



see3 communications



Lights, Camera, Fundraising Action!

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Today's Plan: Part 1

- About See3
- Beyond “Viral” Video
- Video in the Fundraising Cycle
- 11 Rules of Video Fundraising
- Key Nonprofit Examples
- Discussion



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Video



See3 is the leading producer of video for the nonprofit community.

Strategy

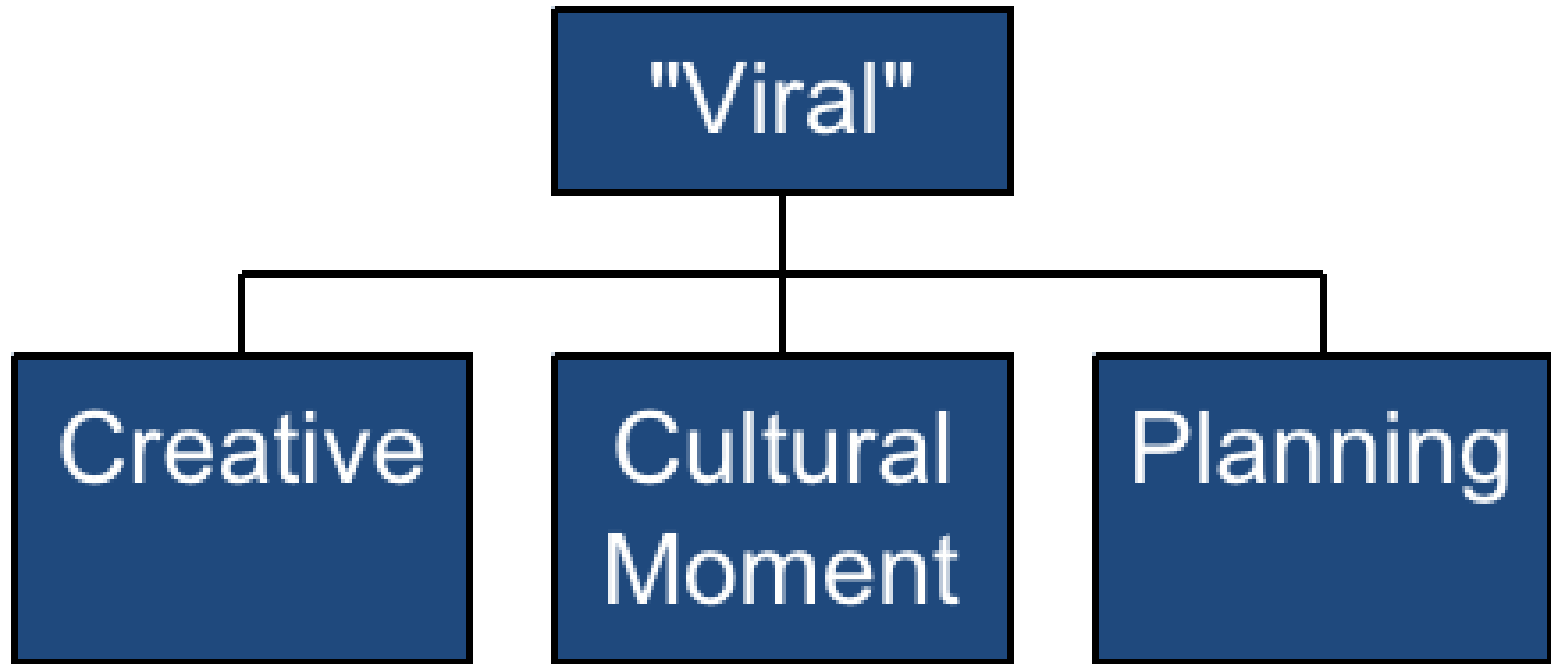
We will work with you to develop a blueprint for effective online communication and fundraising.

Rethinking “Viral”


Ms. Johnson's First Day




Rethinking “Viral”




The Viral Video You Never Saw

 **MAKING STRIDES**
Against Breast Cancer®

 American Cancer Society®




A Making Strides Video from Michael Hoffman



Extra! Extra!
Michael Hoffman
Walks With Thousands In
Making Strides Against Breast Cancer

