

Ketto | Cause Marketing

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

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yuwa **THEY LOVE FOOTBALL BUT THEY DON'T WANT TO GO TO BRAZIL**
by Yuwa India Trust

Overview Photos & Videos Backers(623)



Yuwa is a team of tribal girls from rural Jharkhand who want to play in one of the world's largest sports tournaments -- the USA Cup.



THIS CAMPAIGN HAS ENDED

Successfully Raised
₹ 51,86,460

Backers
623

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WHY A TOURNAMENT IN THE UNITED STATES?
The USA Cup is one of the largest international football forums in the world. Yet India has never sent a team in to compete. In its 28 years of existence, the USA Cup has helped countless young athletes showcase their talent and made several countries aware of their own budding superstars. This year it has more than a thousand teams from every corner of the world.
We want our team of confident, skilled girls to compete and spread our message of empowerment for girls. This summer, let's show the world what India can accomplish in football!
If we perform well in this tournament, like we did in Spain last year by winning a bronze, the publicity we receive will help our cause greatly. Through football and education, we can combat child marriage and human trafficking of hundreds of girls in Jharkhand! Our story is one that can inspire millions across India and the world.

HOW DO YOU STAY INVOLVED?
If you contribute to Yuwa, you will be our friend for life. We will keep you completely informed of our progress in the tournament and our subsequent success.

OTHER WAYS TO SUPPORT YUWA
We believe the power you hold isn't just in your wallets, but in your voice as well. YOU have the ability to make this happen by sharing our collective mission.
Use all the sharing options Ketto has to offer. Share the campaign URL- ketto.org/yuwa
Show your support on Twitter and Facebook!
Always use the campaign hashtag #YUWAforUSA in your tweets to create awareness and to generate buzz around the campaign.

An initiative by **STAR SPORTS**  **Believe**

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=BgOAhsDvj_Q
- 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:



www.ketto.org



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