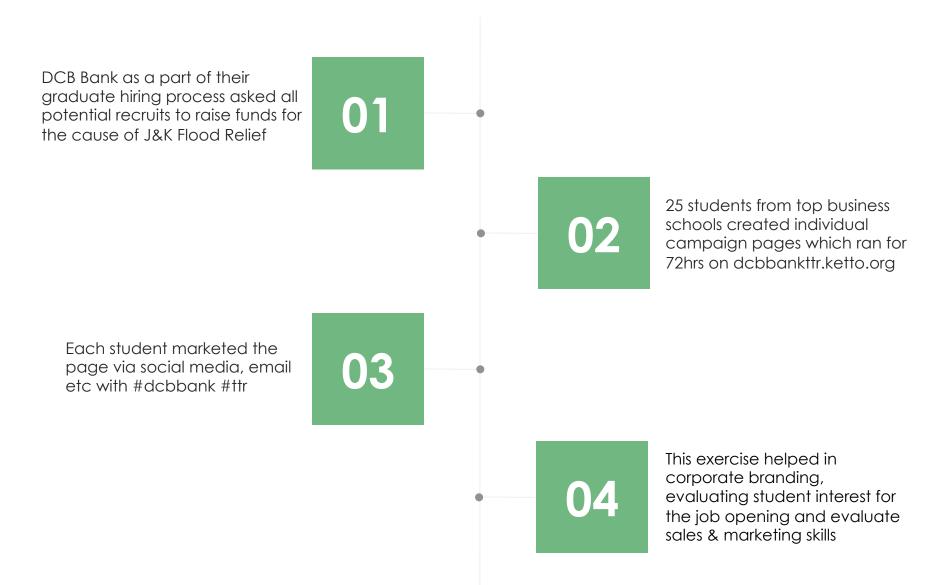
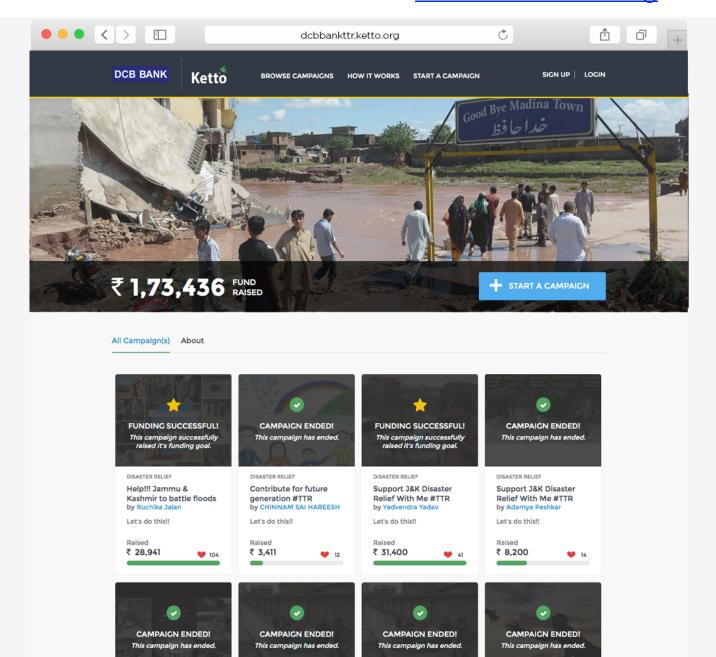


A crowdfunding platform to raise funds for social causes and charities in India

How it works?



Prospective employees started fundraising pages & raised funds for the cause of Kashmir Flood Relief- dcbbankttr.ketto.org



Campaign and Outcome

As a part of The Top Recruit challenge, DCB Bank reached out to its prospective employees from graduate schools asking them to crowdfund for the cause of J&K flood relief.

The campaign was promoted by:

- Students on their social media handles, emails and direct-marketing.

Outcome:

- DCB Bank reached out to 35 candidates of which 25 students accepted the challenge.

Total No of Donors - 300 | Amount Raised- Rs.1,80,000 | Campaign duration- 72 hrs

Advantages to the Corporate:

- All pages had **branding** of the company. Also all students were told to use **#dcbbank #ttr** in their marketing.
- Companies measured performance based on **number of donors**, **amount raised and quality of fundraising pages** thereby helping filter applicants especially for roles in sales, marketing, operations, management & business development.
- Increase in **goodwill** due to the large network effect.

Thank You

To know more