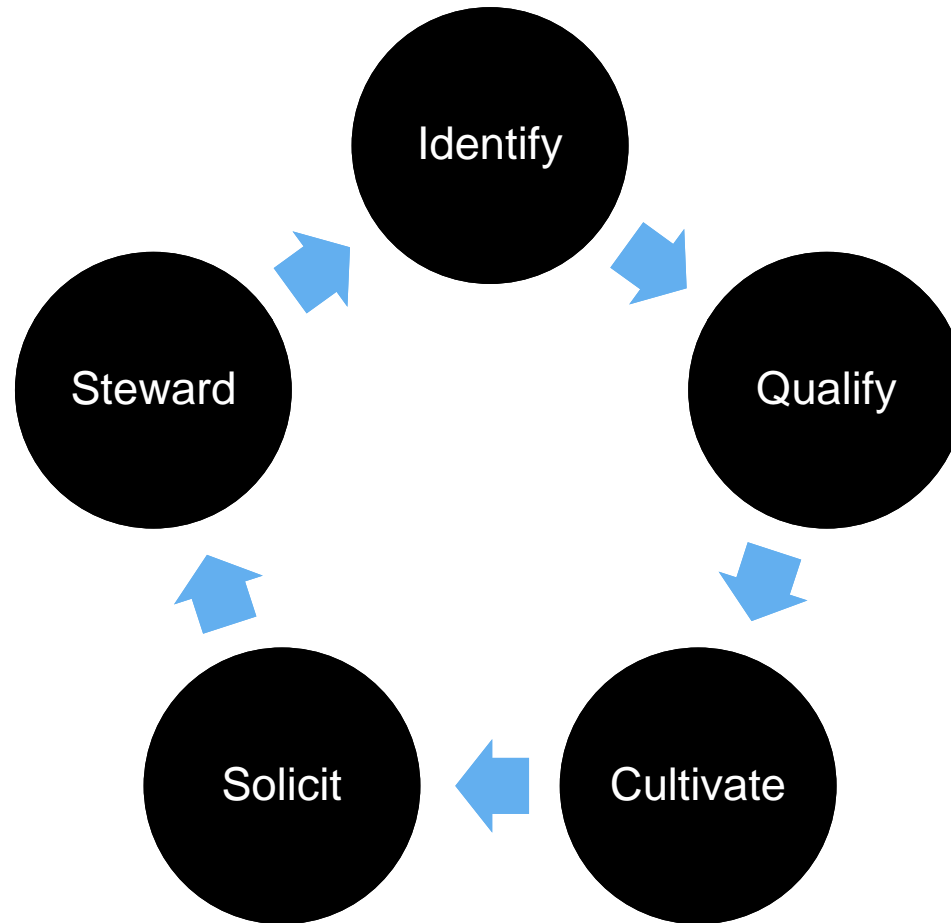
Support Michael

Share this video:

