

Nonprofit - Video Storyboard

Introduction (less than 30 seconds.)

Name: _____

Organization: _____

Mission (summarize your mission in three short sentences):

- 1.
- 2.
- 3.

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 1

How are current events impacting your organization?

PROMPT 2

How are you coping with or adapting to these challenges?

PROMPT 3

What does your organization need the most right now?

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.

Goal/Purpose: Example: Share our mission and current needs with donors to inspire donations on Colorado Gives Day.