

16 Steps to a Great Video

- Produce the video for the AUDIENCE.
- Don't imitate another organization's approach.
- Keep it short, 8-10 minutes.
- Use a professional narrator.
- Educate your internal audience—Stress that the purpose is FUNDRAISING.
- Don't try to be all things to all people.
- Capture your organization's SPIRIT.
- Use stories, vignettes.
- Use virtual reality.
- Avoid facts and figures.
- Supply your audience with supporting printed materials.
- Work with PROFESSIONALS.
- Seek proposals and compare different vendors' proposals.
- Tell vendors your budget when seeking proposals.
- Review production companies' previous fundraising VIDEOS.
- Talk to the companies' previous clients.