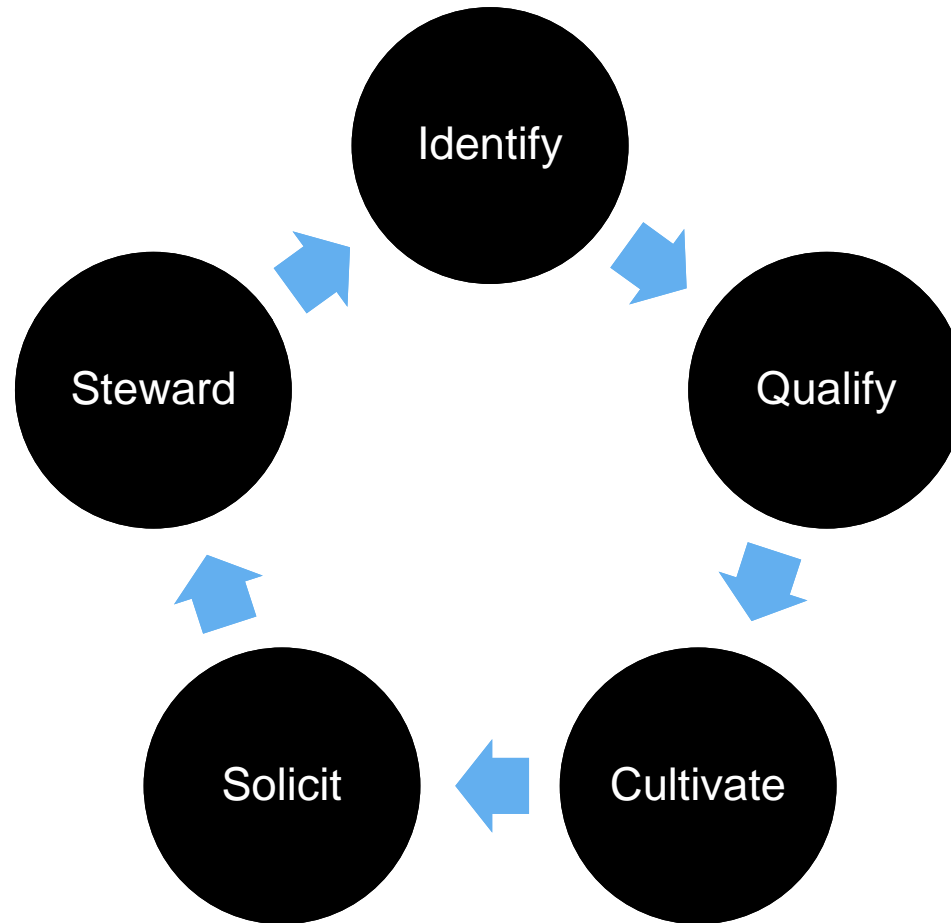
te!! a Friend   

[Find out more](#) about how Michael is making strides against breast cancer

The Donor Cycle



Video Doesn't Change This



Video Can Enhance the Cycle

- **IDENTIFY:** Easy way to introduce your organization
- **CULTIVATE:** Show your work that they can't see
- **SOLICIT:** Make a “face-to-face” ask online
- **STEWARD:** Deepen relationships with existing donors

Think Strategically

- Current video assets
- People (The Passionate Ones)
- Events
- Organizational goals and messages



Laws of Social Storytelling

- **Be prepared to tell 3 types of stories:**
 - The story of self (org)
 - The story of us (community)
 - The story of now (change the world)

“A story communicates fear, hope, and anxiety, and because we can feel it, we get the moral not just as a concept, but as a teaching of our hearts. That’s the power of story.”

- Marshall Ganz

11 Rules of Video Fundraising

1. Above all, tell a story
2. Make your issue relevant
3. Tell your viewer what you want
4. Be brief
5. Video is one of many tools



11 Rules of Video Fundraising



6. Video is best at the center of a campaign
7. Empower your viewers to carry your message
8. Know when not to use video
9. Create a media library
10. Test and learn
11. Supporters are coming to expect video as a central means of communication



The story of charity: water - The 2009 September Campaign Trailer

In September 2009, charity: water turned 3 years old. See the video.



[DOWNLOAD VIDEO](#)

[TWEET](#)

[SHARE](#)

Trailers



September Campaign 2009 Trailer



PSA with Jennifer Connelly



September Campaign 2008 Trailer



charity: water promo featuring "Time Bomb" by Beck



September Campaign 2007 Trailer

SORT BY TOPIC

TRAILERS

COMPLETED PROJECTS

SEPTEMBER CAMPAIGN

EVENTS

NEWS AND MEDIA

LIVE DRILL

charity: water

- Video tells a strong founding myth
- Dollars have tangible outcome
- Makes viewer want to be like Scott and be a part of this group
- Video tells you what to do next



DONATE NOW

Join Us

Email

Zip Code

[GO](#)

[Give Blood](#) >

[Volunteer](#) >

[Shop Our Store](#) >

[Preparing and Getting Trained](#)

[Getting Assistance](#)

[Giving and Getting Involved](#)

[Working with the Red Cross](#)

[Your Local Red Cross](#)

Red Cross News



Posted in [News](#), 03/15/10

Red Cross Lends a Hand as Strong Storms Batter the Northeast

Know what to do if flooding waters threaten your home. > [More](#)



Posted in [News](#), 03/17/10

Family's Legacy of Service is Three Generations Deep

American Red Cross Chief Public Affairs Officer Suzy DeFrancis learned to serve from her mother, then passed the legacy on to the next generation. > [More](#)



Posted in [The Blog](#), 3/17/10

Video: Haiti

A behind-the-scenes look at how we are assessing damage to homes outside Port-au-Prince. > [More](#)

> [More Red Cross News](#)

Red Cross Video

Haiti Earthquake Two-Month Report

Shelter for hundreds of thousands
The Red Cross plans to provide emergency or transitional shelter for 650,000 people.

YouTube

1:56 / 2:46

How to Help Victims of Disasters

- 1 [Donate Now](#)
- 2 [Volunteer Your Time](#)
- 3 [Give Blood](#)

Contact your local Red Cross to:

- Take a course
- Donate blood
- Volunteer
- Host a blood drive, and more

Red Cross

- Simple slideshow using photos, text, and music
- Video updates on progress in Haiti - documents the initial need and the results of donations
- Red Cross maintains their trusted brand
- Featured on homepage next to 3 ways to take action and get involved



Make a gift to help more people with disabilities

Your generosity helps children like Shannon. Born with cerebral palsy, Shannon's future seemed grim. So much focus was put on what she couldn't do, rather than what she could. [Watch Shannon's video](#) to see how support from Easter Seals, and people like you, is helping her to succeed.

OUR FOCUS

- [Autism](#)
- [Military & Veterans](#)
- [Young Children](#)
- [Older Adults](#)

HOW YOU CAN HELP

- [Donate](#)
- [Walk With Me](#)
- [Raise Funds](#)
- [Advocate](#)
- [Volunteer](#)
- [Send eCards](#)

[Click to give \\$500](#)

[Click to give \\$110](#)

[Click to give \\$55](#)

[Click to give \\$30](#)

[Click to enter your own amount](#)

When you donate online using your credit card, you will immediately receive a receipt for your tax records acknowledging your gift.



