

NPO Video Content Roadmap

KNOWING YOUR VIDEOS

TESTIMONIAL

Testimonials are very personable as it allows a specific person to engage directly with the audience through video. These are meant to be candid and can be made easily.

- Used within fundraising campaigns
- Increases donor efficiency
- Continues brand value
- Builds reputation

SHORT DOCUMENTARY

Short documentaries are great in bringing the audience into a subject's reality where they can gain insight in a way otherwise not readily available to them.

- For specific events: ie. Galas/Major Fundraising/Program Events
- Donor outreach video
- Partnership/Sponsorship outreach
- For launching fundraising campaigns or a cause
- Builds brand
- Increases awareness

HIGHLIGHT/RECAP

Highlight or recap videos are a great way to summarize and conclude a campaign or event. This allows those who supported and participated to reflect and relive the experience while allowing those who could not be a part of it to experience it in general.

- For wrapping up a campaign/event
- Builds community
- Good for internal documenting
- Boosts morale
- Encourages further action

TESTIMONIAL CONTENT ROADMAP

Who is giving the testimonial and why should people care?

What is their past experience working with you?

What benefit did they gain from working with you?

Expectations - What will your support do for them or others like them?

Why people should support and what is their impact?

Closing Statement: NO Call to Action

- ☐ Reaffirm & encourage the benefits of the program, service, etc.
- ☐ Share vision/hope for the future

Closing Statement: WITH Call to Action

- ☐ Website
- ☐ Phone Call
- ☐ Donate - How do they do it?

SHORT DOCUMENTARY CONTENT ROADMAP

Intro to client or service you’re focusing on

What is the cause and why are you doing it?

B-Roll Footage - Fillers

What visuals would be good to help illustrate your story? Think events, clients, staff, etc.

Key Figure Interviews

The cause, the history, what makes your organization special or different?

Testimonials

Personal history, benefits gained/life changes made

Closing Summary

Reaffirming where they are today, future goals, call to action

What call to action do you want them to take?

Donate, visit website, etc.

HIGHLIGHT/RECAP CONTENT ROADMAP

Summary: What happened?

How did the campaign/event go?

B-Roll Footage - Fillers

What visuals would be good to show what happened and highlight?

What's next?

Next step in the process and future goals

Concluding thoughts

What are you thankful for?

Closing Statement: NO Call to Action

- ☐ Reaffirm & encourage the benefits of the program, service, etc.
- ☐ Vision/Hope for the future

Closing Statement: WITH Call to Action

- ☐ Website
- ☐ Phone Call
- ☐ Donate - How do they do it?
- ☐ Other actions that are campaign specific