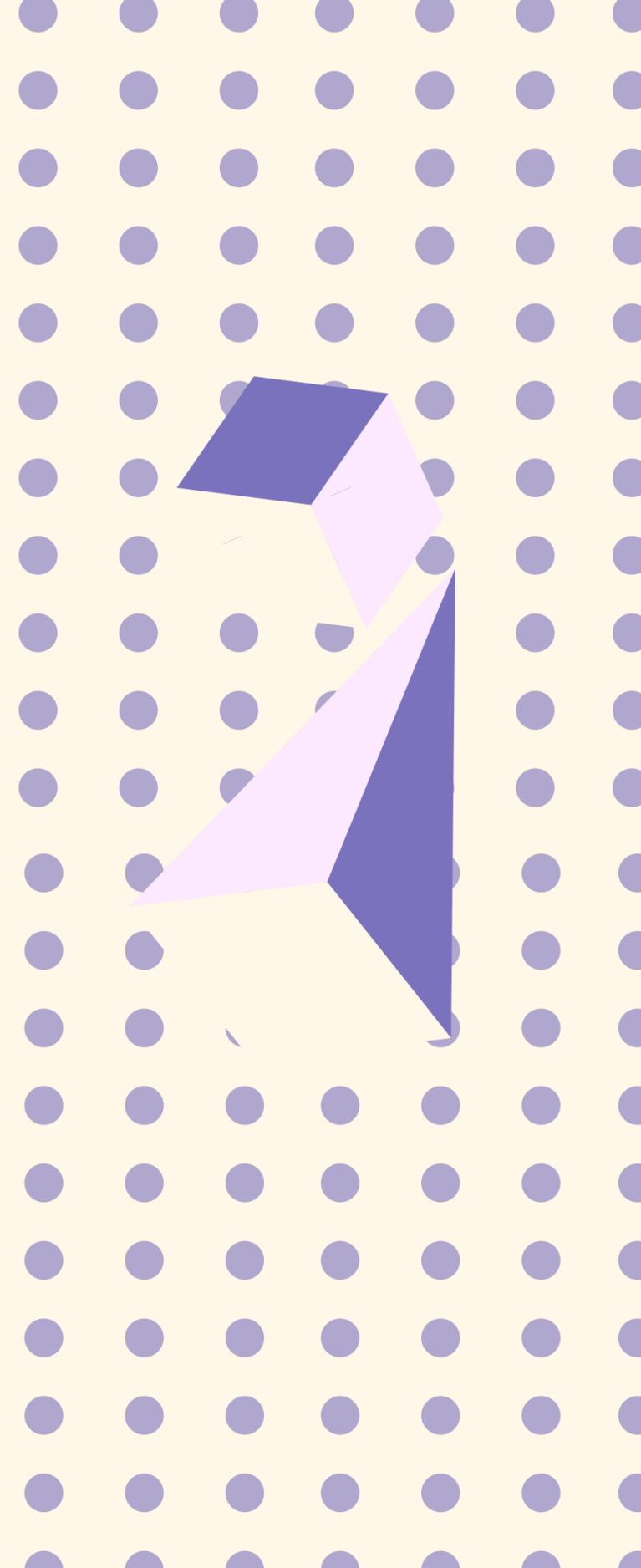


SAJHE SAPNE TOWNHALL 4

DESIGNING A SUCCESSFUL CROWDFUNDING CAMPAIGN

November 2020

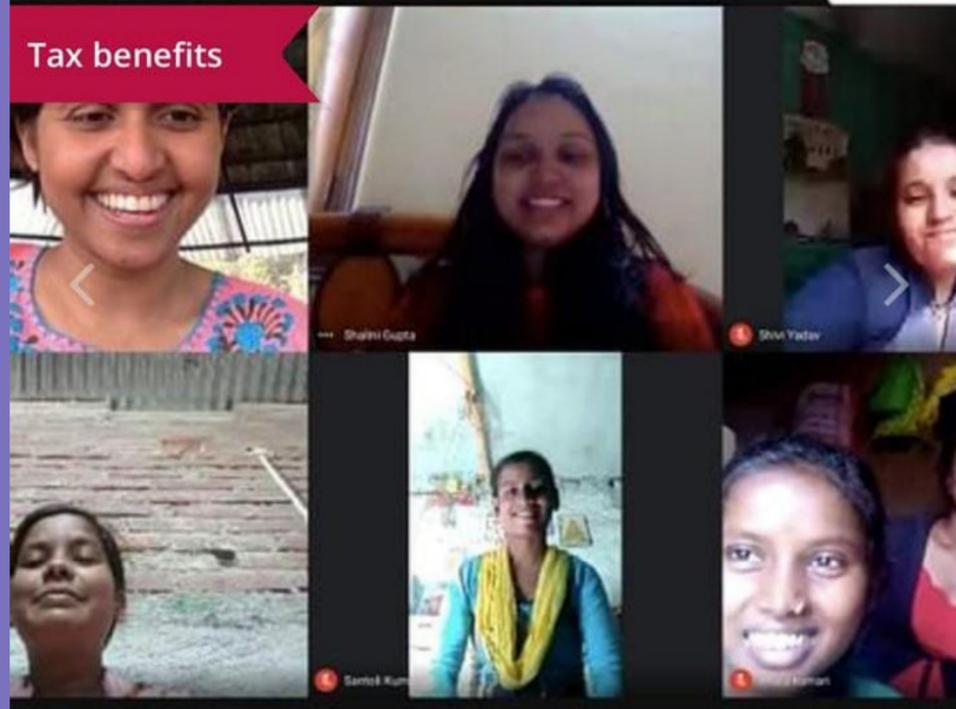


CONTEXT SETTING

**Sajhe Sapne upskills and guarantees modern
jobs to young women in villages**

FOUR MONTHS OLD. WOMEN-LED.

Milaap will not charge any fee on your donation to this campaign.



Making Career Dreams Real in Difficult Places #SupportASapnewaali

Rs.2,500,294 raised

Goal: Rs.2,500,000

56 Days to go

1533 Supporters ▼

[Donate now](#)

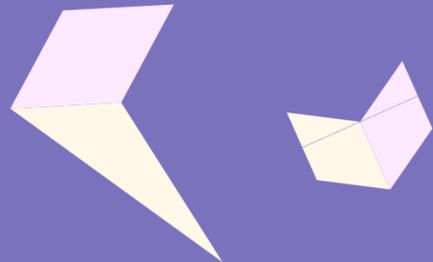
A CROWDFUNDING SUCCESS

25 Lac. 4 Days.

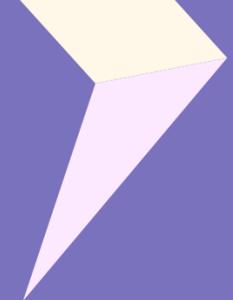
780+ Supporters.

Zero marketing budget.

₹ 434 per minute. ₹10- ₹ 1.1 Lac ranges.



AGENDA: YOUR QUESTIONS



GENERAL LEARNINGS

Crowdfunding basics, donor profiles, challenges and best practices

PROMOTIONAL TIPS

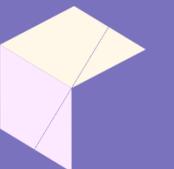
Ways to mobilise resources at scale, role of creativity in its success, key motivators

CONTENT & LOGISTICS

Design and implementation strategy, narrative and tone, donor communication

SAJHE TEAM & FUTURE PLANS

Funds utilisation, donor retention, cultivating positive team culture, model sustainability



What is your magic ingredient?

Some luck and a lot of drive to seize it; to create it

Right People

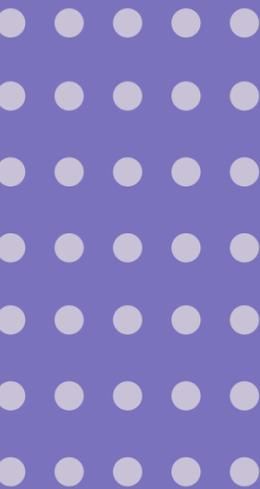
- An enthusiastic team
- Relying on existing network
- Encouraging an extension
- Cultivating new network

Right Time

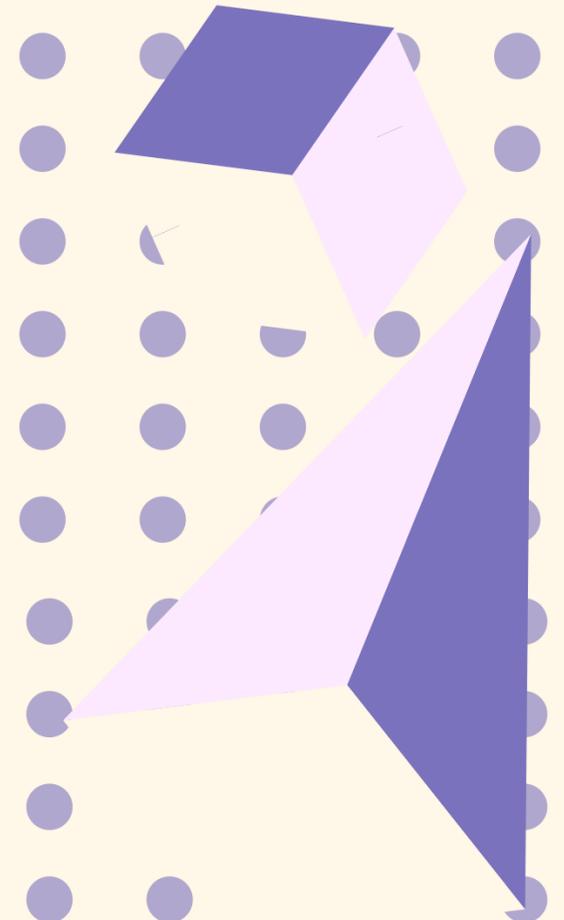
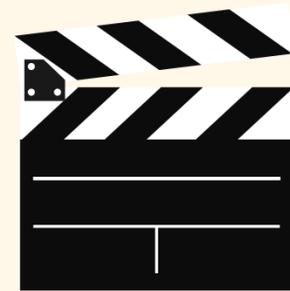
- Crowdfunding: Now? Why?
- Launch time and logistics
- Momentum management
- Proactive communication

Right Action

- Varying donor profiles
- Key hooks for each day
- Responsiveness
- Post-campaign care

