

# Daan Utsav

I was trusted to take over the PhonePe X Daan Utsav campaign and I am happy to share it was a success. In addition, I also had a wonderful time working on the campaign.

# Comms Hashtag

#ShareTheHappiness

The premise is that sharing is caring.

Options:

#SmallActionsBigImpact

#GiveMoreGetMore

# Key Visual

Image credit :Imagebazaar



**There is no joy like**  
**THE JOY OF GIVING!**



**There is no joy like**  
**THE JOY OF GIVING!**

# Introduction Posts

# 02nd Oct Intro Post

CC: How you feel when you share your happiness

PC: While we lead reasonably secure lives, there are others who stress about things very different from us. Like where their next meal will come from. #ShareTheHappiness with a donation as small as Rs. 150 on PhonePe. Make this Daan Utsav a happy one for those who need it the most.



# Meal Donation

# 02nd Oct Post

PC:

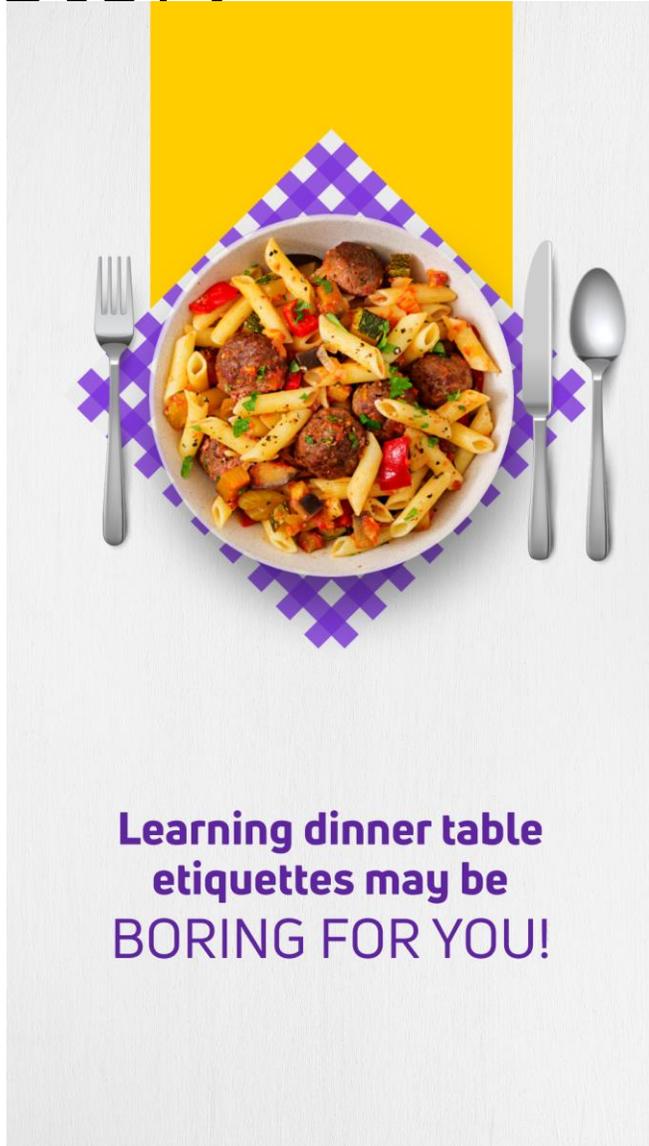
Their hunger isn't always satisfied. But you can change that. Donate to Khaana Chahiye this Daan Utsav to #ShareTheHappiness of a meal.



**DAAN UTSAV**  
OCT 2 - OCT 8  
CELEBRATE THE JOY OF GIVING WEEK

They **crave a hot meal**  
**just as much as** we do!

