A crowdfunding platform to raise funds for social causes and charities in India
DCB Bank as a part of their graduate hiring process asked all potential recruits to raise funds for the cause of J&K Flood Relief.

01

25 students from top business schools created individual campaign pages which ran for 72hrs on dcbbankttr.ketto.org.

02

Each student marketed the page via social media, email etc with #dcbbank #ttr.

03

This exercise helped in corporate branding, evaluating student interest for the job opening and evaluate sales & marketing skills.

04
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

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