[▶ PLAY THE VIDEO](#)

Easter Seals

- Visitor is asked to start at a donation level (video is not on the form page)
- Text on page relates to the video
- Video tells the story of someone who the donation will go to support
- Video is one part of an end of year fundraising campaign

Good...Better...Even Better



click here

Since 2001, Acumen Fund has invested \$40 million in 44 businesses in East Africa and South Asia, serving over 30 million low income people, creating over 22,000 jobs.

click here



Give Today

Your donations will go further in making a difference in the fight against poverty.

MAKE A DONATION

Give a Holiday Gift

Honor a loved one this holiday season with a gift and personalized e-card.

SEND AN E-CARD

Spread the Word

Share this page and show the world an even better way to tackle poverty.



Our Impact

Acumen Fund builds businesses that solve the problems of poverty. Since 2001, we have:

- + Invested \$40 million in 44 businesses in East Africa and South Asia
- + Served over 30 million low income customers
- + Created over 22,000 jobs

Share the above video: [email](#) [Facebook](#) [Twitter](#) [Stumble Upon](#) [Digg](#) [Permalink](#)



MEET THE SUPPORTERS IN OUR VIDEO



This was Mazin's first time in front of a camera and he says he enjoyed it because he got to "say a lot of cool things!"

Mazin Attia is a four year old who loves dinosaurs, monster trucks, and enjoys eating cucumbers with Italian dressing. When his father's best friend [see Faiz Ahmad] moved to NYC to work for Acumen Fund and needed a place to stay, Mazin generously gave up his room.

Acumen Fund

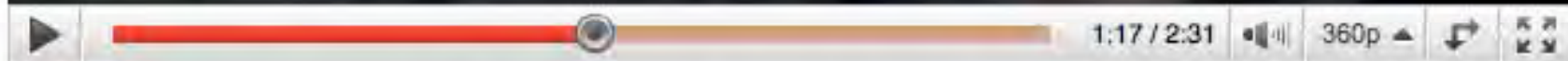
- Video shows how the money is used in an engaging way - their “Theory of Change”
- Scripted messages from volunteers mixed with motion graphics
- Video integrated seamlessly into campaign landing page (www.acumenfund.org/evenbetter)
- Excellent use of YouTube Annotations using source code tracking

Blue Valentine 2009

[katsamsam](#)

8 videos

Subscribe



[katsamsam](#) — January 24, 2009 — BLUE VALENTINE DANCE 7pm Cates Hill Chapel Bowen Island Tickets at Phoenix on Bowen A fundraiser for the Bowen ...



2,672
views



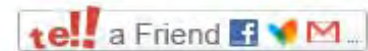
Bowen Island Montessori School

- Teaser video uses rapping to generate interest for upcoming fundraiser for Montessori School
- Create video at event to share with people who can't attend
- Use tools such as Flip Video Camera or Kodak Zi8, and put together with iMovie or Animoto.com

A Making Strides Video from Michael Hoffman



Share this video:



[Find out more](#) about how Michael is making strides against breast cancer



American Cancer Society

- Novelty and personalization increases probability viewer will pass along
- Best for awareness building (broad audience) or peer-to-peer fundraising (niche audience)
- Creates interactive opportunity – sharing or donating
- ClipCall takes it to the next level with phone integration

Measuring Success

- Determine your metrics upfront
 - Donations
 - Views/comments
 - Blog mentions
 - Website traffic
 - Shares
- Use YouTube “Insight” to measure how people are finding your content

What You Can Do Right Now

- Get a handheld video camera (Flip / Kodak Zi8)
- Build Media Library
- Apply for YouTube Nonprofit Program (www.youtube.com/nonprofits)
- Test Using Video for One Phase of the Fundraising Cycle
- Observe How Other Orgs Tell Their Story Using Video (www.youtube.com/nonprofitvideoawards)

Questions?