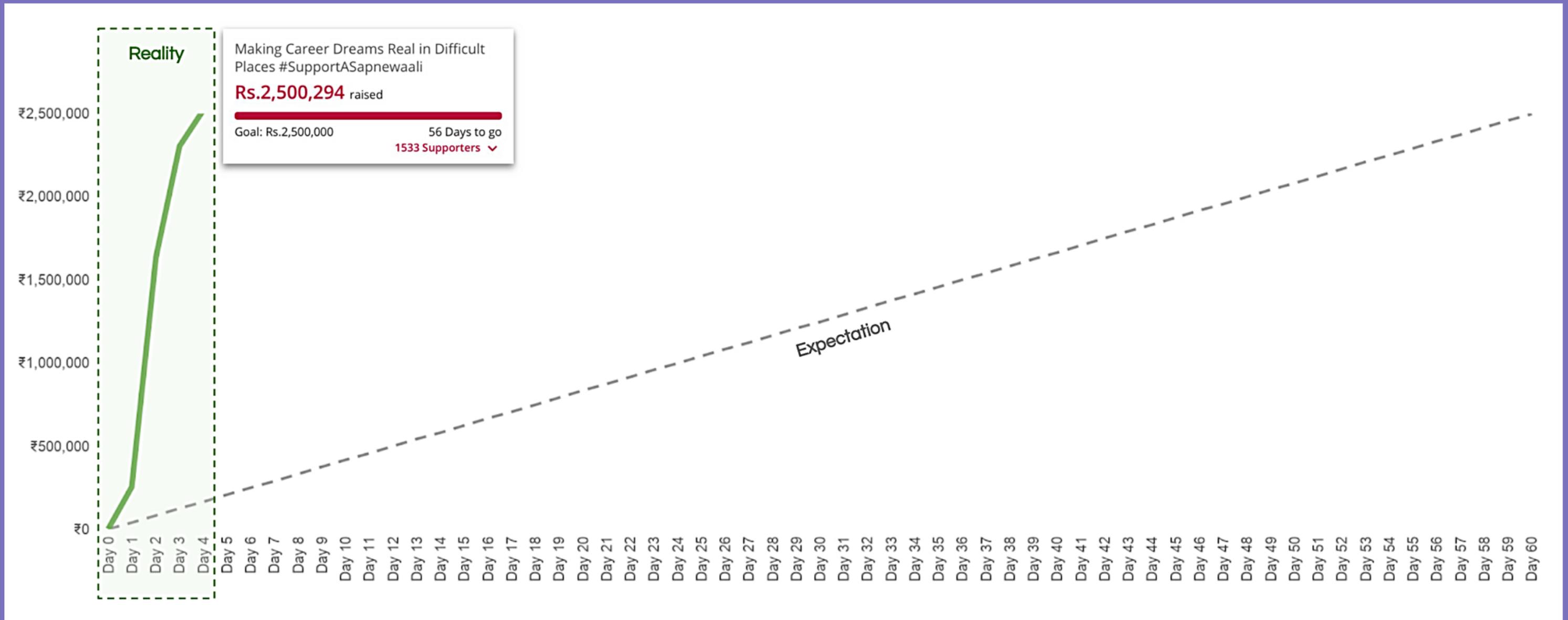


BEHIND THE SCENES



Expectations vs. Reality

We planned to run the campaign for 60 days, but ended up reaching the goal within 4 days :)



6 weeks

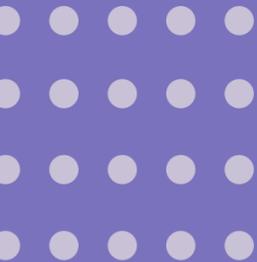


Planning
starts



Campaign
launch

1. Target setting
2. Logistics
3. Content development



1. Target setting



Target setting is a great exercise in determining your organization's worth and your relationship with money

BUDGET

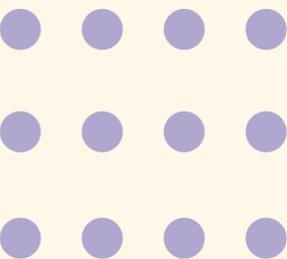
Determine the bare minimum target by building it bottom up from your budget.

BUFFER

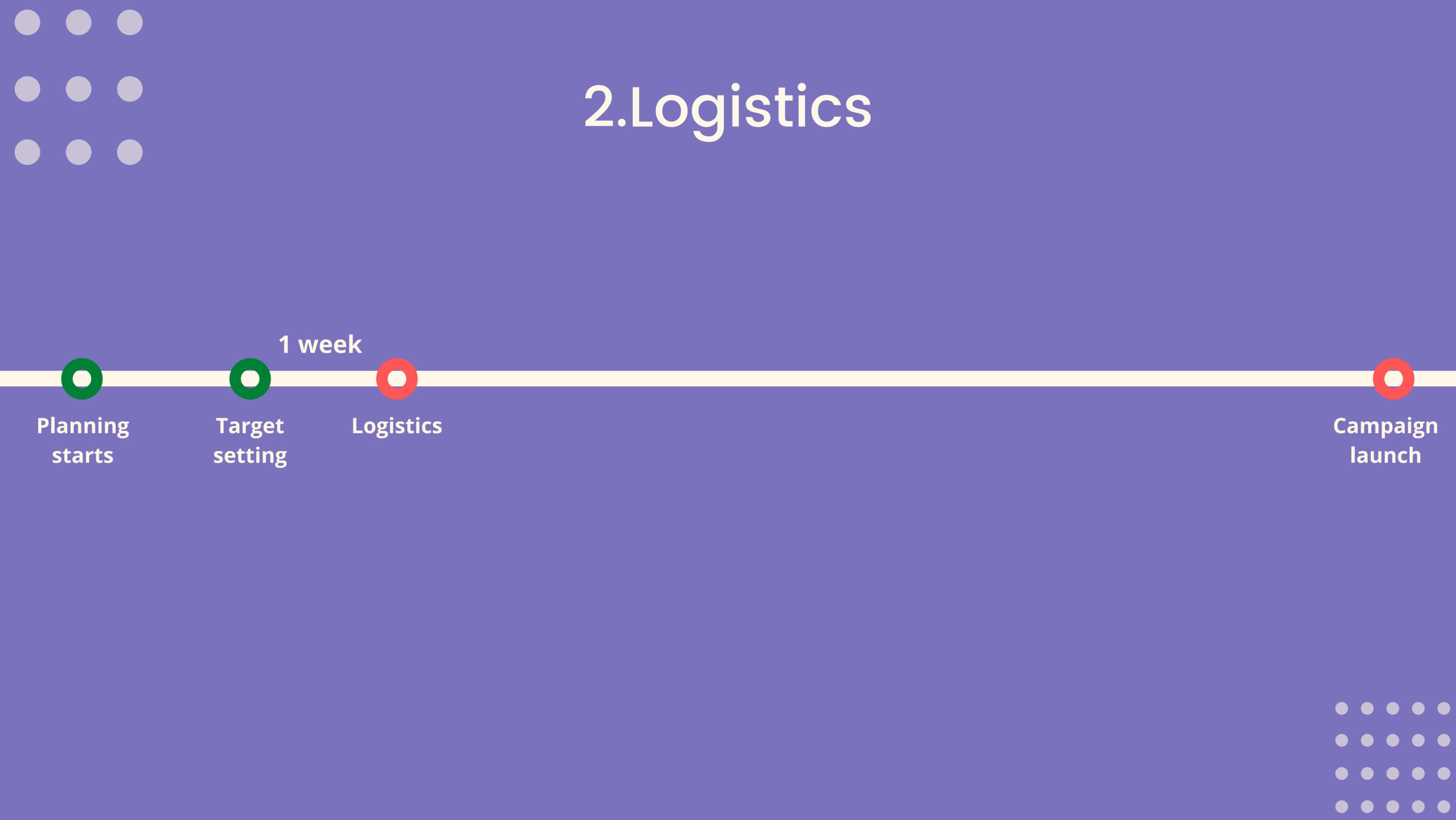
On an average education related fundraisers achieve about 2/3rds of their target.

BALANCE

Adding a buffer for the sake of it won't help. Make a plan for how you will use it.



2. Logistics



Planning starts

Target setting

Logistics

Campaign launch

1 week

Updating a simple tracker with a list of tasks, status, ownership is an effective way of planning and coordinating

Area	Task	Owner	Due Date	Status	Comment(s)
Main Campaign launch					
Planning/ Design	High level design and categories	Anusha	Oct 1, 2020	Done	
Planning/ Design	Creating a detailed doc and adapting to SS format	Anusha	Oct 31, 2020	Work in progress	Adapted format, will continue to tweak a
Platform Selection	Platform selection framework	Anusha	Oct 1, 2020	Done	
Platform Selection	Offline research, reach out and clarifications	Anusha	Oct 12, 2020	Done	
Platform Selection	Site finalization	Surabhi	Oct 13, 2020	Done	Milaap
Campaign specifics	# of campaigns, benefits, currencies, duration	Surabhi	Oct 13, 2020	Done	2 campaigns - 1 in India w/ tax benefits,
Campaign specifics	Check with Milaap on whether we can get donors to tip instead	Anusha	Oct 28, 2020	Done	
Campaign specifics	Campaign duration	Surabhi	Oct 27, 2020	Done	60 days
Campaign specifics	Bank account details	Surabhi	Oct 28, 2020	Done	Surabhi has it now, to be added to the d
Fund amount	Total goal	Surabhi	Oct 27, 2020	Done	Aim for 25 lakhs (20lakhs - girls)
Fund amount	Target setting for employees and volunteers	Surabhi	Oct 27, 2020	Done	2 lakhs/ person (encouraged), 1 lakh mir
Content	Images, videos with girls, Sapnewaali images	Shalini	Oct 13, 2020	Done	Added to Sajhe folder
Content	Title	Surabhi	Oct 27, 2020	Done	Need Surabhi's feedback
Content	Cover photo/ poster	Surabhi	Oct 27, 2020	Done	Need Surabhi's feedback
Content	Hashtag	Anusha	Oct 27, 2020	Done	Shared on whatsapp, waiting for respon
Content	Video ideas (1 for campaign + website, 1 - friends of Sajhe)	Anusha	Oct 27, 2020	Done	Surabhi improved upon Anusha's idea s
Content	Update website	Surabhi	Oct 24, 2020	Done	
Content	Review website	Anusha	Oct 28, 2020	Done	Surabhi to move 'knowledge sharing' to
Content	Intro to Sajhe	Surabhi	Oct 30, 2020	Done	
Content	Why we need the money	Surabhi	Oct 30, 2020	Done	
Content	Deliverables	Surabhi	Oct 30, 2020	Done	Surabhi to add work done so far
Content	About the team	Anusha	Oct 30, 2020	Done	Anusha to update screenshot
Content	Video creation	Various	Nov 2, 2020	Done	Surabhi
Content	Video editing and compilation	Vikram	Nov 3, 2020	Done	Surabhi working with Vikram
Launch	Test campaign on Milaap	Anusha	Nov 1, 2020	Done	
Launch	Make campaign live on Milaap	Anusha	Nov 4, 2020	Done	
Launch	Add to Sajhe website	Surabhi	Nov 4, 2020	Done	
Launch	Send whatsapp messages to friends and family	All	Nov 4, 2020	Done	
Launch	Send email blast to group	Surabhi	Nov 4, 2020	Done	

LAUNCH DATES

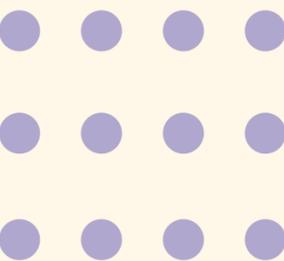
Pick a launch date close to a celebratory occasion to encourage giving (e.g. Diwali).

RECURRING MEETINGS

Ensure there is a weekly cadence with clear deliverables for each member.

TASKS OUTLINE

Helps visualize and prioritize key tasks to focus efforts on.



Great customer service was an early indicator of what to expect from the platform partner once our campaign was launched

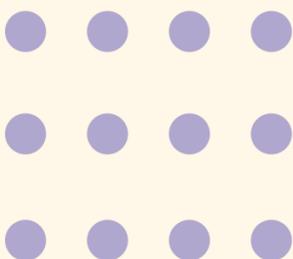
Criteria	Milaap	Platform 1	Platform 2
Single page layout	✓	✗	✓
Can host rich content	✓	✓	✓
No platform fees	✓	✓	✓
Low payment gateway fees	2.04% (varies by PSP)	3%	1.9% (not available for India)
Multiple currency options (INR, USD)	✓	✓	✗ (no INR)
Customer service	✓✓ (blown away by speed and quality of responses)	NA	NA

PLATFORM EVALUATION

While fees play a huge role in choosing platform, also include qualitative aspects in your selection criteria.

