

VIDEO STORYTELLING FOR IMPACT

April 18, 2019 | 501 Commons Talks Tech

Organization: _____

Video Project: _____

LOGISTICS

WHAT IS THE GOAL OF THIS VIDEO? (select all that apply)

- | | |
|---|---|
| <input type="checkbox"/> Fundraising | <input type="checkbox"/> Commemorative/Honorary |
| <input type="checkbox"/> Brand Awareness/Friend-raising | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Educational/How-To | |

WHO IS YOUR TARGET AUDIENCE?

- | | |
|---|--|
| <input type="checkbox"/> Clients/Participants | <input type="checkbox"/> Other Providers |
| <input type="checkbox"/> Funders/Supporters | <input type="checkbox"/> General Public |
| <input type="checkbox"/> Thought Leaders | <input type="checkbox"/> Other: _____ |

DESCRIBE WHAT THIS AUDIENCE LOOKS LIKE (millennial, college-educated, geography, etc.)

WHAT IS THE ACTION ARE YOU LOOKING FOR FROM THE VIEWER?

- | | |
|--|--|
| <input type="checkbox"/> Make a donation/Purchase | <input type="checkbox"/> Contact Us |
| <input type="checkbox"/> Volunteer | <input type="checkbox"/> Follow/Learn More |
| <input type="checkbox"/> Participate/Enroll | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Reach out to their lawmaker | |

WHERE CAN VIEWERS FIND THIS CONTENT?

- | | |
|--|---|
| <input type="checkbox"/> Fundraising Event | <input type="checkbox"/> Paid Media (television, movies, etc.) |
| <input type="checkbox"/> Website | <input type="checkbox"/> Earned Media (journalists, news, etc.) |
| <input type="checkbox"/> Social Media | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Program/Class | |

Which of the following describes the tone of the video project? (up to 3)

- | | |
|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> Dramatic | <input type="checkbox"/> Serious |
| <input type="checkbox"/> Inspiring | <input type="checkbox"/> Kitschy |
| <input type="checkbox"/> Fun/Humorous | <input type="checkbox"/> Other: _____ |

BACKGROUND

WHAT IS THE PROBLEM YOU ARE TRYING TO SOLVE?

HOW ARE YOU TRYING TO SOLVE THE PROBLEM?

WHY SHOULD PEOPLE CARE?

6 1 6 2

WHAT MAKES YOUR ORGANIZATION/APPROACH UNIQUE?

PRODUCTIONS

STORY

WHOSE STORY DOES THIS VIDEO REPRESENT?

- | | |
|---|---------------------------------------|
| <input type="checkbox"/> Client/Participant | <input type="checkbox"/> Partners |
| <input type="checkbox"/> Donor/Volunteer/Board Member | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Grantee | |

WHAT IS THEIR CONFLICT?

HOW DOES YOUR ORGANIZATION HELP THEM RESOLVE THIS CONFLICT?

HOW IS THIS STORY INDICATIVE OF YOUR LARGER IMPACT?



6 1 6 2

PRODUCTIONS