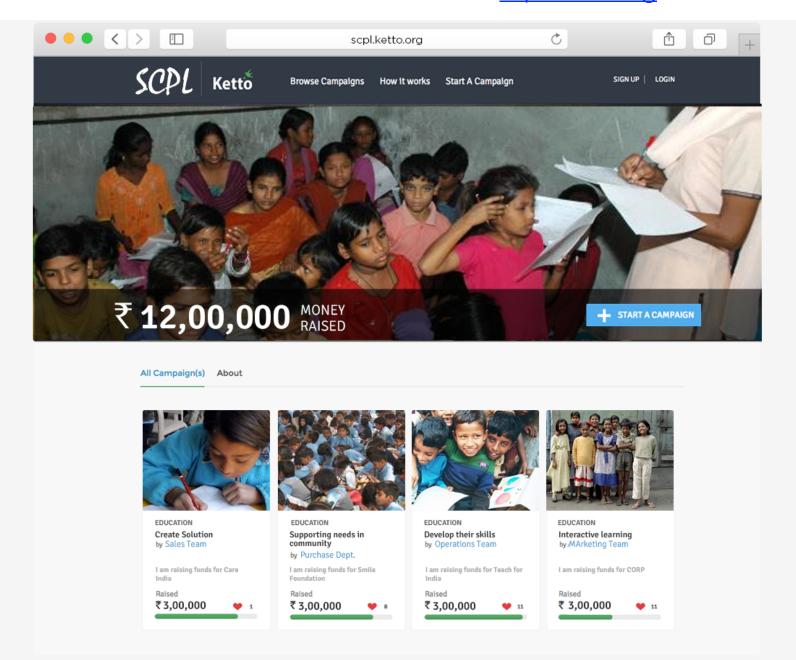
SCPL created 5 teams compromising of each different business vertical-Sales, Purchase, Operations, HR and Marketing

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The teams marketed the page via social media & email to their personal & professional network

Prospective employees started fundraising pages & raised funds for the cause of Children's Education- scpl.ketto.org



Campaign and Outcome

As a part of festive season of Diwali the company intended to increase employee engagement and therefore got each business vertical to come together and start a fundraising page for a cause. Each vertical competed with the others in the company with the goal of raising max funds & getting max number of people to donate for the cause of education for the underprivileged in one week.

The Process and Promotion:

- 5 teams of approx 10 individuals were created.
- Each team choose a captain and had 3 days to create a fundraising page.
- All campaigns ran for a total of 7 days.
- Teams created a strategic plan to reach out to max no of people and thereby raise max amount of funds.
- Employees promoted the campaign on their social media handles, emails and direct-marketing

Advantages to the Corporate:

- Increase engagement among team members, create a healthy & fun competition among employees.
- Strong practice for team building as individuals come together to strategize to create the maximum impact.
- Positive & Feel-good factor to employees as the funds go to a charity creating social change.
- Increase in Goodwill due to the large network effect.

Thank You

To Know More