DOCUMENTATION

Gather list of required documents. These are typically PAN, 12A, 80G for your org.



3. Content development



Determining your positioning sets the tone for all the content you will be creating as part of the campaign

POSITIONING

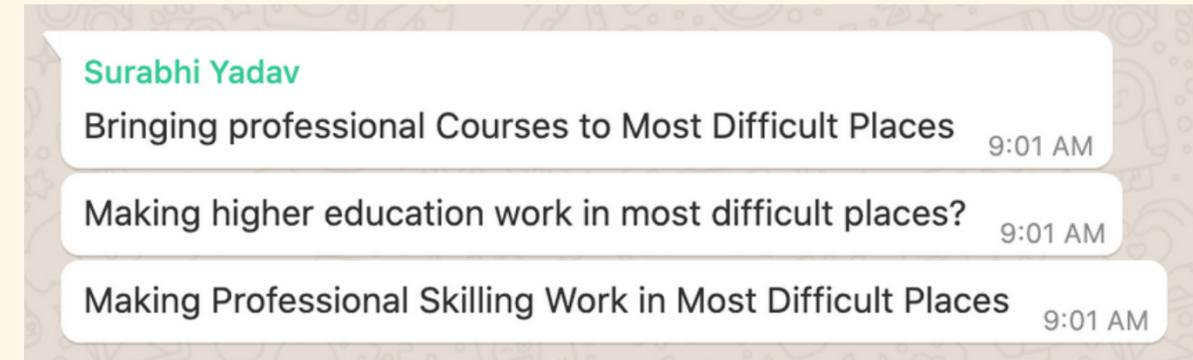
'No sympathy minting' and 'simple storytelling' set the tone for our content.

TITLES, HASHTAGS ET AL

Source ideas from the team and vote. These are most visible aspects of the campaign.

YOUR STORY

This is the crux of your campaign. Needs to be crisp, clear, and compelling. This is also the most time consuming step.



A collage of text snippets and graphics related to the campaign. It includes:

- A header: "FIVE REASONS YOU SHOULD PUT YOUR FAITH IN US AND FUND US:"
- Text: "modern careers available to 200+ million young women in rural India. In this campaign, we seek your support for management training and employment of Musahar women, a mahadalit community in villages of Bihar. Let's make their career dreams happen."
- Text: "ia Centers in villages, we want to offer professional ment guarantee that firmly puts these women on"
- Text: "nts + On-Job Mentoring ment skills women in career intelligence like digital literacy, critical thinking, and project management. npanies, startups, nonprofits and social enterprises participant pays no fee for the program but pays of getting a job. en able to design our first professional training group of women in villages in Bihar, launch a ssons from women achievers in villages and put iunteers. k experience in gender rights advocacy, public and management consultancy. The team brings IIT Delhi, Ambedkar University and Delhi months, imagine how much we can achieve with the organisation and the women skilling with it ort us - we would be very grateful. person ling a hundred yr old mud house in a village in gram for 15 women the best talent to development of forward-looking d community journalism. ion and the Sapna Center participants every
- Text: "Making Career Dreams Real in Villages #LetDreamersDo #SupportASapnewaali"
- Text: "Sajhe Sapne works to upskill and guarantee jobs to young women in villages. We seek your support for education of women from mahadalit communities. Let's make their career dreams happen. This no-fee year long professional course in management skills women in career intelligence like networking, negotiation, personal finance, English, digital literacy, critical thinking, and project planning and management tools, and stakeholder management. This is how we make their career dreams happen. We have a 'job first, donate later' growth plan. A participant pays no fee for the program but pays forward for someone else's education within 2-3 yrs of getting a job. This costs INR 99,520 per person for this residential program to make their career dreams happen. We are an all-women enterprise with collective work experience in gender rights advocacy, public policy research, learning design, rural development and management consultancy. The team brings experiences from University of California Berkeley, IIT Delhi, Ambedkar University and Delhi University to make career dreams happen."
- Text: "periment. We aim to generate and share nd social enterprise ecosystem on how to s effective and accessible to women in we slow down. In the four months since n has managed to knock off the most al enterprise - program design, pilot cohort, shing meaningful partnerships. ar community. Our first cohort is of truly first xorest and most socially ostracised caste. nity grows. ise. When an all-women enterprise thrives, it osystem even more vibrant. Give us a chance i. They are also generous with their time and and nonprofit work in primary and secondary education, ser education which is often expensive, available mainly in oyment. This gets worse for people with multiple m a poor family living in a village which socially ostracizes his domain to understand better what could really work. models of skill-development for people in cities and we women in villages. We document and share everything we fits and social enterprises. Check out our work here. own. inging aspects of making a social enterprise robust: a m, putting together the first cohort of Sapna Dal and g life and leadership lessons by women in villages. nagement course with a job guarantee to become project ions associates etc in startups, social enterprises, long fully-funded residential course which offers the sent Tools and Analysis, Job Readiness, and Life Skills. t: Launched a podcast/radio program highlighting vers in villages (Link). This podcast is made by and for rived a phenomenal response from a wide range of
- Text: "Sharing the career dreams of 200M+ young women"
- Decorative elements: A grid of purple circles in the bottom right corner.

Making a video could get very time consuming. Build in time to reiterate on this step

STORY/ FLOW

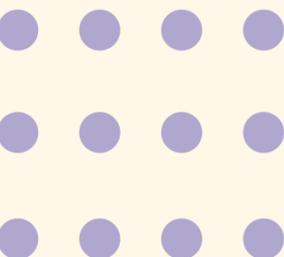
Use a simple 'Problem - Solution - Help needed' approach to lay out the story. Try not be the voice of people you are working for unless absolutely necessary - it is their story, their voice will be most relevant when telling it.

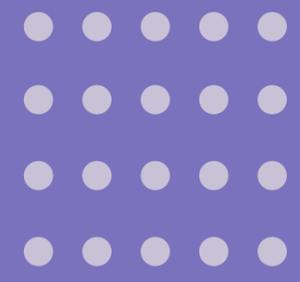
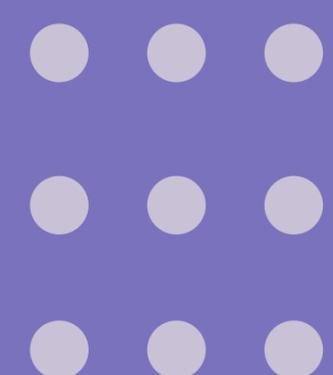
AUDIO, CLIPS, TEXT, IMAGES

Audio, images and text play a huge role in making the video stand out. We were lucky to get a poem narrated by Kamla Bhasin for the video.

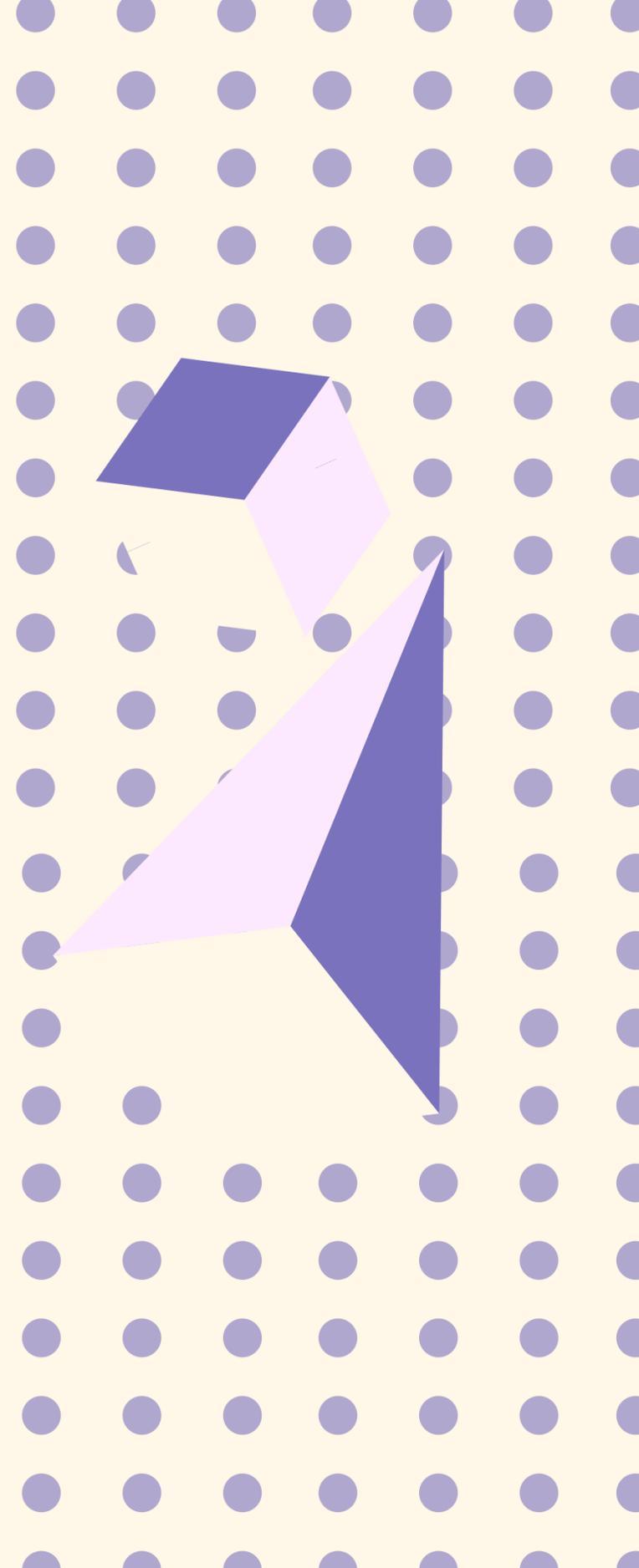
EDITING

Where the magic happens. Ensure you have time to mix and match your content to deliver maximum impact.





Campaign Execution: Get, Set, Go



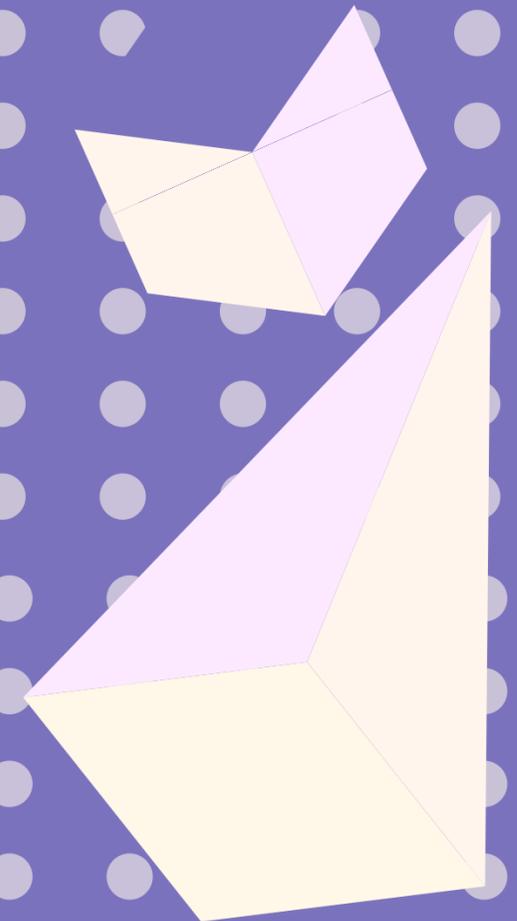
Right People

ENGAGING TEAM & VOLUNTEERS

TAPPING INTO EXISTING NETWORK

EXTENDING EXISTING NETWORK

CREATING A NEW NETWORK



Team & Volunteers

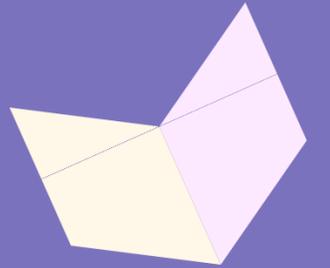
CLARITY & CONVICTION: WHY DO WE DESERVE THIS MONEY?

