



Mastering Donor Engagement & Results with Video

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The background consists of numerous 3D question marks of varying sizes and colors (gold, dark grey, and white) scattered across a dark, textured surface. One large white question mark is prominently featured in the center-left, partially overlapping the main text.

QUESTIONS FOR YOU!

VIDEO FACTS

- ▶ **97%** of marketers claim videos help customers understand products. (Hubspot)
- ▶ **Over 80%** of all traffic will consist of video by 2021. (Cisco)
- ▶ **81 %** of businesses are now using video for marketing. (Hubspot)
- ▶ **90%** of consumers claim a video will help them make a purchasing decision. (Social Media Today)



**BEFORE STARTING
YOUR VIDEO...**

BEFORE STARTING YOUR VIDEO

- ▶ Be **100% CLEAR** on:
 - ▶ **Objective** of the video
 - ▶ **Target Audience** of the video
 - ▶ **Where** will the video be seen
- ▶ **THE CONTENT**
 - ▶ **DON'T SCRIPT** most of the video.
 - ▶ Script the **points** you want made and the **questions**
 - ▶ **DO NOT** provide the questions to interviewees
- ▶ Ensure that everyone that is important to the process agrees before beginning.

IMPACTFUL VIDEO STRUCTURE

- I. GET TARGET ATTENTION!
- II. WHY SHOULD I CARE?
(Ice Cream Strategy)
- III. WHAT SHOULD I DO NOW?

CAPTURING ATTENTION!



IMPACTFUL VIDEO STRUCTURE

I. GET TARGET ATTENTION

- ▶ First 5-10 Seconds get the attention of the target
- ▶ What do the target viewers care about?
- ▶ Don't explain or start a history lesson, just get their attention.
- ▶ This does NOT necessarily apply with CAPTIVE EVENT AUDIENCES.

ICE CREAM STRATEGY



IMPACTFUL VIDEO STRUCTURE

II. WHY SHOULD I CARE? *(Ice Cream Strategy)*

▶ TELL THE FLAVOR

- ▶ What is the **purpose** of this video. Validates reason to keep watching.

▶ SAVOR THE FLAVOR

- ▶ Use an **emotional STORY** to **CLINCH** the viewer's emotions.
- ▶ **CONTENT/STORY IS KING**

▶ COMPARE THE FLAVOR

- ▶ How does this initiative **differ** from another similar.

▶ ADD A little SPRINKLES

- ▶ **Additional details/features** that make this **ORG** the best.



WHO SHOULD WE FILM?



CREATING TEAR JERKERS...

IMPACTFUL VIDEO STRUCTURE

II. WHAT SHOULD I DO NOW?

- ▶ Can be implied by people speaking in the video without directly making a call to action.
- ▶ Can be a direct call to action to do something. Refer to original Objective.

STORIES vs FACTS

EXERCISE, YAY!!!



A professional video camera is the central focus, with two monitors attached. The top monitor shows a woman speaking in a library setting. The bottom monitor shows a grid of video thumbnails. The camera's control panel with various buttons and dials is visible on the right side. The background is a blurred indoor setting, possibly a studio or office.

TECHNICAL IMPORTANCE...



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