

# **Ketto** | Team Building

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

01

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

03

02

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

04

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](http://scpl.ketto.org)



The screenshot shows a web browser window with the URL [scpl.ketto.org](http://scpl.ketto.org). The website header includes the SCPL and Ketto logos, navigation links for "Browse Campaigns", "How It works", and "Start A Campaign", and user options for "SIGN UP" and "LOGIN". The main banner features a photograph of a classroom with a teacher and students. Overlaid on the bottom left of the banner is the text "₹ 12,00,000 MONEY RAISED". On the bottom right of the banner is a blue button with a white plus sign and the text "START A CAMPAIGN".

[All Campaign\(s\)](#) [About](#)



EDUCATION  
**Create Solution**  
by [Sales Team](#)

I am raising funds for Care India

Raised  
**₹ 3,00,000**  1



EDUCATION  
**Supporting needs in community**  
by [Purchase Dept.](#)

I am raising funds for Smile Foundation

Raised  
**₹ 3,00,000**  8



EDUCATION  
**Develop their skills**  
by [Operations Team](#)

I am raising funds for Teach for India

Raised  
**₹ 3,00,000**  11



EDUCATION  
**Interactive learning**  
by [Marketing Team](#)

I am raising funds for CORP

Raised  
**₹ 3,00,000**  11

# 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

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## **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



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