- It took us just four months to create a program, pilot, podcast, partners, and get people on team.
- Imagine how much more we could do if we had money and right support"

GETTING OVER INHIBITION OF ASKING MONEY

- Listing down our inhibitions and fear of rejection and judgement
- Reflecting on your own relationship with money; its connection with your self-worth
- Knowing that generosity makes both giver and receiver richer

Team & Volunteers



A pre-launch team meeting agenda

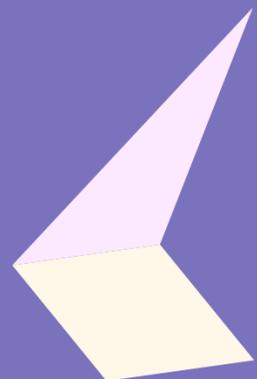
NOVEMBER 9, 2020

Everyone,

Before the meeting, it would be super helpful if you all can think of the following:

1. Target money that you feel comfortable raising.
2. Top five people you would reach out
3. Top five groups you would reach out
4. Ways to get you out of your comfort zone
5. Ways for team in general for fundraising.

1:36 PM ✓✓



*With clarity of thought,
comes conviction and comfort to ask*

NOVEMBER 13, 2020 jahan 2:07 PM ✓✓

Those who want SapneWalis to fly higher.

NOW IS THE BEST TIME

I am just loving how from Day 0 status of 'arey but bolne mein kitna weird lagega', you are all confidently yelling at people to give their money to us!! LOVE lat! 😂 2:11 PM ✓✓

Sajhe Team
Hahahahah 2:11 PM

Sharam zero ho gai hai. 2:12 PM

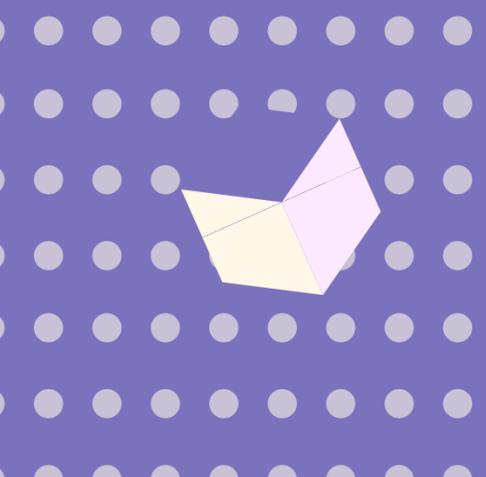
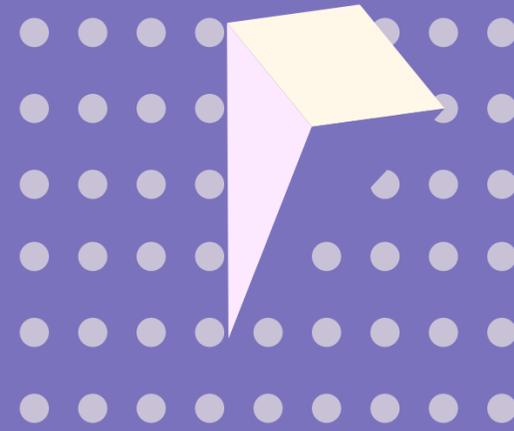
And enthusiasm 100 2:12 PM

Elements of a Good Pitch

1. No Jargon – simple and clear.

2. For non-skeptics, offer clarity of thought on why this matters to you, why this matters for the organisation.

3. For skeptics, acknowledge their doubts and judgements. Offer solutions instead of justifications.



Existing Network

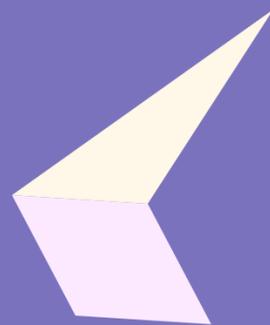


Team Member	Target (encouraged)	Target (minimum)	Progress against goal
Anita	₹200,000	₹100,000	
Anusha	₹200,000	₹100,000	₹50,000
Arushi	₹200,000	₹100,000	₹20,000
Harshi	₹200,000	₹100,000	
Nehal	₹200,000	₹100,000	
Puja	₹200,000	₹100,000	₹50,000
Shalini	₹200,000	₹100,000	₹140,000
Anubha	₹100,000	₹50,000	₹70,000
Surabhi	₹1,000,000	₹500,000	₹240,000
Total	₹2,500,000	₹1,250,000	₹530,000
Actual (from Milaap page) updates with a small lag			₹2,600,000

SPECIFIC TARGET FOR EACH MEMBER AND VOLUNTEER

CALL. TEXT. FOLLOW-UP.
POSTS ON SOCIAL MEDIA.

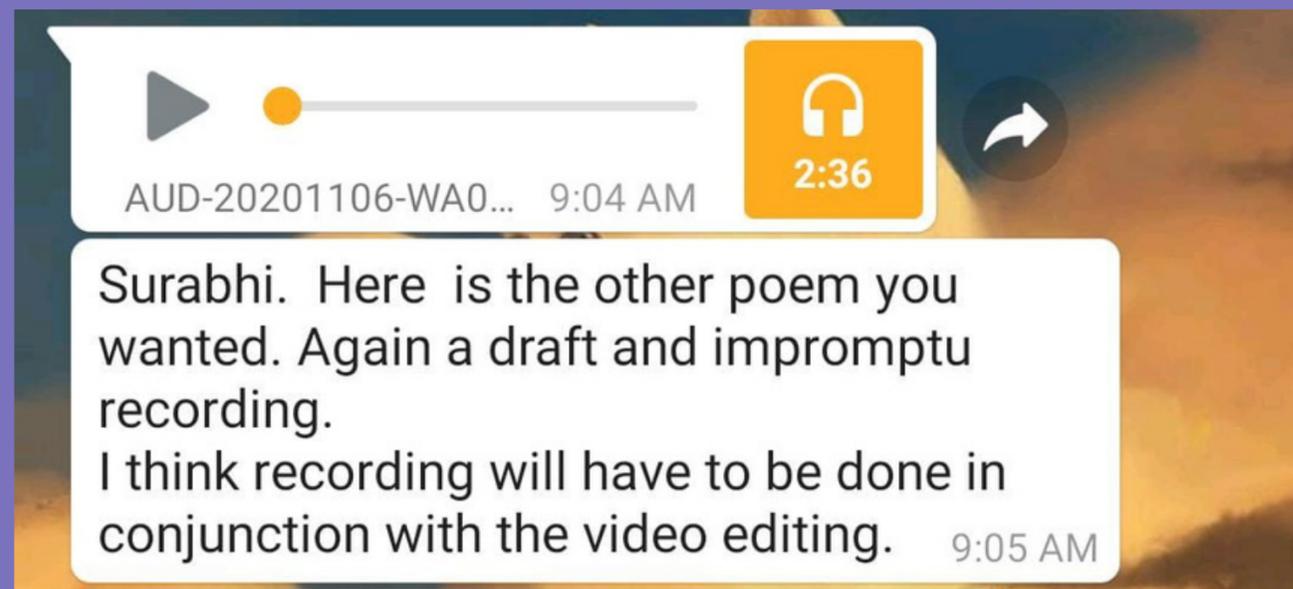
NO JARGON: TALK REAL,
SIMPLE, CLEAR ASK



Existing Network

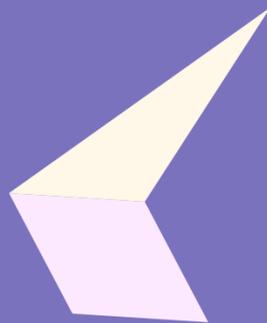


Friends, family, domain co-workers helped us a lot in non-monetarily too especially by offering their skills for content generation and shoutouts



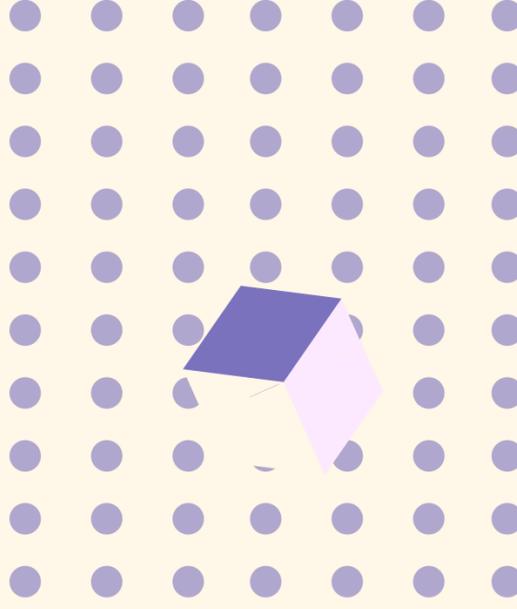
People are generous and if they trust you as an individual, they often support.

Keep your ask simple, specific and clear.



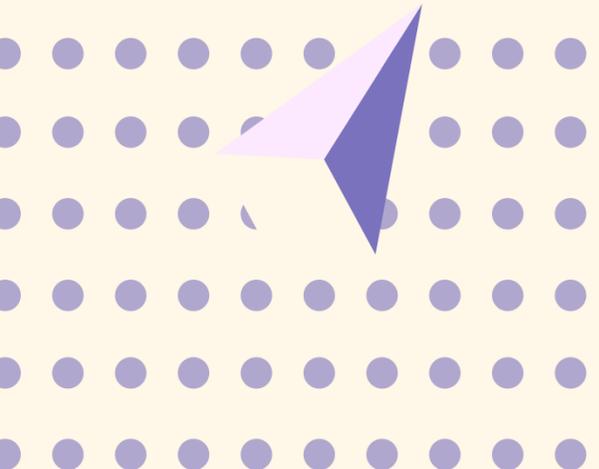


Extended Network



ASK 3 CLOSE FRIENDS TO REACH THEIR 3 CLOSE FRIENDS

1. Help them set a target, a pitch and names of people. Follow-up is key.
2. People need to convey their reasons to donate to inspire donations



INSPIRE PEOPLE TO BECOME FUNDRAISING CHAMPIONS

1. Offer specific instructions on ways to ask for help, how much to ask & why
2. Help people identify their strengths – esp those who couldn't donate but want to support

Extended Network

HELPING PEOPLE BECOME INDIVIDUAL FUNDRAISING CHAMPION

But yes following things might get us real money:

1. Msging 5 closest people and asking them to donate
2. Writing a personal msg instead of a generic one on social network on why YOU believe in this
3. Following up with people who might need a nudge

1:59 PM ✓✓

Extended Network



Inspiring others to fundraise by ways others are involved and trying to support

A tracker to clearly list everyone's extended network gets clear visibility

Team Member	Type of outreach	Group or Individual name	Contact email (if any)	Amount received	Other details/
Anusha	Individuals (Family or friends)	Friend Name 1	friend1@gmail.com	₹20,000	Would like to g
Surabhi	Influencers	Dushyant - Rukun's Friend			He has been tv Already got a l
Surabhi	Influencers				Want to donate 50K now and 5 donate 30K wh
Surabhi	Individuals (Family or friends)	and Aekansh		₹50,000	
Puja	Whatsapp groups			₹50,000	
Surabhi	Facebook groups			₹40,000	Paid 20K, will c
Surabhi	Facebook groups			₹100,000	
Anusha	Professional network (LinkedIn, work)	nd Suhas		₹54,500	Transferred on
Surabhi	Through people that have donated			₹10,000	gave a major s through that
Shalini	Shahzad's network	urabh (sent as		₹1,000	
Anubha	Matching partner			₹2,000	
Arushi	Cold outreach	hattacharya		₹1,000	Insta shoutout
Nehal	Shoutout				
Surabhi	Whatsapp status	men at leisure			Done
	Professional network				

Another 5k from my milk seller, who has set up a small farm selling veggies and milk.

