

DIY Fundraiser Video

VIDEO



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Introduction

Epworth Children & Family Services is a non-profit organization that helps at-risk children in 4 ways:

- Family abuse counseling
- Emergency foster care
- Placement for homeless teens
- Education/career counseling for teens aging out of state custody

They were preparing for a fundraising event and needed an effective way to communicate their mission, vision, and values with limited resources and funds.

Watch the finished video here:
www.epworth.org/justin



Challenge

For their largest fundraising night of the year, Epworth wanted to create a visual showcase of one of their recent success stories. During this annual event they typically include a presentation to highlight the year's milestones, to engage attendees and encourage donations.

Organizers were planning a slide show that incorporated images and video clips they had taken of Justin's success story. However, they found it very challenging to really tell the story from a PowerPoint presentation. They reached out to CN Video for help within their tight timeframe and budget.

“ CN Video got the vision of what we were looking for. They understood what our intention was and the story we were telling. ”

Solution

CN Video offers a cost-effective DIY option for creating video. The client provides footage and other materials such as cell phone video, slideshows, photos, audio, etc. Then a professional looking video is created based on the client's vision and instructions.

In Epworth's case, the materials they provided were polished by CN Video, and advice was provided on a better way to record some of the narration that ultimately improved the quality of the video. CN Video created a quality, affordable presentation video that Kevin and Epworth were excited to share at their event and beyond.

“ The video had a direct impact on how much we raised that night, but it had a lingering effect on how people felt about Epworth. ”

Results and Conclusion

The Epworth team noted the effectiveness of the video by how it grabbed everyone's attention during the event. No one talked through the presentation as they had in previous years. Donor Relations received multiple compliments on the video long after the event was over.

The video made a powerful statement by clearly communicating the successes and struggles at the heart of Epworth's work. By choosing a combination of DIY video and CN Video's professional editing, they were able to dramatically increase the success of their fundraiser while staying within their budget.

