

7 VIDEOS FOR YOUR NONPROFIT WEBSITE

inviting each visitor's deeper engagement

Connecting virtually with a person who cares about your cause is more important than ever. Casting the vision, asking for major donations, and building trust with your team: these videos are here to strengthen the bond!

#1 DONATE NOW VIDEO

Your Director walks your donor through a self-ranking toward their largest personally appropriate gift - increasing the size and number of online donations.

"Businesses that use video make money 49% faster."
- Impact Production Services

#2 WELCOME

Introduce your mission, your team, and highlight your proudest accomplishments.

"Websites with video get 41% more traffic." – AnimationDoc

#3 FAQ

You know which questions people ask about your organization.

Some call this the 80% video: motivating & educational; addressing your services and products.

#4 SUCCESS STORIES

...told by people impacted by your cause.

"User-generated content holds more influence over 90% of customer decisions than emails and search engine results."
- TurnTo Networks

#5 HOPES & DREAMS

This video features your current clients, students, patients - sharing their goals, hopes, dreams, and vision for a better future.

#6 VIRTUAL TOUR

Showcase your current building project, students at work, your art workshops... show your viewer the unique and exciting work you do.

#7 DEEP DIVE WITH YOUR DIRECTOR & EXPERT WITNESS

This video is for your Giving, About Us, YouTube, and Facebook pages: an intimate "major gifts" conversation about your mission, strategic plan and fundraising.