9:30 AM

Sajhe Sapne Waliyan
Anita Sajhe Volunteer, Anusha Sajhe V...

Committed. 21:44

Aapki itccha sar aankhon par 21:44 ✓✓

Great !! 21:44 ✓✓

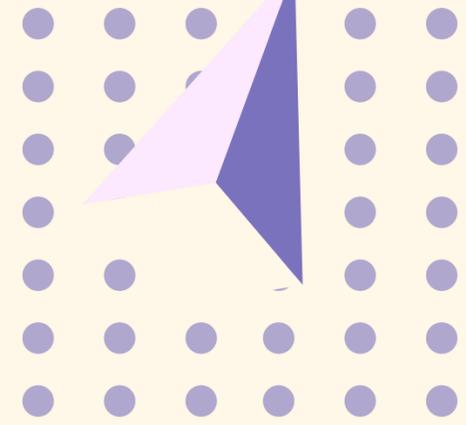
And I feel privileged to be a part of this change with you. Ever grateful, 9:34 AM

This is from AV. 9:34 AM

My mom got all charged up and active this morning after she saw my milk suppliers message. Sent out the message to a large group of doctors. I will be following up because most of them are elderly. 9:37 AM

Crossed 5L 9:40 AM

New Network



KNOWN INFLUENCERS

Have a genuine and real conversation with influencers offline and online, pitch them well so they can make a personal appeal to their circle. Identify influencers who are aware about your cause.

PROACTIVE UPDATES ON SOCIAL MEDIA

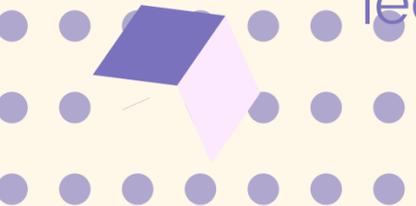
Regular updates on Twitter, Instagram, Facebook and Whatsapp Statuses are a huge help in nudging more people. One lead per channel would be best

COLD MESSAGING

There is no down side of trying cold messaging to people whose work you admire. Keep the ask direct, short and simple.

YOUR EXISTING REPUTATION MATTERS A LOT

Past communication about your work, interests and identity out in public really helps in establishing quick credibility. Sajhe's and its founder's existing projects in public helped in connecting with many new influencers



New Network



In a response to a cold email, this influencer donated Rs.50,000

Hey Shalini

Thanks for reaching out and congratulations on taking the less walked path. More power to you :)

Frankly, as much as it breaks my heart, I am not in a position to promote this. For the simple reason that I get asked for this everyday and there is no way I know whom to say yes to and not to. So my default is a no.

That said, I am happy to contribute to the cause, because I feel for it.

Wish you the best in this endeavor. Thank you for reaching out to me :)

An influencer who was an acquaintance got us INR 2 Lac+

Sajhe launched its crowdfunding campaign :) and things are looking promising. We are almost 20% of our goal on the first day itself. Now, some impact partners have said they will match 17% of the total donation amount we receive today.

Aapka shoutout bahut matter karega outreach push karne mein. Please karna



3:27 AM ✓✓

New Network



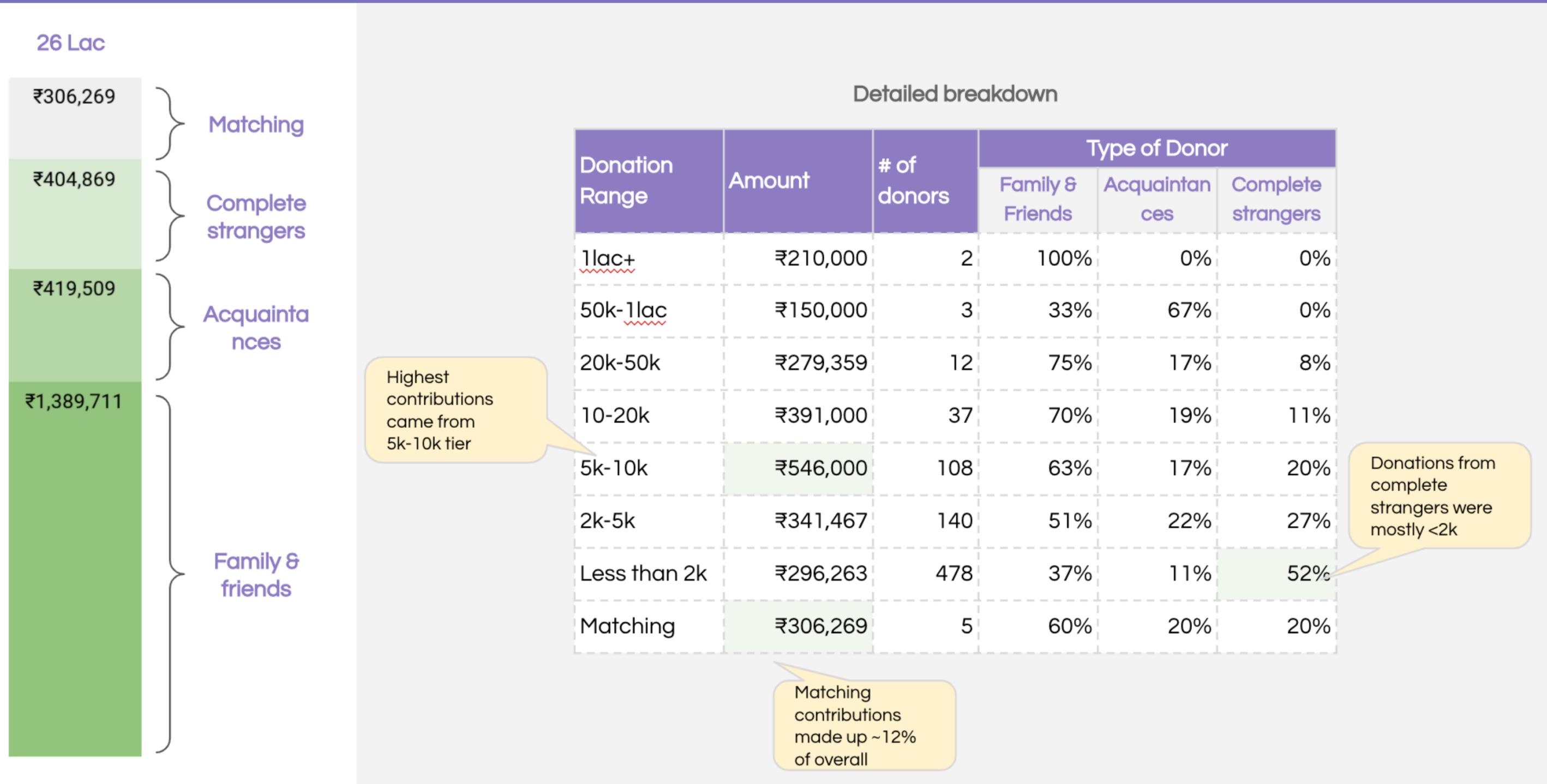
Instagram influencers played a key role in getting a small ticket, large volume donations



Influencers inspiring other influencers played a big role in creating a successful snowball



Final Donor Distribution

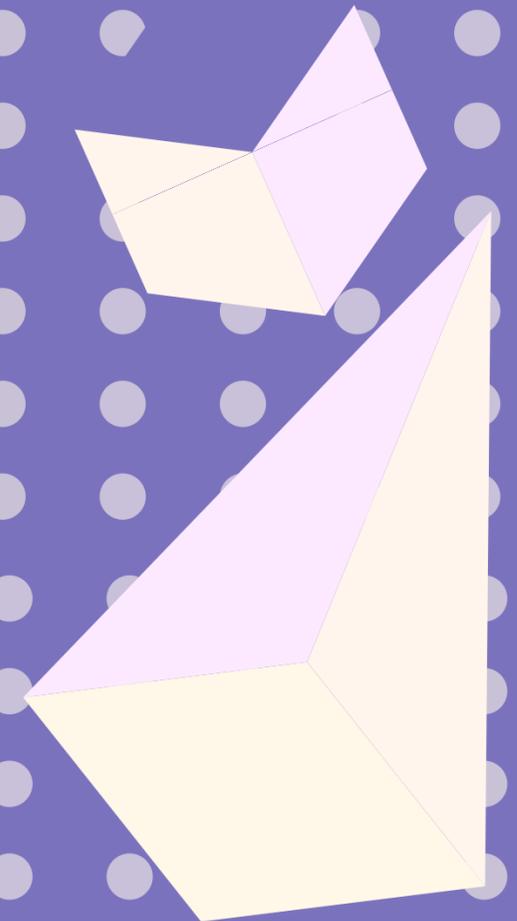


Right Time

IS CROWDFUNDING FOR US? IF YES, WHEN?

IDENTIFYING PROMISING LAUNCH TIME

PRESERVING MOMENTUM



Crowdfunding: When and Why?

Dedicated Resources

Crowdfunding requires dedicated mind space and time of a significant part of the whole team; do it when you can afford channelising all the team energy towards one goal.

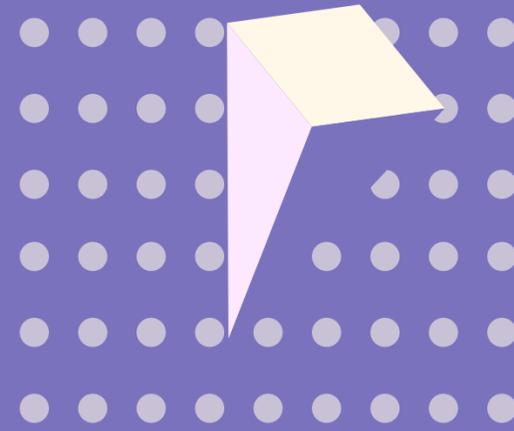
Need-Based Priority

Since momentum plays a big role in crowdfunding, a drive would arise once there is a pressing need and priority of funds. Specificity of needs will help potential donors get clarity on ways they can help

Outcome - Oriented

The chances of success are higher when there are clear outcomes listed for funds utilisation. Vagueness is fine as long as you maintain complete transparency about it being an informed decision

