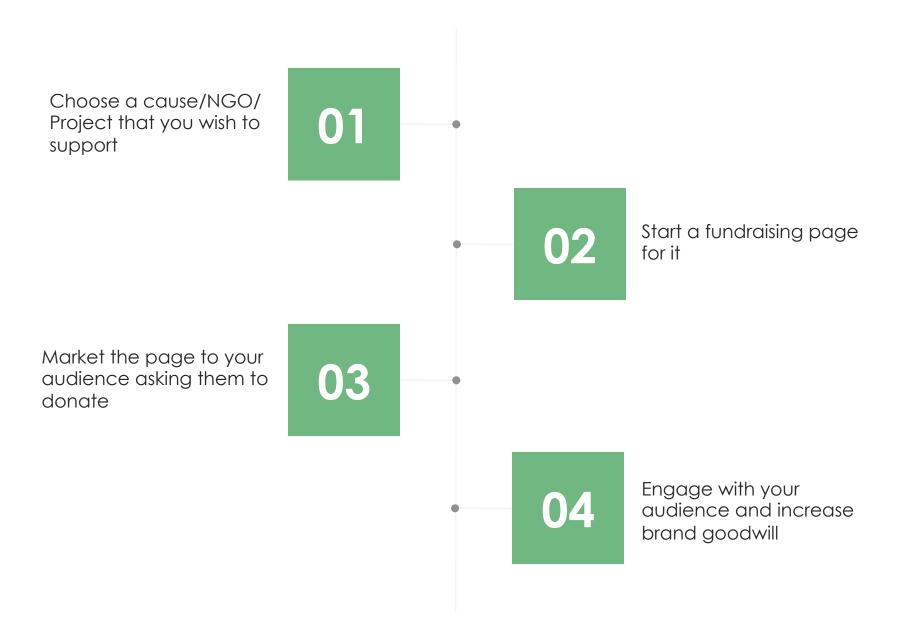
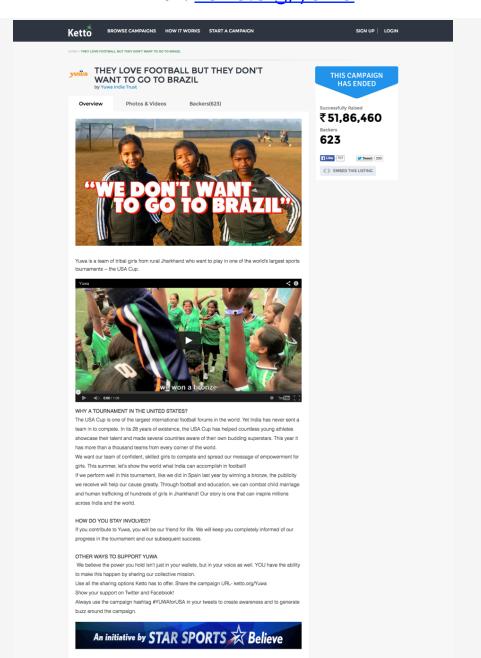


A crowdfunding platform to raise funds for social causes and charities in India

How it works?



StarSports started a fundraising page for the NGO Yuwa Visit: ketto.org/yuwa



Campaign and Outcome

StarSports India partnered with NGO Yuwa that helped train a team of tribal girls from rural Jharkhand to send them to play in one of the world's largest sports tournaments -- the USA Cup.

The campaign was promoted by:

- StarSports on its Facebook & Twitter handles.
- StarWorld & StarSports with this TVC http://www.youtube.com/watch?v=BgOAhsDviQ
- NGO Yuwa via emails and social media.
- Ketto via social media and Google Ad Words.

Outcome:

Total No of Donors - 623 | Amount Raised - Rs.51,86,460 | Campaign duration - 35 days

Other possibilities to Increase user-engagement could have been:

- Donor Rewards Each time a user donates they get a reward from StarSports (T-shirts, mugs, shout-out on social media etc.).
- Matching donations Each time a user donates, StarSports matches the same.

Thank You

To know more:





