



Show Your Impact and Create Trust in Your Non-Profit

**7 Video Strategies To Create Trust And Attract
Support For Your Non-Profit**

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Do This Before You Start Reading.

Before you begin reading this e-book I would like you guys to answer the questions below. Whenever I start a project with a new client I try and get them to answer these few questions. It will make it easier then for you to look closely at what video strategy you might like to start with first.

A really important point I want to make now to you is that most people don't care what camera or editing software you use. They will connect with the message in your videos though and that is why it is important to do this before going for a video camera.

O1: What Is The Biggest Problem You Are Facing At The Moment For Your Non-Profit?

(This could be anything like *'we need more volunteers'*, *'we need more likes on our Facebook page'*, *'people have trouble crossing our door'*. Try to tackle the problem in your videos by doing something as simple as giving a call to action at the end of the video, e.g. like our Facebook page)

O2: What Information Are You Trying To Share With The Public?

(For example are you trying to share statistics/people's stories/training methods/who is behind the non-profit. This could guide you in what strategy to take)

O3: What Information Does The Public Want To Know From You?

(Viewers are time poor and they will turn off your video really quickly if it does not tackle what they want to know so it is really important to know what they want. This might not be obvious right now but use video to find out)

Strategy #1: Testimonial Videos.

What Are They?

Short interviews with happy clients saying why they are happy with their experience of your non-profit.

Why Do One?

People like to see what other people think of your organisation. It helps generate trust. You may think people will not fully believe them but if you do them on a regular basis then people will see how genuine they are. Also they can be reused on a regular basis so a testimonial from 2 years ago could still be reused every few months.

How to do one?

Don't be afraid to ask a happy participant to give a testimonial. If you are filming them yourself make sure to have your camera phone kit (*see bonus section for more details on this*) ready to film and just ask them a simple question like 'What did you enjoy about our service or product?' then hit record on your phone.

If you are hiring a professional then get a group of people happy to give a testimonial and over a day film each of them in different locations. This way you are showcasing both your clients & locations.

Good Value Tip!

Split each testimonial into a short separate video and get a longer video with a selection of the interviews. So now you have a selection of 1 minute videos which can be shared through social media channels and a longer video which can be hosted on your website.

Strategy #2: Process Videos.

What Are They?

Potential clients like to get a sense of how you work. A process video can focus on how you do one particular aspect of your work.

Why Do One?

Non-profits often find it difficult to encourage people to come through the door due to a number of reasons. A video showing someone what the process is when they come through the door can help lower the fear threshold. The first step is often the hardest for people so if you have a video showing what the first step is for your organisation that could encourage people to come. If they know what to expect as soon as they call for the first time increasing the chances of them doing it.

How To Do One?

Using feedback from your current clients examine the experience your client has when they deal with your non-profit for the first time. Try and figure out what are the biggest barriers to people coming through your door and then address those fears in the video.

Good Value Tip!

From the feedback you have received see if there are any questions that keep recurring for people before they first contact you. You could then deal with these questions on your Frequently Asked Questions page either by video or text.

Strategy #3: Training Video Strategy.

What Are They?

Is there something staff or clients need some training in order to use your service correctly? Then consider some short training videos to help.

Why Do One?

Clients or staff may struggle with some part of your service. If that is the case then it will take up time and resources to deal with this issue each time it comes up. A training video will help to reduce the time and resources spent on these issues.

How To Do One?

Break down the training you want to cover into clear simple steps. Then I suggest to do a short video around each step and present the training as a series of short videos. This means if someone wants to check something again they can rewatch that specific video instead of rewatching a longer video.

Good Value Tip!

Training videos are evergreen content so once you have spent time on producing them they can just sit on your website and be reused again and again. You could put them on YouTube and direct people back to your website in order to get more awareness.

Strategy #4: Short Documentary Videos.

What Are They?

Short documentary videos tell the story of what you do and why you love doing it. But it is told using storytelling skills which engage the viewer.

Why Do One?

A short documentary video can tell a story. Storytelling is viewed as one of the best tools in marketing as it generates a feeling around your business which the viewer will easily associate with. This will increase the chances of viewers engaging with your non-profit.

How To Do One?

Short documentary video can comprise a selection of techniques and different content to tell your story. For example it could involve interviews with staff and clients and include footage of a process in your video as I discussed above. It could also involve techniques like timelapse or stop motion.

The most important element of a short documentary video is to prepare well and decide what the overall message is you are trying to say. It helps to give the project a title at the beginning which matches what you want to say in the documentary. This will help when you need to make decisions about the direction of the video.

This video will normally sit on your homepage as the first point of contact users will have with your organisation. So it is important to have a clear call to action at the end of the video directing people on what step they can do next so they can take action.

Good Value Tip!

A lot of effort goes into producing a video like this so instead of just coming out with one 2 minute video plan to have a suite of videos. So each video could contain the same message but one is 30 seconds another is 60 seconds. This means you have option to use the video across a selection of channels both online and display.

Strategy #5: Slideshow Videos.

What Are They?

If you have a collection of photos from an event then create a slideshow montage with these photos to make a video out of them.

Why Do One?

You may find it easier to take photos of people rather than shooting video. Photos capture specific moments and a slideshow video can create a great feeling when combining those moments.

How To Do One?

