



Contribute To The Society By Starting A Virtual Fundraising Campaign

AKSHAYA PATRA
Unlimited food for education

MULTIPLY THE IMPACT OF YOUR CONTRIBUTION. START A FUNDRAISING CAMPAIGN.

Campaign Goal (₹)	Progress (%)	Raised So Far (₹)
4,12,000.00	100%	4,12,000
2,81,000.00	50%	1,40,500
1,90,000.00	121%	2,30,004

Day in and day out, we hear and read about issues that blocks our society from making optimum progress. We also hear about individuals and organisations that are working to counter those obstacles and transform lives of direct beneficiaries and uplift the society as a whole. The inclination and commitment of such individuals and organisations reinstate that 'giving back to society' is not only a moral duty, but a social responsibility too.

[How much to give?](#)

Almost all of us would like to contribute to some or the other social initiative, and many of us are doing so already. In the space of charity, each contribution matters. Just like every drop of water makes the ocean, every donation facilitates the work of charitable organisations. For instance, if we are donating to a charitable organisation that strives to **feed the hungry**, they will be as much dependent on a ₹500 donation as on a ₹10,000 donation. What matters is 'donate with all your heart'.

While we all want to be as generous as possible, there may be times when we may not be able to contribute the needed or desired funds. In such cases, **online fundraising** campaigns can be quite promising.

[Get together for a cause](#)

Charitable organisations and NGOs are highly dependent on donations to operate, sustain, and expand their work with the core objective of creating maximum impact. When you **donate to NGO**, you become a part of the solution, and when you encourage others to contribute, you become an inspiration. It is said 'more the merrier' and this notion perfectly fits when it is about doing good for the society. So, connect and collaborate with like-minded people to raise funds through virtual fundraising campaigns.

[Start a fundraising campaign](#)

A fundraising campaign is an effective way to spread awareness about a cause, garner support & maximise impact. Thanks to digitisation for opening up a better opportunity to create awareness and garner support from larger network of people from the across the world. We can create a campaign, promote it on various social media platforms such as Facebook, Instagram, LinkedIn, etc. and call in for support.

Almost all NGOs encourage [online fundraising campaigns](#) that can be created in just a few clicks. For instance, The Akshaya Patra Foundation, a reputed mid-day meal NGO in India provides a platform for supporters to conduct fundraising for their various feeding programmes. Akshaya Patra has been nourishing school children with nutritious meals for the past 21 years. Currently, it provides mid-day meals to 18,00,907 children on each school day across 58 locations in 13 States and 1 Union Territory. Akshaya Patra has always been in the forefront to provide food relief during crisis situations like natural disasters and COVID-19 pandemic.

Some of the common reasons for supporters to start campaigns for Akshaya Patra are:

- To celebrate special occasions like birthdays, wedding anniversaries, promotions, or any other important milestones in life.
- To celebrate different festivals and commemorate important national & international days
- To raise funds for Akshaya Patra's Mid-Day Meal Programme to provide regular school meals to children & Relief Programmes to [feed the hungry](#) during natural disasters and more recently amid the COVID pandemic

Akshaya Patra has kept the online fundraising process simple to support the efforts of campaigners. So, you can make an impact in just 3 steps.

1. Create campaign - Sign in/register with required details & start your campaign.
2. Ask for support - Create online & offline awareness. Share the campaign link on your Facebook, Instagram, Twitter, LinkedIn, WhatsApp or talk about it in your network.
3. Raise funds - Talk about the impact of donation & raise funds to support Akshaya Patra.

When you fundraise and [donate to NGO](#) like Akshaya Patra, you directly help in the organisation's efforts to **feed the hungry** and ensure food security amid crisis situations.

In conclusion, fundraising campaigns are a great way to create maximum impact by enabling people around you to participate in the upliftment and development of the entire society. Go ahead and start a campaign now!