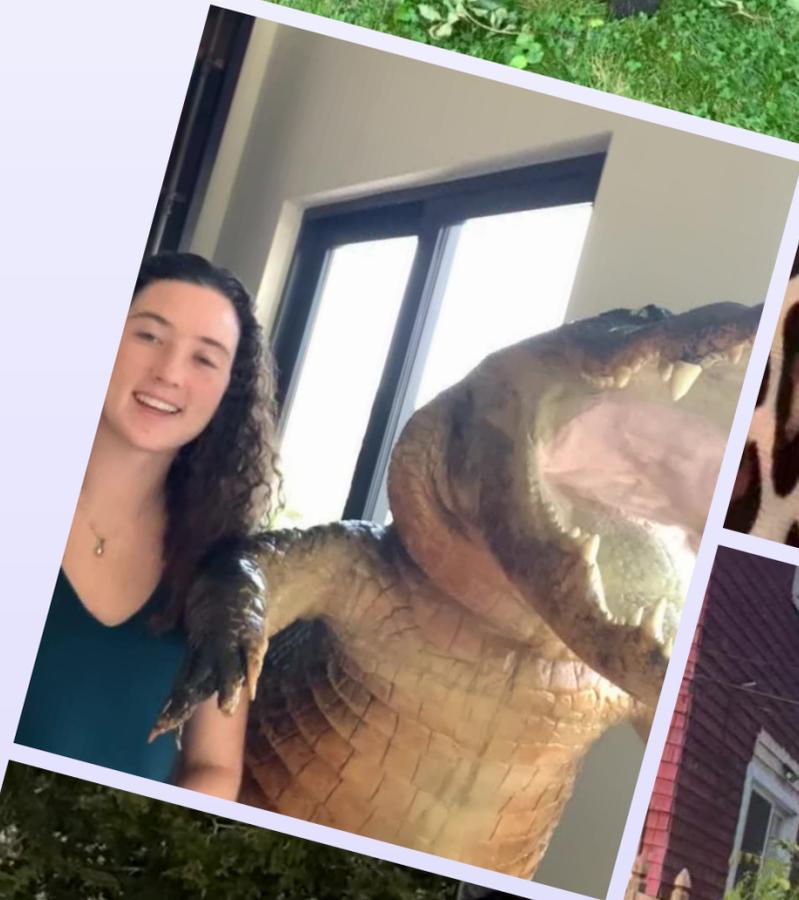




# Video Storytelling: Elevate Your Mission & Exceed Your Goals



# Today's Agenda

- 3 building blocks of a successful video campaign
- 4 strategies to collect great content all year long (so you have it when you need it most!)
- 5 ways to raise more using video
- Questions & FREE Resources



# How do you currently use video?





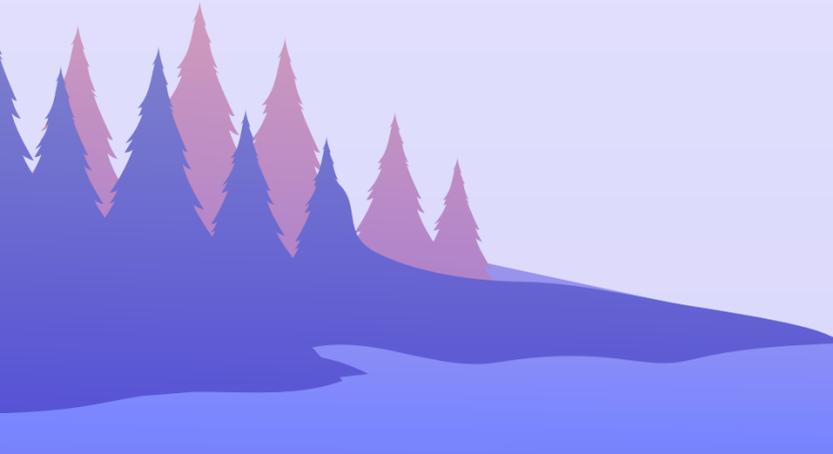
**CHRIS MIANO**

**Founder & CEO,  
MemoryFox**

- Grew up in tight knit Italian family with BIG storytellers
- 8 years in the Army traveling the world learning about the power of storytelling.
- MemoryFox began as a way to interview pre-dementia elderly & grew to support mission-driven orgs.
- MemoryFox has helped hundreds of nonprofits collect over 60,000 stories.

