



## Is Video in Your Future?

By Sharon A. Barnes, MNA, CFRE

*The North County Philanthropy Council thanks Tom Reeser, Executive Director, and Sandy Thurlow, Executive Assistant, of KOCT, Oceanside Community Television for NCPC's May luncheon presentation.*

If you've thought about producing a video as part of your organization's marketing strategy, it's time to act. This is the message participants carried home after listening and watching KOCT's Tom Reeser and Sandy Thurlow at our May luncheon. Tom and Sandy, video production veterans, have helped hundreds of nonprofits communicate their messages effectively and profitably.

Why does video work so well? Because our world is now multimedia. Even your stodgiest prospects, and certainly your younger constituents know what power the image, music and voice-over wield. Everyone responds.

Continued on page Produce one good video about your nonprofit in different lengths, and you have access to many distribution media. Make your message part of that next speaking engagement at Rotary, Kiwanis, or your place of worship. Deliver a powerful impact on your community through public access television channels. Send your mission and message over the Web. Inform people about those you serve via a lobby kiosk. Use video for your own friend-raising and fund-raising, too. Extract still photos for brochures and direct mail. Incorporate testimonials. Burn and send CDs to prospective donors. Occasionally, you may reach thousands on commercial television.

Certainly cost is a factor for any nonprofit. Tom and Sandy point out that video can range from \$500 - \$25,000, depending on broadcast quality, and how much talent you have in-house—like scriptwriting, photography or narration. Or maybe you can locate a filmmaker-in-training, who is willing to donate services. Check out local colleges and high schools. Many have media curricula and students eager to work on a "real" project.

Of course, you get what you pay for, so judge your audience carefully, and be honest—can you really script write and edit? Okay, so your organization does not have Academy talent. Turn to the professionals.

Remember, whatever you produce reflects your organization's image. Decide what message you wish to convey to your stakeholders—board, donors, clients, and the community-at-large. Always get written permission from people you photograph, film, quote, or whose stories you tell. As Tom Reeser and Sandy Thurlow emphasize, "the story and the message can be the big equalizer and make more of an impact on your audience than a production with a big budget but no soul."