



Get Focused

Have a good idea on the purpose of your project. What do you want to say, and who is your audience? Don't try and cram too much into one video, you will lose people!

The Power of Story

Never underestimate what a well told story can do for your organization. Stories bring people together, and builds trust through forming emotional connections.

Be Comfortable

Know and have a great relationship with your video producer. During a production, you are naturally at a vulnerable state. The company you work with needs to have compassion and know how to make you feel at ease. They need to have an excellent bedside manner! It is disastrous to be interviewed on camera when you feel rushed or too anxious. If the production company you work with doesn't care about what you're doing, your audience won't.

Don't Forget the Call to Action

Supporters don't want to be hit over the head with an urgency to give money. That approach is the fastest way to lose them. Story and an emotional connection will engage your audience. When people see what you're already doing in the community, while also describing what you could do in the future is key. You have to book end your call to action around the success you've already had. People will be more inclined to financially support you or volunteer if they trust and believe in you.