Lucky Launch Time



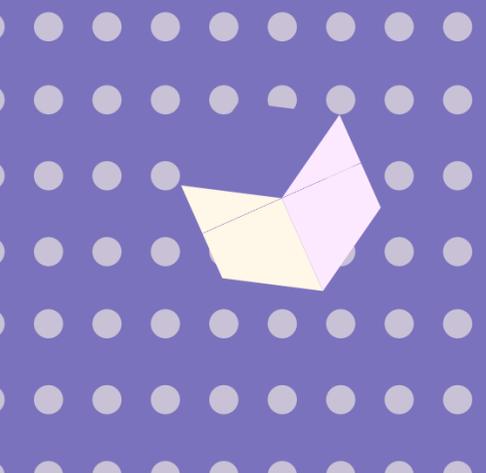
FEW FACTORS THAT MAKE A FAVOURABLE LAUNCH WEEK

Festival or festive season

Cause-specific days

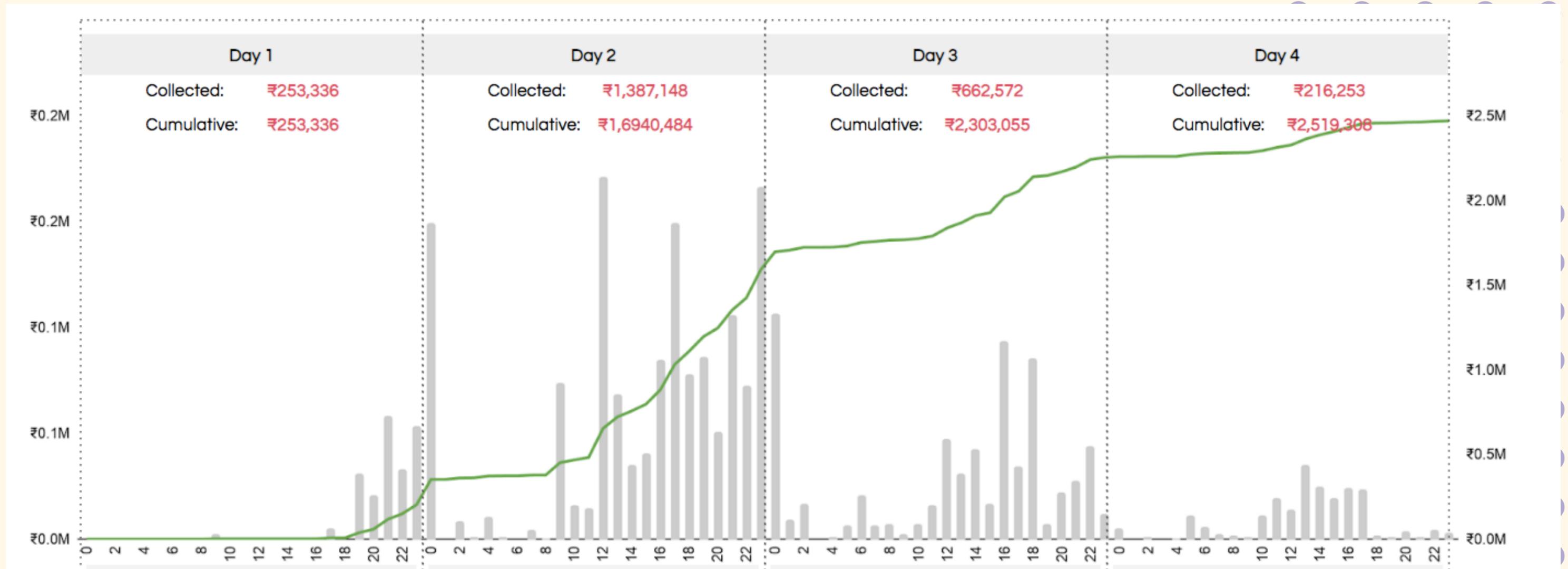
Personal/org's special days

Weekends



Preserving Pace

IT IS A SPRINT, NOT A MARATHON:
PACE BEGETS PACE, HOLD ON TO IT





Some Key On-Spot Decisions That Helped Us Preserve Pace

NO UPPER-LIMIT FOR MATCHING

Our impact partners did not keep any upper limit for their matching but a time limit, which was a big push for us to get as much donation within a tight deadline.

CHANGING DEFAULT TICKET SIZE

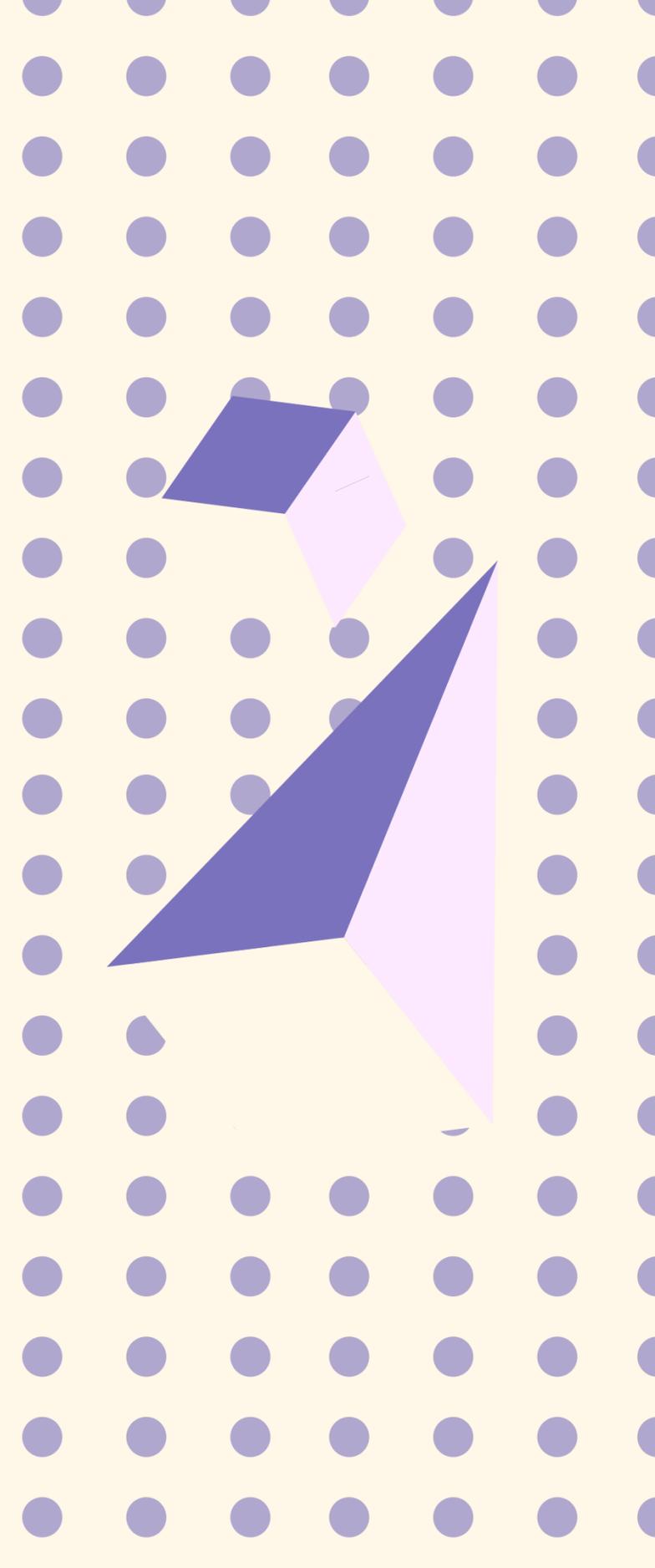
Changing default recommended amount INR 2500 to INR 5000 on the platform increased the frequency of latter.

TIMELY INITIATION OF MATCHING

We began the matching the moment we saw rise in social media engagement, the timely start was a big leverage

NOT RELYING ON LONG TIME LINE

We responded actively to rise in donor activity and condense a two months plan into four days.



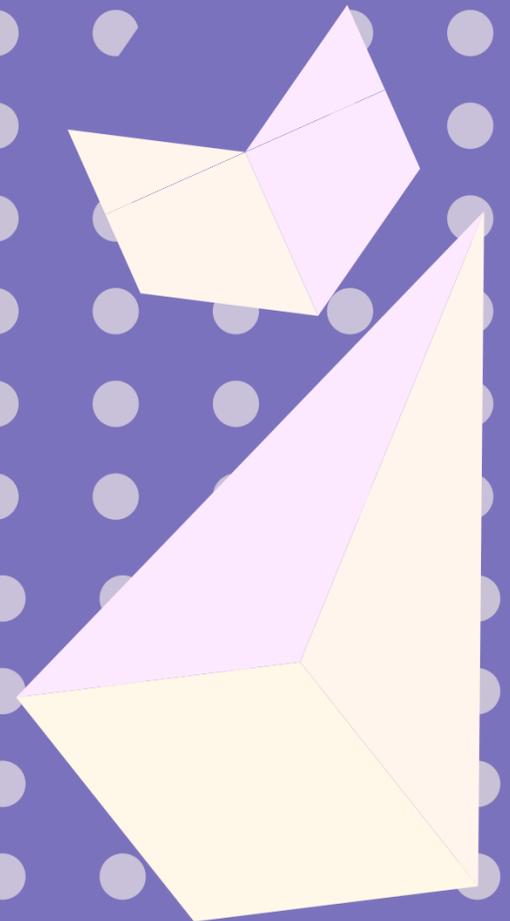
Right Action

INSPIRE NOT IMPOSE

MATCHING DONATIONS

PROACTIVE COMMUNICATION

WRAP-UP/POST-CAMPAIGN CARE



Inspire, not Impose : Narrative Matters

NO SYMPATHY-MINTING, BUT A
GENUINE INVITATION TO
RESONATE WITH OUR PASSION

5 POWERFUL REASONS TO FUND US

PROGRAM : Designed our first professional training and employment program in management in just 4 months of our inception

PILOT: Launched a pilot with small group of first generation learners in villages in Bihar.

PODCAST: Launched Sapnewaali to amplify life and leadership lessons from women achievers in villages.

PEOPLE: An all-women team of core members and volunteers .

PARTNERSHIPS: Partnered with *Aavishkar Yaatraa* for incubation and growth



#SupportASapnewaali

DONATE NOW

Inspire, not Impose : Narrative Matters

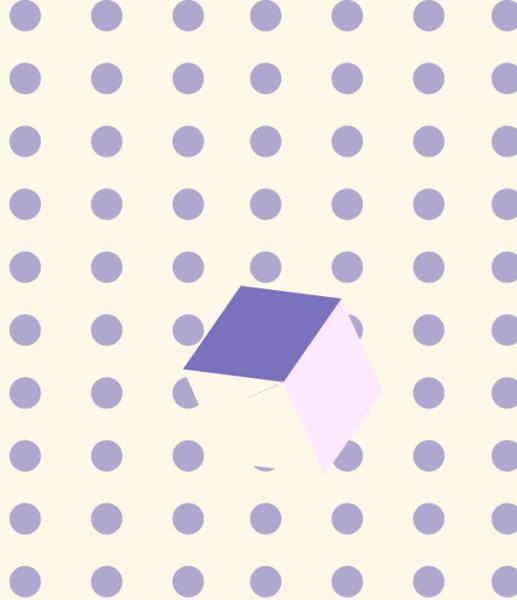
**FOCUS ON POTENTIAL, NOT
JUST PROBLEMS. 'PARTNER'S
MENTALITY' IS MUCH BETTER
THAN SAVIOUR MENTALITY.**