The best thing to do is base a slideshow video around a particular theme or event so people are more likely to view it. So maybe take a picture of visitors at a certain site you operate and then put together a collection of images of people at that site. Or the next time you have an open day with lots of visitors then share a slideshow of images from that.

Choose maybe 10/12 images that really capture what you want to share. A really great way to create a slideshow video is to use an online service called **Animoto.com**. Upload your images, create some titles, choose a template if you like and then add some music. Animoto is great at putting movement into your images which gives the slideshow video even more energy.

You can create the slideshow video other ways using editing software but animoto can do it all for you. If you do all your photos on Instagram then a great app called **Flipagram** will take those images for you and create a great slideshow video for you as well.

Good Value Tip!

If you are buying a stills camera then invest in one that also can take great video. A lot of cameras now include great video quality like the Canon M50. So when you are ready to change from stills to video it will be a matter of flicking a switch.

Strategy #6: One Shot No Edit Strategy.

What Are They?

Short videos that are shot in one go and are not edited but uploaded straight away onto your social media channel.

Why Do One?

Editing a video is a tough skill to learn and for many people it is the biggest block to creating their own video. This method lets you create video without the need to edit the video and saves you plenty of time. It means you can get video online quickly too.

How To Do One?

In order to shoot video without the need of editing it then a little bit of prep is needed before you shoot. For example if you are filming an interview make sure the interviewee knows the questions before you hit record. Then once they have finished speaking hit record to stop a second later. This can then be uploaded without the need of editing. If they make a mistake it can simple to redo the video again. Add extra context to the video in the body of the post. For example put the question you asked and the name of the person into the post. So people know who is talking and what topic they are discussing.

Good Value Tip!

Use your phone and maybe a small tripod for these videos. People are so comfortable now in front of a camera phone they will rarely say no to you if you ask them to do this. Also try using Instagram for free on your phone to add filters to your video. It can share automatically into Facebook too.

Strategy #7: Live Video.

What Are They?

Live video means you are streaming live video to a platform like Facebook.

Why Do One?

The fact it is a live video means the viewer can see everything that is happening. This again will increase trust in your service if you are willing to do this. Also it is very easy to interact live with viewers so you could answer questions people have straight away.

How To Do One?

The most common way of doing this now is using Facebook Live through your phone. The GO LIVE button is part of the content post menu when you go to create a post in Facebook. Again prepare as much as you can. You don't have to learn a script but try to have notes on what you want to talk about. Try to be yourself and have some fun if you make a mistake. People will see you as human then.

You could do a Facebook live at an event you are running or if you want to provide more information on a certain topic.

When the live video is finished you will have the option to share it as a regular video on your facebook page in case people did not see it live. Also encourage interaction with the viewers. They can post questions below the video for you to answer.

Good Value Tip!

As of the start of 2018 Facebook announced there were making serious changes to the algorithm making it more difficult for organisations to get their content seen. However they want more community action on Facebook and Facebook Live is a fantastic way of working with communities on Facebook and will give your organisation more awareness on that platform.

Bonus Content.

Your Smartphone Camera Kit and Apps to Help You Get Started Producing Video Right Now.

Camera Phone Kit

Any modern smart phone can now become your tool for shooting video. You can add a tripod and a small mic to really help improve the quality.

A small table top tripod like the Benro or a full length one like the Lollipop can help stabilisation. If you have a budget invest in a DJI Osmo and capture great walking shots.

Clear audio really improves the quality of video and Rode carry a selection of mics you can add to your smartphone that will really help your production.

Once you have your kit together then just get out and practice. You will make mistakes and forget to press record sometimes but the more you practice with your kit the better you will get. Then try out any of the apps listed below to help you do better video.

Filmic Pro

This app gives you more control over your camera phone. You can manually adjust the focus, exposure and check for audio levels if you are using a microphone.

Instagram

A must to download if you are doing both stills and video. You can generate both with the app and then really add your creative touch using their awesome filters. They are owned by Facebook so sharing content into your feed is a simple click away.

Snapchat

Create short videos with simple titles and even add crazy effects to your videos. Great for generating more fun video content.

Animoto

Upload your photos into animoto, choose from a selection of templates and some music and create great slideshow videos.

Videoscribe

Create quirky whiteboard videos to share your story about what you do.

GoAnimate

This online software allows you to create short animated videos from hundreds of templates. You can create animated characters to explain the service you want to provide.

Videolicious

A great app which allows you to record, edit and share video all through your phone using their app.

Videohance

Do you want your videos to stand out. Then this app allows you unique control over how your videos can look and feel.

Adobe Spark

A great app that helps you build a video using templates they provide. You can add images and video content to help personalise it.

Viddyad

Do you want to create a video ad to use online. Viddyad guides you to create a short video ad using their library of stock footage. You can personalise the video too by adding your own content.

iMovie/Adobe Premiere Clip

Do you want more control over your editing? Then these apps will give you some powerful editing software on your phone.

Lumafusion

Edit footage on your iphone that you have filmed on your iphone. Used by a lot of journalists on the go, the price is expensive but worth it for the extra features you get.

WeVideo

A video editing app on your phone that can create simple edits with your video footage to add more impact to your videos.



I specifically create video content for non-profits and I also provide training if you wish to start doing it yourself. If you are keen to learn more then email me at work@thadykavanagh.com and I will be happy to arrange a meetup.

GET SHOOTING AND SHOW YOUR IMPACT

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