Michael Hoffman

- **Email:** elliott@see3.net
- **Twitter:** @See3
- **Phone:** 773-784-7333

Video FAQs:

[http://www.see3.net/video-faqs.](http://www.see3.net/video-faqs)

Photo Credits

- *A Classic Cash Register* - Heath Bar
- *Blueprints, Typewriters and Gears* - Traveling Steve
- *Audience in 3D Glasses* - Diamond Geyser
- *Encyclopedias* - Stewart Butterfield
- *Hammer* - Austin Camera Guy
- *Annette Conway reads to children*
- Marine Corp News

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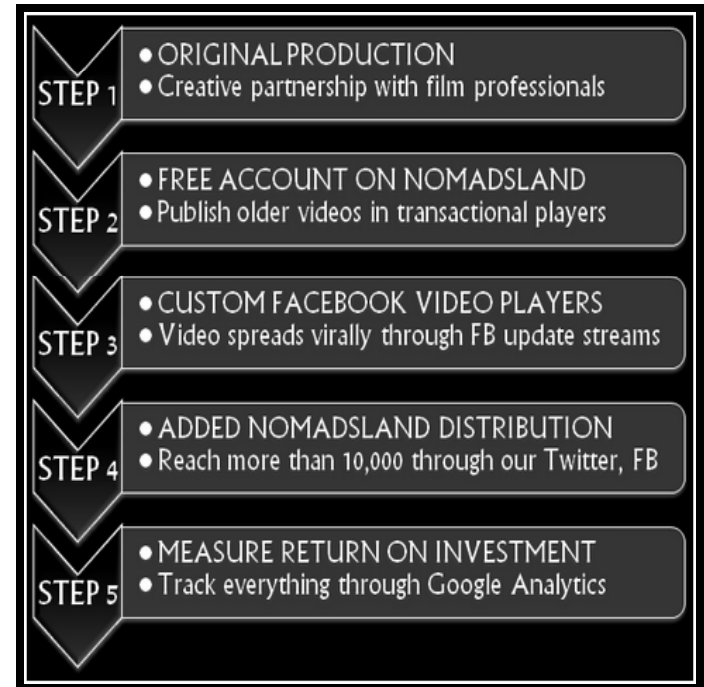


Today's Plan: Part 2

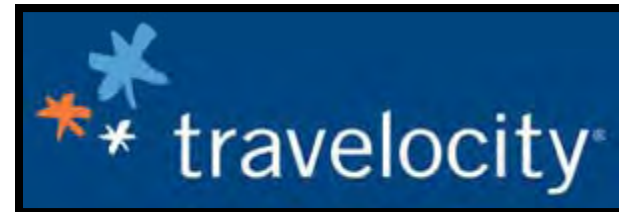
- About Nomadsland
- More on “Viral” Video
- Video Strategies
- What's Wrong with Current Approaches
- MICRODOCS
- More case studies!
- Q&A

ABOUT NOMADSLAND

- Produces video, creates interactive marketing campaigns for CSR, social startups, nonprofits and geotourism
- Offers turn-key solution from story conception to HD production to custom-branded viral players
- Offers self-publish platform for video widgets with customizable buttons
- Global network of 1600 social issue filmmakers
- Video training & consulting



