

Ketto | Hiring & Branding

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

How it works?

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 dcbbanktr.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- dcbbanktr.ketto.org

The screenshot shows the homepage of the fundraising website. At the top, there is a navigation bar with the DCB BANK logo, the Ketto logo, and links for BROWSE CAMPAIGNS, HOW IT WORKS, START A CAMPAIGN, SIGN UP, and LOGIN. Below the navigation bar is a large banner image depicting a flooded area with a sign that says "Good Bye Madina Town" in English and Urdu. Overlaid on the bottom left of the banner is the text "₹ 1,73,436 FUND 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](#)

The grid displays several fundraising campaign cards. Each card includes a status icon (star for successful, checkmark for ended), a title, a subtitle, and a progress bar showing the amount raised and the number of supporters.

Status	Title	Subtitle	Amount Raised	Supporters
FUNDING SUCCESSFUL!	Help!!! Jammu & Kashmir to battle floods	by Ruchika Jalan	₹ 28,941	104
CAMPAIGN ENDED!	Contribute for future generation #TTR	by CHINNAM SAI HAREESH	₹ 3,411	12
FUNDING SUCCESSFUL!	Support J&K Disaster Relief With Me #TTR	by Yadendra Yadav	₹ 31,400	41
CAMPAIGN ENDED!	Support J&K Disaster Relief With Me #TTR	by Adamy Peshkar	₹ 8,200	14
CAMPAIGN ENDED!				
CAMPAIGN ENDED!				
CAMPAIGN ENDED!				
CAMPAIGN ENDED!				

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.
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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



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www.twitter.com/ketto