Making Career Dreams Real in Difficult
Places #SupportASapnewaali

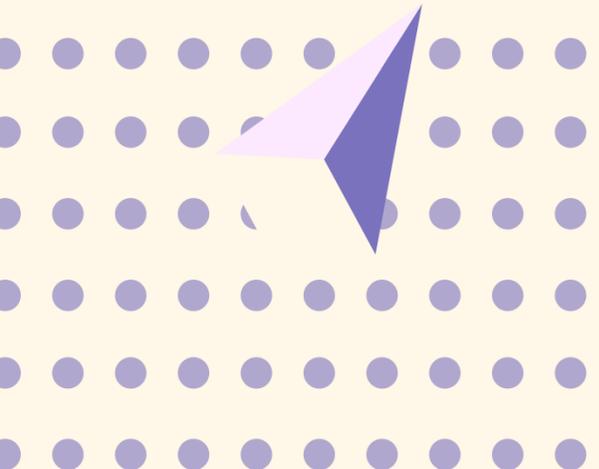


Inspire, not Impose : Reputation Matters



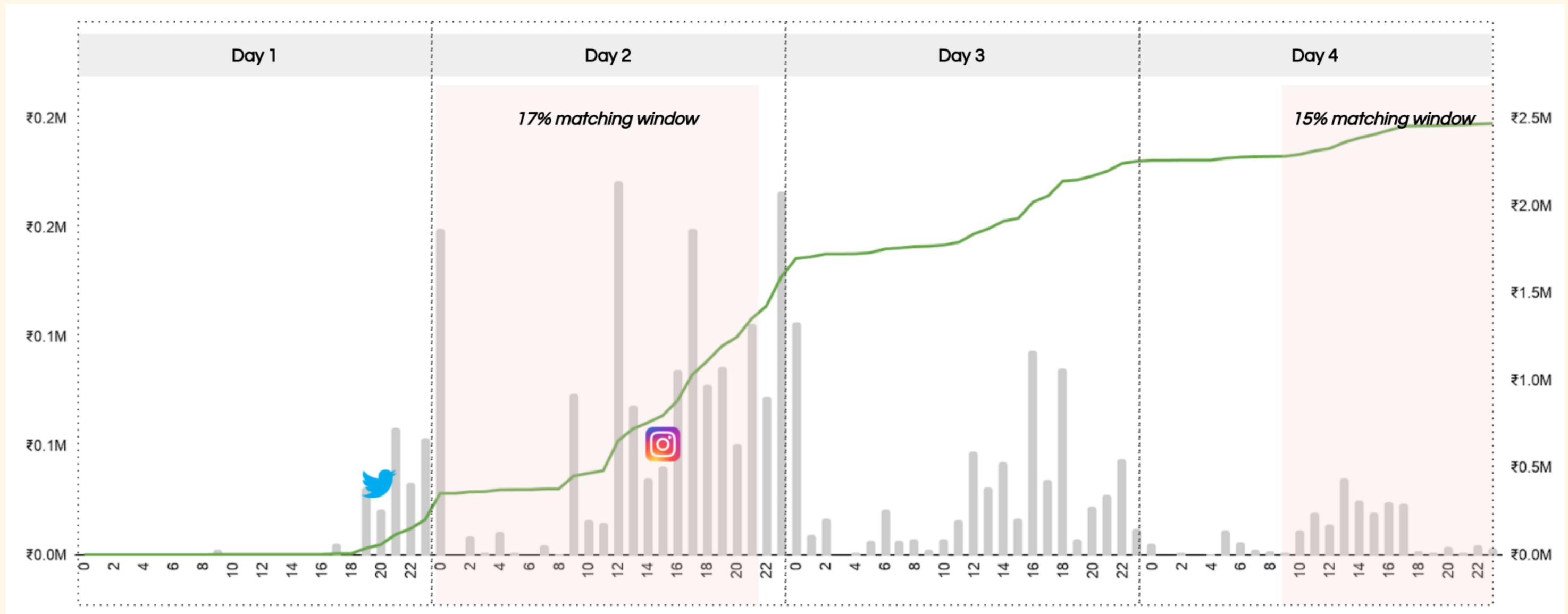
**EXISTING PAST WORK IN PUBLIC
DOMAIN MAKES IT EASIER FOR
PEOPLE TO BECOME PART OF YOUR
STORY THEY ARE ALREADY
FAMILIAR WITH**

ENCOURAGE, NOT GUILT-TRIP

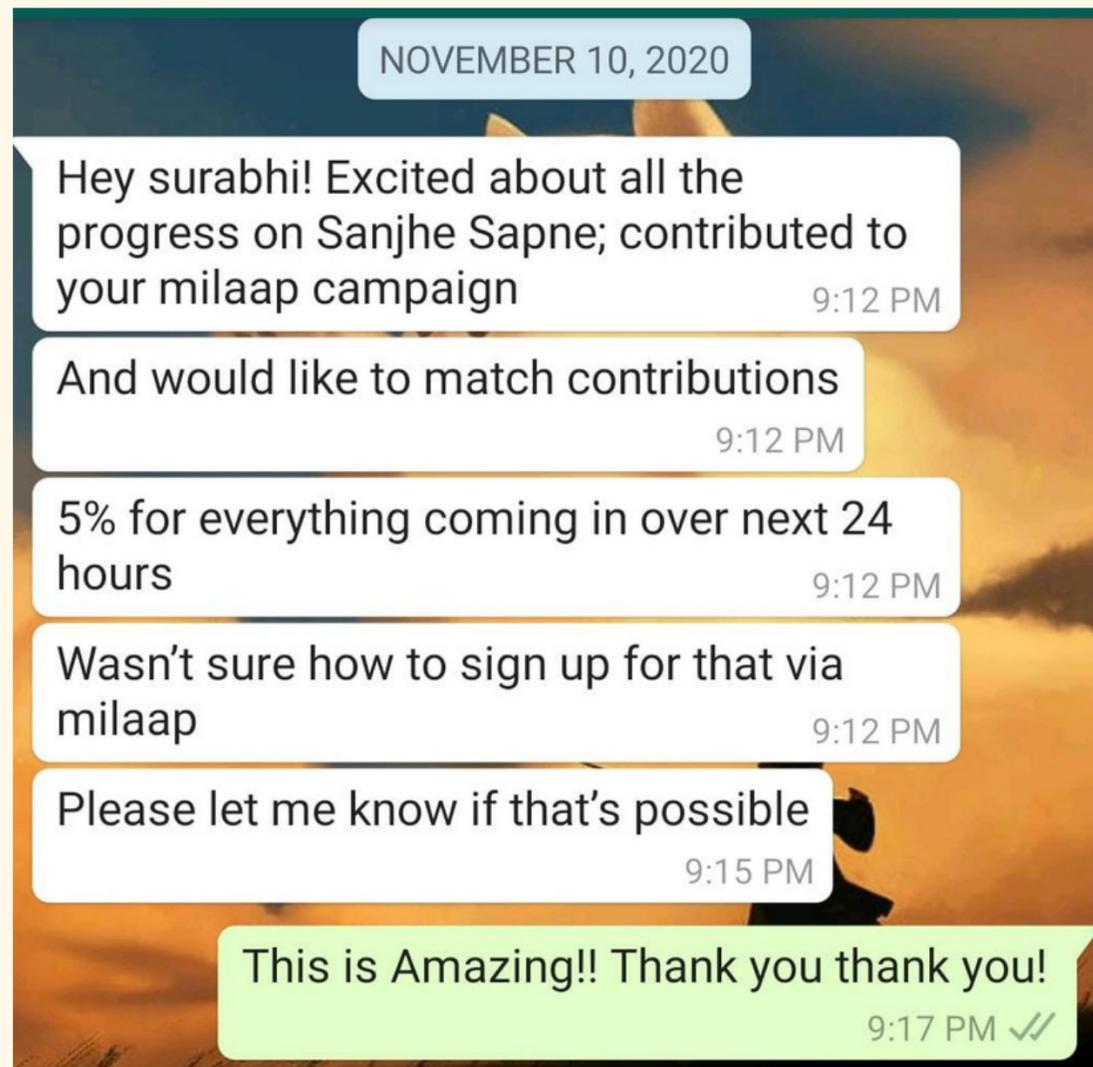


Donation Matching: A Powerful Motivator

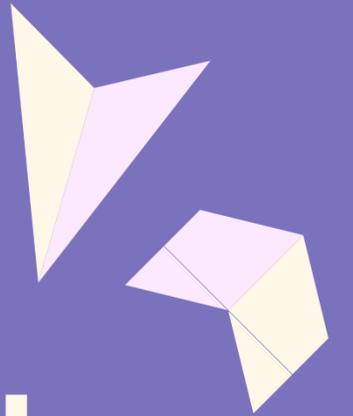
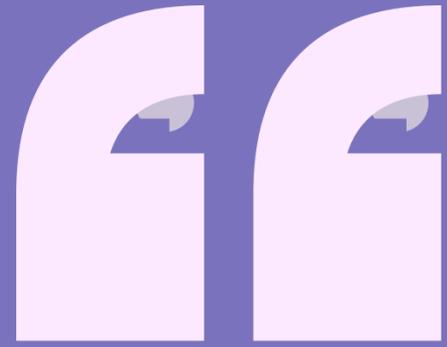
With enough external communication about donation matching, high volume of donations came in our campaign.



Big Ticket Donors Should Match Donations Instead of Donating Directly.



Small percentage donation matching done by multiple donors made the overall matching significant enough to motivate new donors to act.



Proactive Updates to Donors and Beyond

WE ACTIVELY SENT OUT COMMUNICATION ON PROGRESS, ANY NEW HIGHLIGHT IN THE DONATION MATCHING, ANY MESSAGES PEOPLE SHARED WITH US AND OUR THOUGHTS/REACTIONS ON THE PROCESS.

Updates went out every two hours on all social media channels: Instagram, Facebook, Twitter and Whatsapp



sapnewaali

1:05 Remaining

Surabhi Yadav
Founder, Sajhe Sapne
Dreams Real in Most Difficult Places

Keep Watching

1,598 views

sapnewaali Sajhe Sapne Vision and Action Plan • Hi,

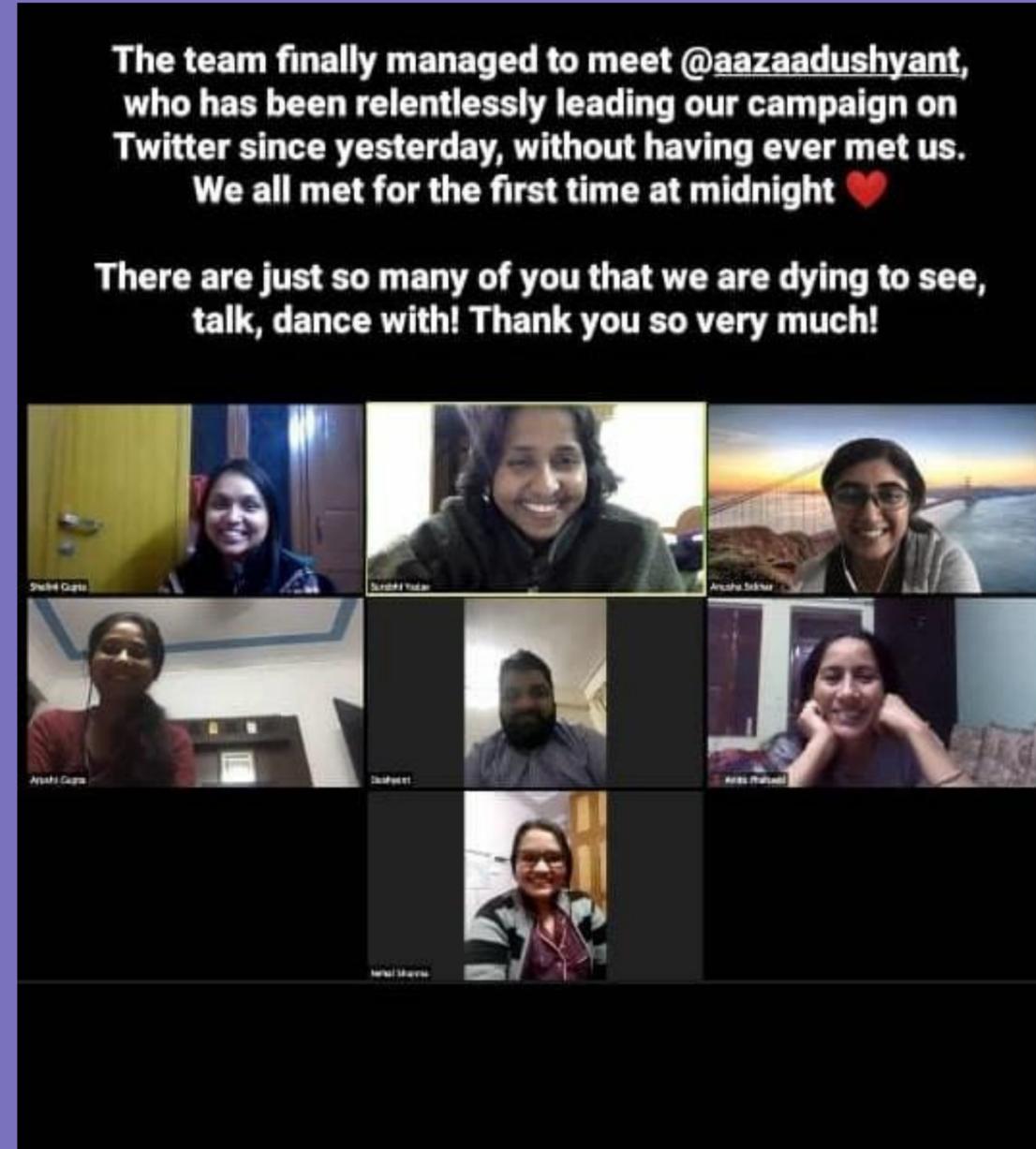
I am Surabhi, one of the Sapnewaalis at Sajhe Sapne.