CLIENTS AND PARTNERS

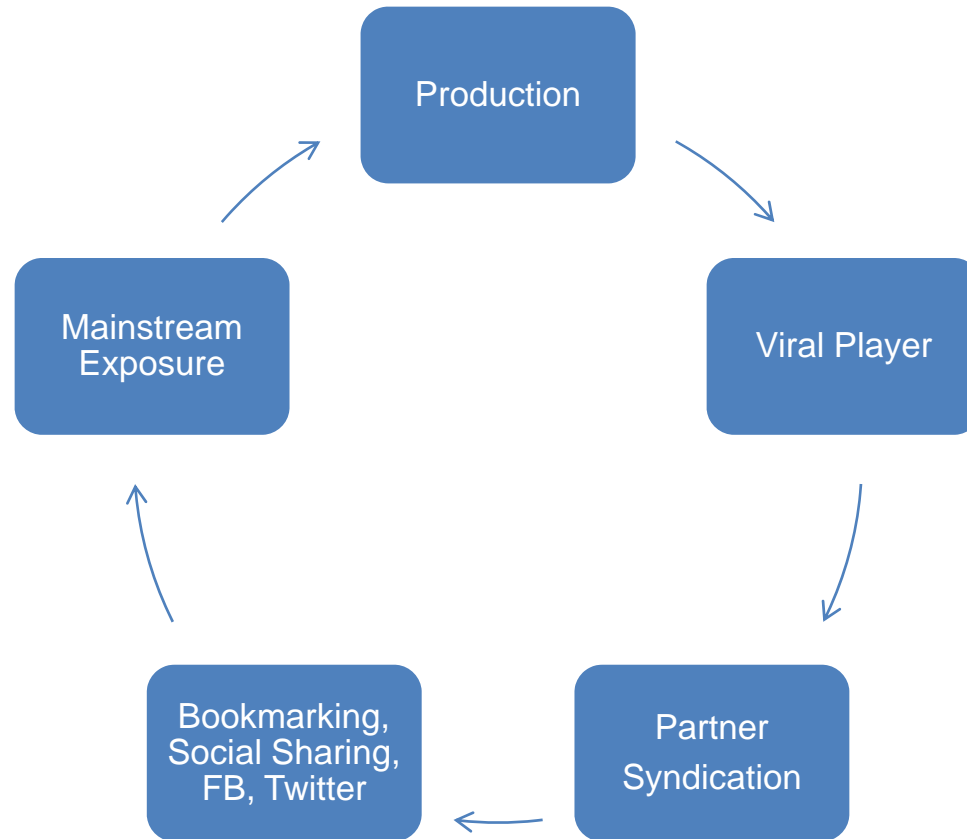


SOME BACKGROUND

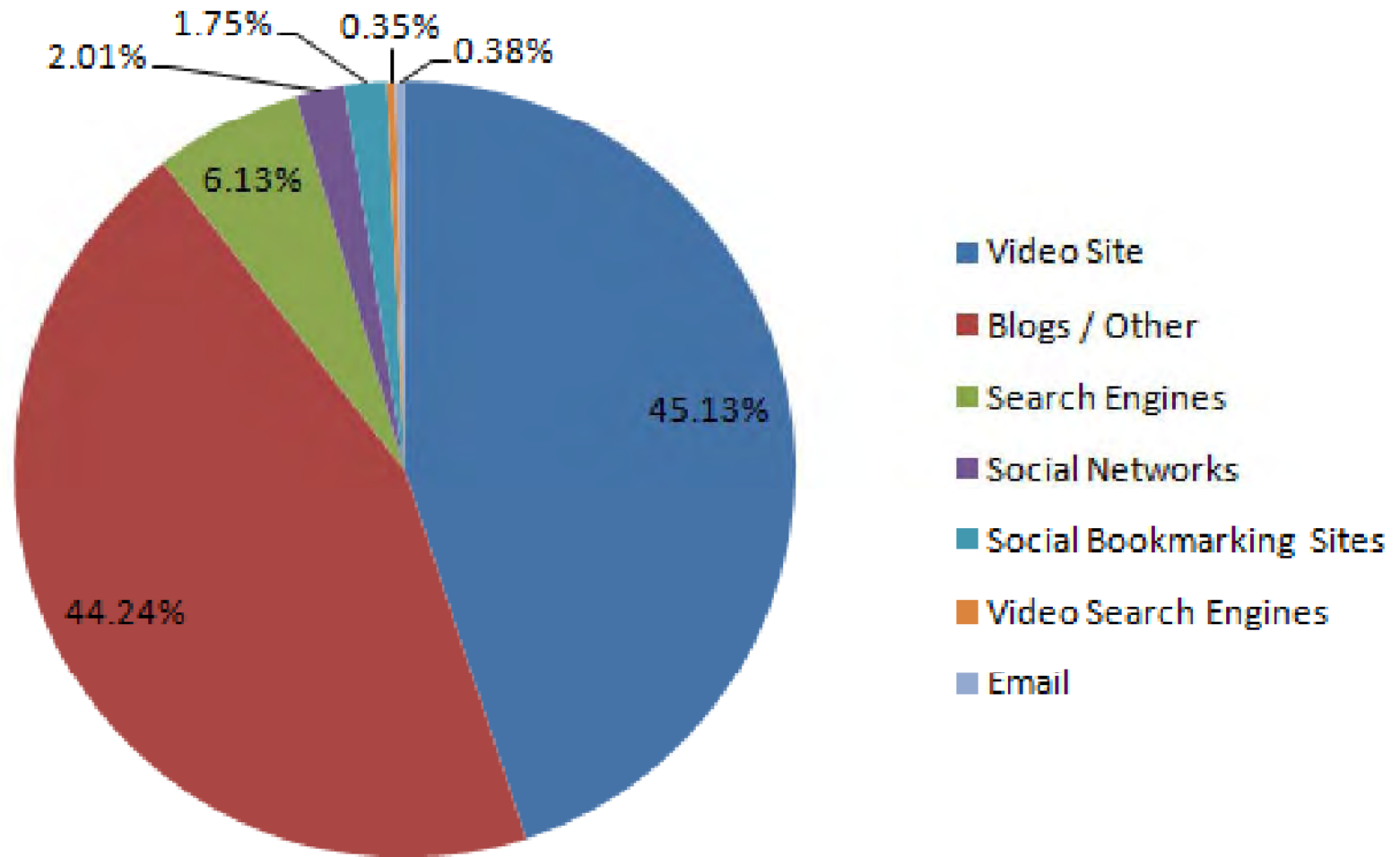
- Produced viral political journalism videos for Huffington Post in 2008-9
- Personally garnered more than 2 million views, two individual videos over 500,000 views each
- Filmmaker who works with ITVS & PBS on digital documentaries and online strategy



