

Video Worksheet (nonprofit)

Aim to tell your impact story in 1 - 3 minutes.

My key messages:

- 1.
- 2.
- 3.

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

Voice

What volunteers, employees, or clients can lend their voice to your story?

Show

What photographs, video, graphics can help you tell your story?

Share

What does your organization need the most right now?

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COLORADO
GIVES DAY 
Corporate Partner

ColoradoGivesDay.org Dec. 7

- 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.

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