# 03rd Oct Story



**DONATE AND  
#ShareTheHappiness  
this**

**WILL MATCH ONE MEAL  
ON A DONATION OF 4 MEALS  
(₹100)**

**give INDIA**

# Stationary Donation

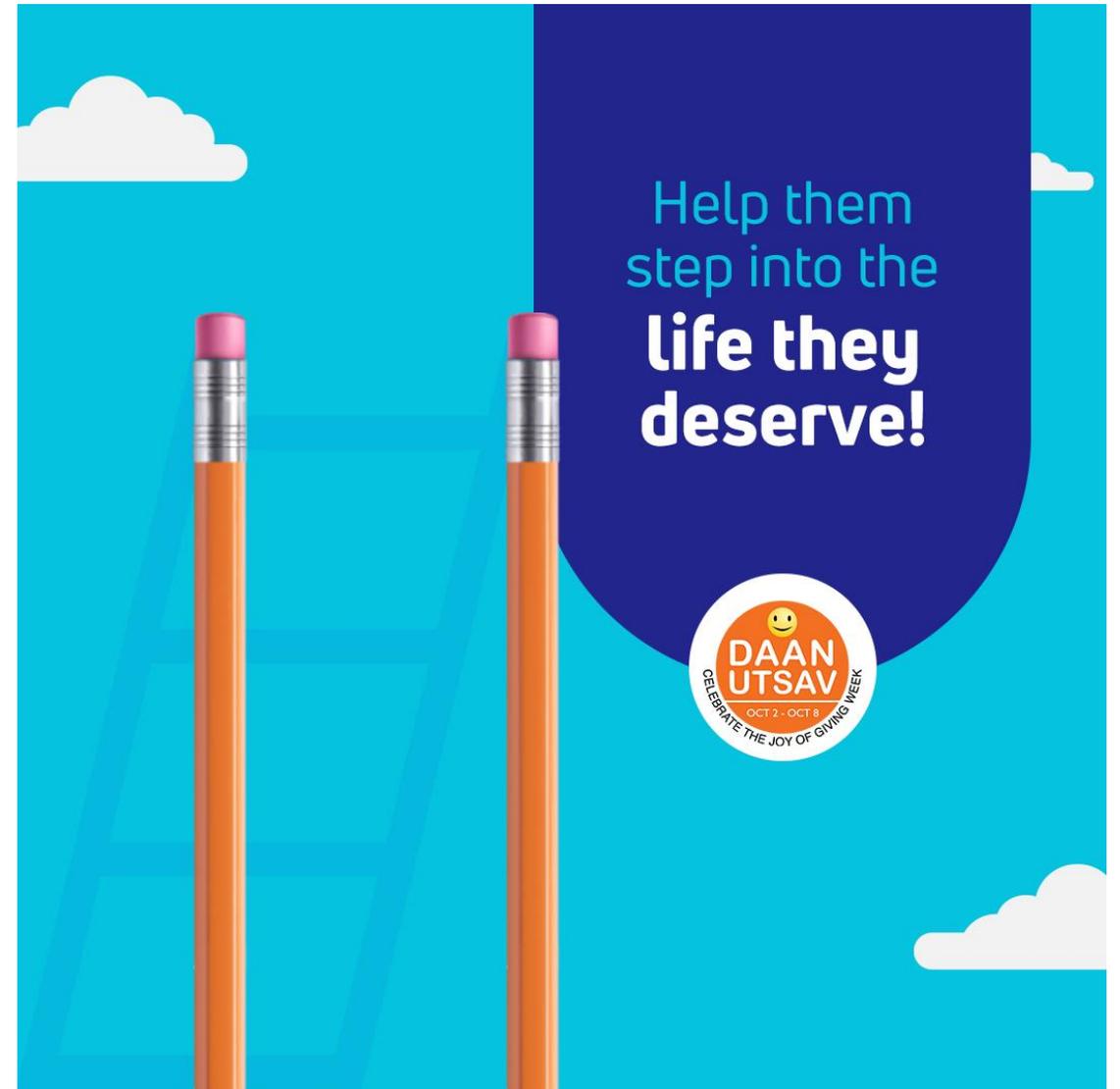
# 04th Oct Post

CC:

Help them step into the life they deserve

PC:

Small actions (as small as a Rs. 150 donation) can have a big impact (helping underprivileged kids receive the education they deserve). This Daan Utsav, #ShareTheHappiness by donating a stationery kit through the Lotus Petal Foundation on PhonePe.



# Toy Donation

# 05th Oct Story



**Tap to fuel  
her imagination!**



**During play time  
they can be anything!**



**Sponsor a toy for a  
needy child so their dreams  
can soar through the sky!**

**#ShareTheHappiness  
with those who need  
it the most.**

**TAP TO DONATE**

# 06th Oct Post

(child is using toy doctor set to play and is pretending to test the teddy as a game)

CC:

You don't just donate a toy,  
You share an inspiration!

PC:

What you donate today can inspire someone to become a better person tomorrow! #ShareTheHappiness of toys by donating to Bhumi Foundation this Daan Utsav.

**You don't just donate a toy,  
You share an inspiration!**



**DAAN UTSAV**  
OCT 2 - OCT 8  
CELEBRATE THE JOY OF GIVING WEEK

# Shoe Donation

# 07th Oct Post

CC:

For every pair of shoes we discarded  
There was someone hoping for just one pair

PC:

Let someone else experience the happiness of owning a new pair.  
Donate a minimum of Rs. 300 this Daan Utsav to sponsor a cozy pair of shoes for a kindred soul.



**For every pair of shoes we discarded.  
There was someone  
hoping for just one pair**



# 07th Oct Story



What are the different types of shoes you own?

Viewers respond here

While we have different shoes for different occasions, there are those who don't own a single pair



They would give anything to be in your shoes!

**DONATE TO Lotus Petal Foundation this**



**#SHARETHEHAPPINESS**

# Books Donation

# 08th Oct Carousel Post



PC:

#ShareTheHappiness that is books

Donate to Lotus Petal Foundation  
on PhonePe and feel the joy  
of giving someone a better future!

# 08th Oct Story



# Script

(A girl is packing a lunchbox)

When I surprise my husband with hot lunch at work, he gets very excited and tells me it makes his day ten times better!

Which got me thinking. If someone like him, who has everything he asked for - a beautiful wife, a lovely house and a well-paying job becomes happy when he sees a hot meal... I wonder how starving kids would feel if someone gave them something healthy to eat.

So, I started looking up what I can do about it and I came across Daan Utsav on PhonePe. Where if I donate a minimum amount to the NGO Khaana Chahiye, they will serve hot meals to many needy children.

So, from October 2nd to 8th October, I will be donating a little bit to share the happiness that is a hot plate of food. Make sure you do too and become the change you want to see.

Thank You