HOW VIRAL VIDEO WORKS



Video Discovery By Source



YOUR VIDEO STRATEGY GOALS

- Distinguish yourself from other competitors in your vertical with truly unique, special story
- Recruit new donors, volunteers, advocates directly through video mechanism
- Capture the essence of your organization in memorable “cinematic” imagery and language

PROBLEMS WITH CURRENT VIDEO APPROACHES

- Emphasis on PSAs not content
- Quantity over quality
- Video is produced internally with tiny budgets (or no budget)
- Many orgs use volunteers to represent their brand
- Video standards are changing (mobile, iPhone, iPad)



HOW MICRODOCS WORK

1. HIGH CONCEPT
2. TRANSACTIONAL VIDEO WIDGETS
3. PRODUCTION AND SYNDICATION THROUGH PARTNERSHIPS

HIGH CONCEPT

- **HIGH CONCEPT:** Concept should be something special so it leads to digital word of mouth
- **CREATE CONTENT NOT PSAs:** Tell stories (bloggers embed or write about PSAs or ads)
- **HEADLINE WRITING:** Write a headline or tweet about video that makes people want to click

TYPES OF STORYLINES

- Story of who was helped and how they overcame challenges in THEIR own words (inspirational)
- Story of who we need to help – they can't overcome challenges without your help (urgent)
- Story of the founders and the vision (inspirational)
- Comedic or parody (entertaining)

HIGH CONCEPT EXAMPLES

- Darius Goes West
- Canadian Cancer Society
- Charity:water
- Greenpeace Polluter Harmony

ELEMENTS OF EFFECTIVE STORYTELLING

- Compelling characters
- Self-narration (no “voice of god” narration)
- Great videography and imagery
- Approach says honest (not amateurish nor flashy)
- Between PR and pure content

PSA VS. CONTENT

The screenshot shows a news website interface with a navigation bar at the top containing links for Climate & Energy, Food, Living, Politics, Placemaking, Budgets, and News. A search bar is located on the right side of the navigation bar.

THE GINK CHRONICLES
Debunking the “you’d be a great green parent” argument ♥ 10
POSTED 2 APRIL 2014 10:32 AM BY LISA HARRIS



A number of commenters on my “I’m childfree and I’m proud” post argued that I’m just the sort of smart, eco-friendly person who should be having kids, to ensure that there’s a new generation of thoughtful and active citizens to carry on the good fight. Thanks for the compliment! But I have to respectfully disagree. [READ MORE](#)

New In Grist

DISCO MEETS DEVO

Friday music blogging: Rogue Wave
POSTED 2 APRIL 2014 9:40 AM BY DAVID ROBERTS



Rogue Wave's 2004 debut album, *Out of the Shadow*, was an immediately memorable mix of bright, melodic indie pop and off-kilter, art-rock time shifts. In this year's *Permalight*, they are back in the sweet spot. [READ MORE](#)

Top of the Stories to You

The April Fool's joke that brought McDonald's to the masses
FAST COMPANY
Well, almost

Ghana administration demands waste dumping from hard-rock mining
DAILY KDS
WTF? Administration defends Bush position on toxic-waste dumping on public land

Additional cartoon on the week
SARFE
Pope Francis should do...

Scientists make appeals: Obama's offshore drilling plan
ALP
So it must be good for America

Net worth bill on newly opened bank could, says F. Biondi
BUSINESS WEEK
Dull away, he says. But don't expect to find much

[More](#)