Sajhe is a baby at the moment and it is a very protected baby - nurtured, held and pampered by SOO many people. The village that was raising this baby got even bigger with our first crowdfunding campaign.

We got 22lac in 3 days of our campaign and faith of around 1300+ people who are sharing our dreams

We need INR 2.5 to wrap win the last inning of this campaign - I have shared the vision and our plan in this video.

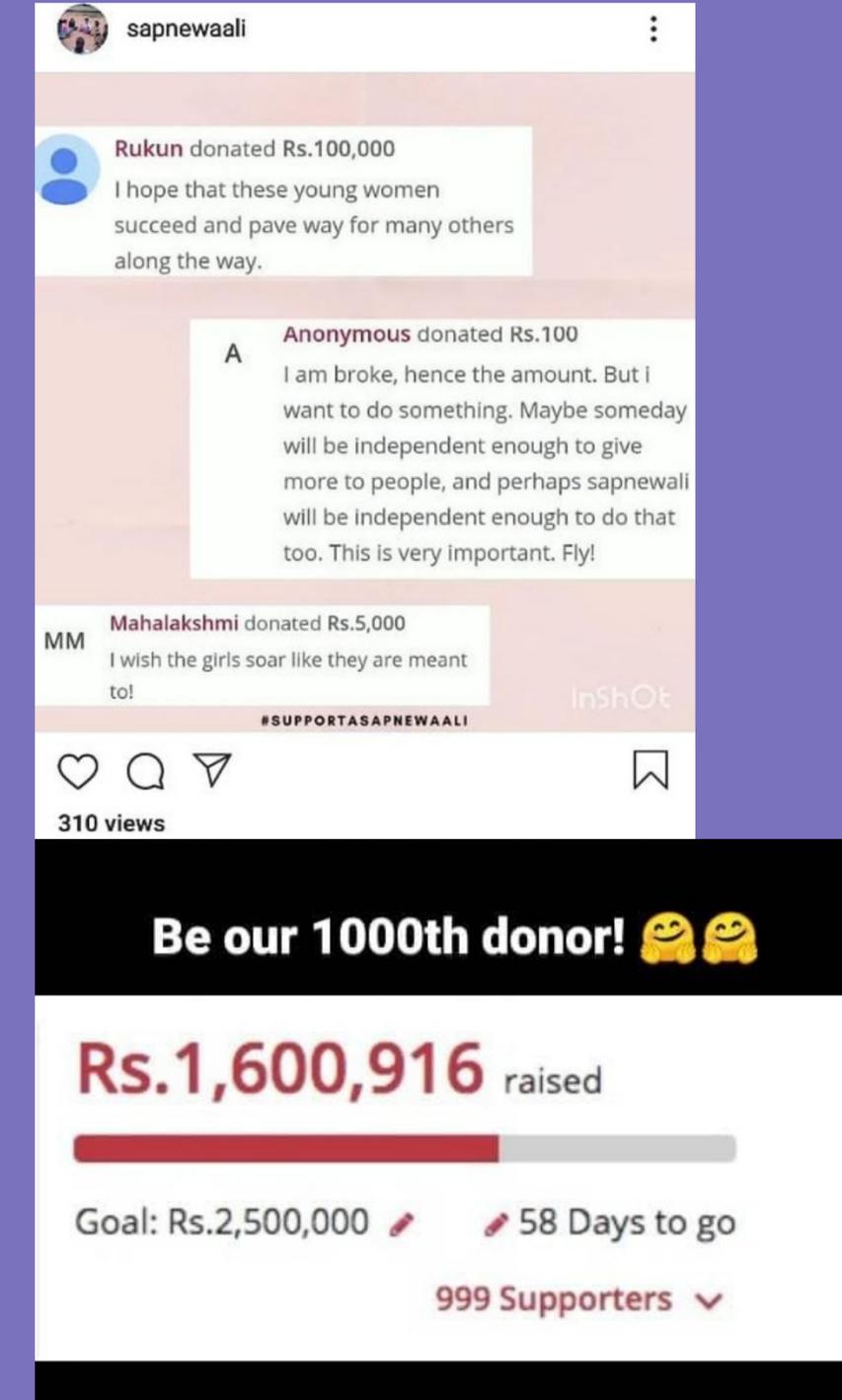
Do give it a listen and support us if it aligns with your dreams and values. Thank you so much for your loving attention ❤️



The team finally managed to meet @aazaadushyant, who has been relentlessly leading our campaign on Twitter since yesterday, without having ever met us. We all met for the first time at midnight ❤️

There are just so many of you that we are dying to see, talk, dance with! Thank you so very much!

Shikha Gupta, Surabhi Yadav, Anshu Bhatnagar, Anshu Gupta, Disha, Anshu Bhatnagar, Neha Sharma



sapnewaali

Rukun donated Rs.100,000
I hope that these young women succeed and pave way for many others along the way.

A Anonymous donated Rs.100
I am broke, hence the amount. But i want to do something. Maybe someday will be independent enough to give more to people, and perhaps sapnewali will be independent enough to do that too. This is very important. Fly!

MM Mahalakshmi donated Rs.5,000
I wish the girls soar like they are meant to!

#SUPPORTASAPNEWALI

310 views

Be our 1000th donor! 😊😊

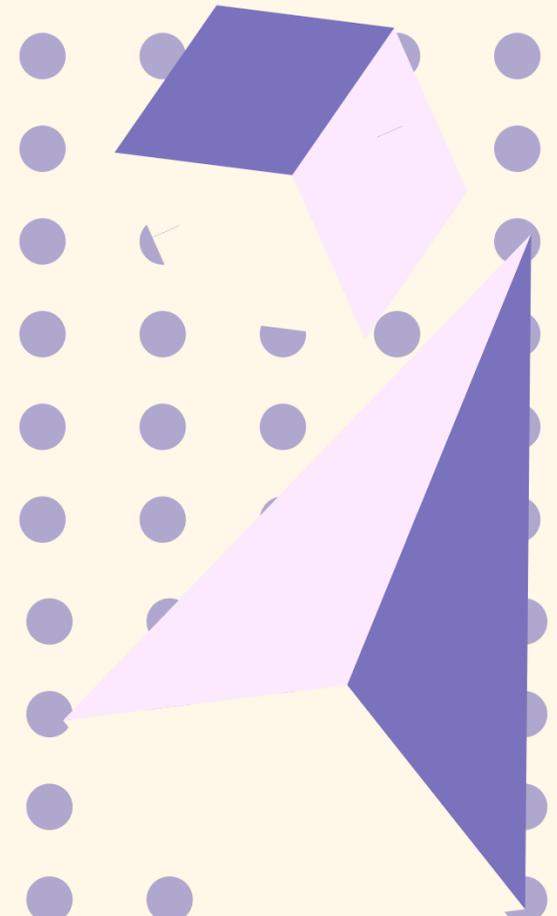
Rs.1,600,916 raised

Goal: Rs.2,500,000 58 Days to go

999 Supporters

Post-Campaign Conversations

REGULAR UPDATES (MONTHLY OR BI-MONTHLY)
TO DONORS ABOUT PROGRESS OF THE
ORGANISATION AND ASSOCIATED SAPNEWAALIS



In Summary

DON'T UNDERESTIMATE THE VALUE OF PLANNING AND STRUCTURE.

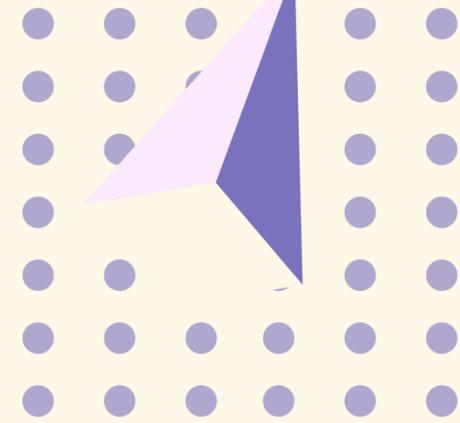
POSITIONING SETS THE TONE FOR ALL THE CONTENT YOU CREATE.

CROWDFUNDING IS A SPRINT, NOT A MARATHON. SEIZE THE MOMENTUM.

BE FULLY PRESENT TO RESPOND TO THE MOMENTS WHEN THE RIGHT PEOPLE, RIGHT TIME, RIGHT ACTIONS HAPPENS FOR YOU.



Come, Join Sajhe Sapne Dal



ADMISSIONS FOR MORE MAHADALIT WOMEN

We will be filling 10 seats by January 2021 in our one year management program which guarantees a job

HIRING/ CURRICULUM DEVELOPMENT

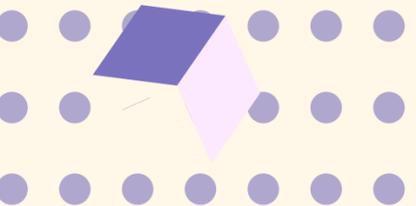
Curriculum developers needed across modules (career intelligence, management)

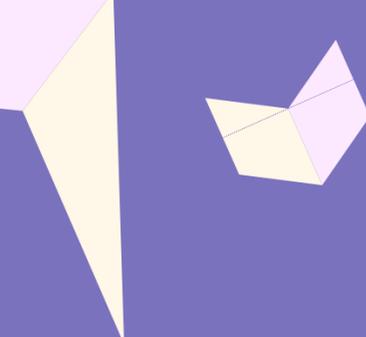
PROSPECTIVE EMPLOYER JOB MAPPING

Mapping of skills to curriculum for future employment at interested nonprofits

VOLUNTEERS

To help with social media engagement, podcast planning, curriculum delivery, translation





Thank you!

soochna@sajhesapne.org

www.sajhesapne.org

