

Donor - Video Storyboard

Introduction (less than 30 seconds.)

Name: _____

City: _____

Nonprofit you want to talk about: _____

The Storyvine video template will prompt you for a response to three questions. Take a moment to jot down 1-3 key messages you want to convey for each prompt. Be clear. Be concise. Be compelling.

PROMPT 2: Why giving matters...

Why do you give to this nonprofit?

PROMPT 1: What inspires me...

How does this nonprofit inspire you?

PROMPT 3: Sharing Gratitude...

As if you're talking directly to this nonprofit, share a message of gratitude.

TIPS FOR GREAT VIDEO

- Smile.
- Dress appropriately for your business. Avoid patterns. Solid colors work well.
- Find soft light, like near a window or outdoors. Avoid direct sunlight.
- Use a clean background.
- Speak slowly and clearly, using short, direct messages.
- Be as close to your phone/mic as possible or consider using earpods or other discreet bluetooth devices you can use for a microphone.
- Use a tripod or set your phone on a surface.
- Use the camera on the back of your phone for better quality. You may need someone to help you.
- Follow the outlined guide prompts on the screen.
- Pretend you are looking at and speaking with a friend.