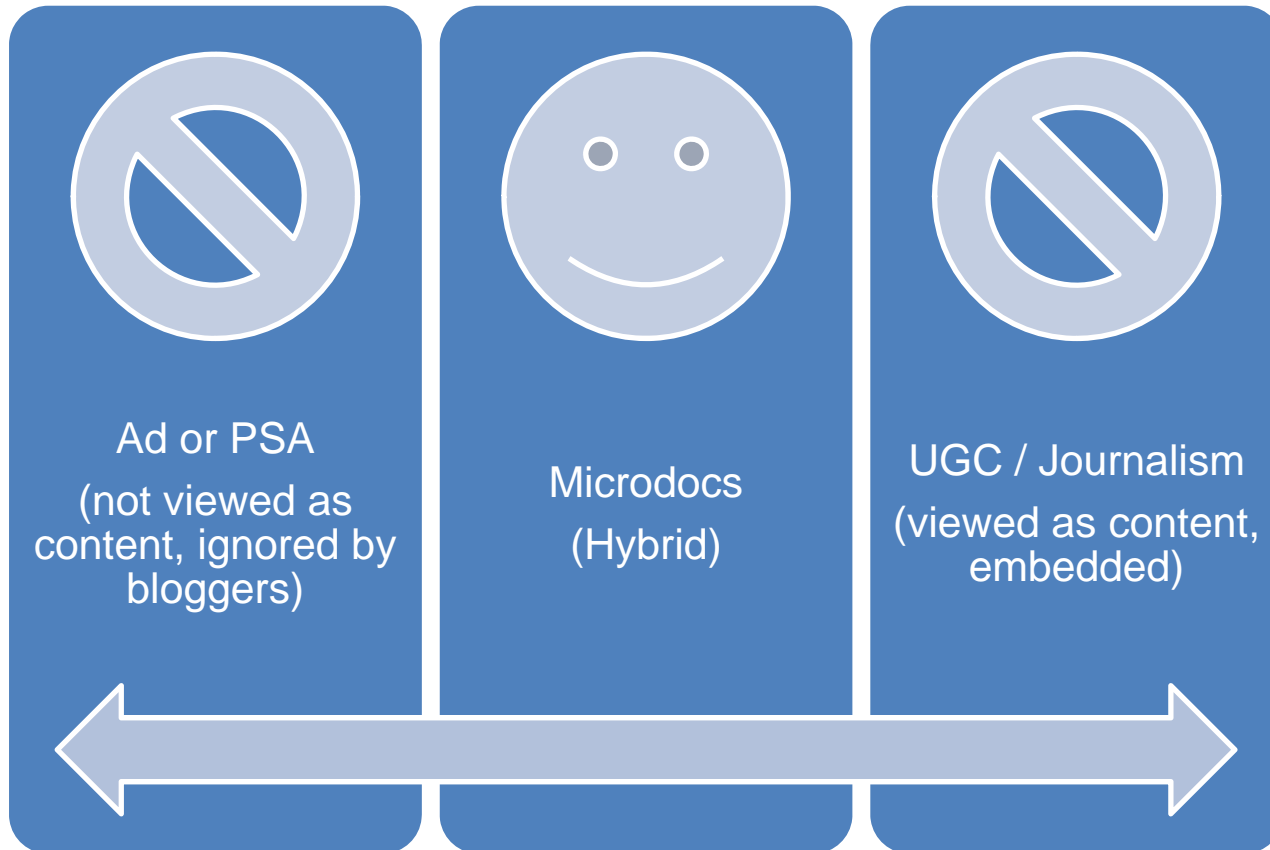
The Nitrogen Dilemma
Is America Fertilizing Disaster?
Fertilizer: Blessing and Curse with Tom Philpott

ADVERTISEMENT
Klean Kanteen insulated
NEW!
Klean Kanteen
BPA FREE
How to talk to a climate skeptic

ADVERTISEMENT
But the snake's forest habitat is rapidly being wiped out.
Learn what **you** can do!

Global warming? But it's freezing here today!

HYBRID CONTENT



TRANSACTIONAL VIDEO WIDGET

- Must support sharing on major social networks like Twitter, Facebook with one-click
- Must be viewable on PC and mobile platforms (problems with Flash)
- Must have donate and action buttons that travel with video during embed
- Must be simple to use and share

TRANSACTIONAL VIDEO WIDGET



CASE STUDY: GO ZERO



CASE STUDY: GO ZERO



EFFECTIVE DEPLOYMENT

- Ask for something specific with a specific goal by a specific date
- Sell it as a “micro-documentary” not a PSA or ad
- Contact bloggers directly
- Follow-up story with more stories

THE IMPORTANCE OF PARTNERSHIPS

- Corporate / non-profit “co-productions” allow for wider distribution and better budgets
- Nonprofits should partner on content for joint initiatives
- Embedded video on partner sites complements blogs and viral sharing
- Partners legitimize the campaign with their endorsement, you legitimize them

HELP US BETA TEST NOMADSLAND'S VIDEO WIDGETS

- Network for Good and NomadsLand offering one-month free trial to try out widgets
- Contact the Network for Good team:
fundraising123@networkforgood.org
- Find us at NTC in Atlanta!

NOMADSLAND THANKS...





MICRODOCS & TRANSACTIONAL VIDEO WIDGETS

Presented by

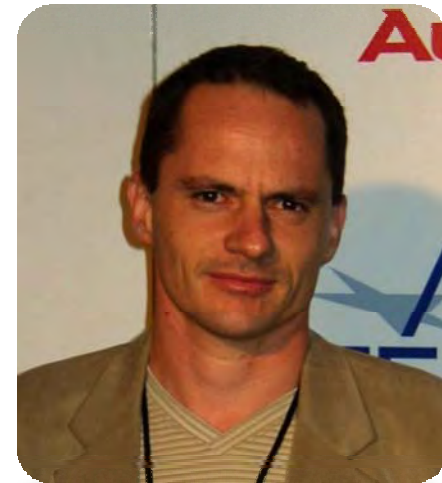
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