



The Best Way to Tell Your Story? Capture It on Video

Like it or not, video is a skill that every single nonprofit leader needs to master.

By Gail Perry

Is everybody telling you that you have to start using videos on Facebook and in your marketing? There's a good reason: Video is one of the best ways to share your story with your donors and supporters. Maybe the best way! Consider this:

- 1/3 of all online activity is spent watching video
- 75% of people interact with video ads in any given month
- 80% of people remember a video ad they watched in the last 30 days
- 92% of mobile video consumers share videos with others.

The future is here, my friend. And its name is **VIDEO**.

It can be difficult to shoot a great video if you haven't done it before. To help you get started, Shift Creative Agency has put together five top video tips:

1. Build A Storyboard

No matter how clear a story may be in your head, you must get it down on paper. Creating a storyboard and script ensures your amazing ideas are successfully woven into your video.

2. Set Specific Goals

What's your goal? Do you want to generate awareness and increase engagement? Are you hoping a video will bring in more donations? Whatever your goal is, your story and call-to-action must align with it. Having a concrete goal is also important when it comes to deciding what type of digital advertising you'll use to promote your video.

3. Pick The Right Music

Is the music delivering the emotional connection you want? Remember, watching a video is an experience you need to

curate. Do you want people to feel sad? Happy? Empowered? Music is the foundation for emotion.

4. Overshoot

Digital makes it possible to shoot unlimited footage with no extra cost. Sometimes, the best moments happen when you keep the camera rolling. It's always better to have more footage to work with.

5. Use The 90 Second Rule

In this digital era, people want "snackable" video content. So, keep your video as short as you can while still telling your essential story. Under 90 seconds is a good rule of thumb. Leave your viewers wanting more. 

Gail Perry inspires nonprofits around the world with cutting-edge tools to make fundraising more successful and more fun. Find smart strategies to help you raise tons of money at gailperry.com.

Are You Ready?

If you're ready to make your own videos, check out the Video Mastery for Nonprofits online course at ShiftCreativeAgency.com, <https://www.shiftcreativeagency.com/diy-nonprofit>. It's worth the investment. Also see these articles at NonprofitWorld.org:

The Power of Story: Bring Your Brand to Life (Vol. 34, No. 4)

How Mobile Marketing Can Work for You (Vol. 32, No. 4)

Accelerating Fundraising through Social Media (Vol. 28, No. 3)