

Video Frameworks for Nonprofits

Are you trying to recruit people or raise money?

Recruit

Raise Money

Are you primarily trying to educate people about a problem or explain what they can do to get involved?

Do you raise money at in-person events?

Educate

Involvement

/ Yes



STORIES OF NEED

Tell basic stories of need where you explain the problem and why it's important to do something. Then answer their questions.

TOOLKIT VIDEOS

Create videos that answer their questions in a video format, such as how-to videos, or create content that is part of a toolkit or call to action helping people get involved.

REGULAR CONTENT

Continue putting content out regularly on social media, but also make sure it's connected to a bigger process or else it won't have your desired impact.

Campaigns will require a lot of work before and after launch. Don't assume the video will automatically drive your audience to take action.

Add value regularly to people, so you aren't always asking for money.

SIGNATURE VIDEO

You probably need a Signature video(s) that communicates impact, but also create content to promote the event and follow up with people later.