# Why Stories Matter & How Video Helps

Kasaliyah, Iraq (2009)



Why is **video storytelling** so important?



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- **You'll Raise More Funds**

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- **It's What the People Want**

- 62% of users said they've become more interested in a product or brand after seeing it in a short-form video. (Sprout Social)

# Great Stories = Great Results



Community-generated content  
submitted as part of successful  
grant application!



# Where do you start?



# Building a Video Campaign



# Building a Video Campaign



## STEP 1: Outputs

- What goals am I trying to reach through storytelling?
- What do I want to create with my video content?



# Building a Video Campaign



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- What goals am I trying to reach through storytelling?
- What do I want to create with my video content?



## STEP 2: Inputs

- What stories help me reach my goals?
- What types of content help me tell my story?



# Building a Video Campaign



## STEP 1: Outputs

- What goals am I trying to reach through storytelling?
- What do I want to create with my video content?



## STEP 2: Inputs

- What stories help me reach my goals?
- What types of content help me tell my story?



## STEP 3: Calls-to-Action (CTAs)

- What questions help me collect the stories I'm looking for?
- What prompts inspire my community tell their story?



# Great Stories = Great Results



Community-generated content submitted as part of successful grant application!





## STEP 1: Outputs

- Videos to attach to grant applications to fund the FitKids 360 Program
- Social media posts to advertise the program and encourage attendance



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- Video testimonials from kids & parents enjoying the FitKids 360 program





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## STEP 2: Inputs

- Video testimonials from kids & parents enjoying the FitKids 360 program



## STEP 3: Calls-to-Action (CTAs)

- What is the most important thing your family learned during FitKids360?
- Would you recommend FitKids360 to other families? If yes, please explain why.

# How do you start collecting?





# Generate a domino effect





# Designate a content collection champion



Family Giving Tree™





Ask great questions, get great stories

Instead of:

Try:





# Ask great questions, get great stories

**Instead of:**

Tell us your story.



**Try:**

How did (org) help you overcome the challenges you were facing?





# Ask great questions, get great stories

## Instead of:

Tell us your story.



## Try:

How did (org) help you overcome the challenges you were facing?

Tell us about the volunteer work you do.



Tell us about the first time you volunteered with (org). How did it make you feel?





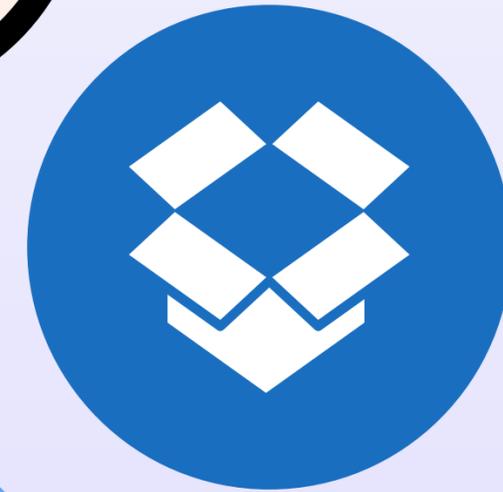
**Don't be afraid to ask!**





# Stay Organized!

- Upload to Cloud Storage
- Links in Google Sheet
- Google Doc with narrative
- PDF with consent





# Ways to Raise More Using Video





# Ways to Raise More Using Video

- ① Include Your Money Story





# Ways to Raise More Using Video

- ① Include Your Money Story
- ② Keep it Short





# Ways to Raise More Using Video

- ① Include Your Money Story
- ② Keep it Short
- ③ Share a Single Story Overtime





# Ways to Raise More Using Video

- ① Include Your Money Story
- ② Keep it Short
- ③ Share a Single Story Overtime
- ④ Incorporate Video on Multiple Platforms





# Ways to Raise More Using Video

- ① Include Your Money Story
- ② Keep it Short
- ③ Share a Single Story Overtime
- ④ Incorporate Video on Multiple Platforms
- ⑤ Cause People to FEEL

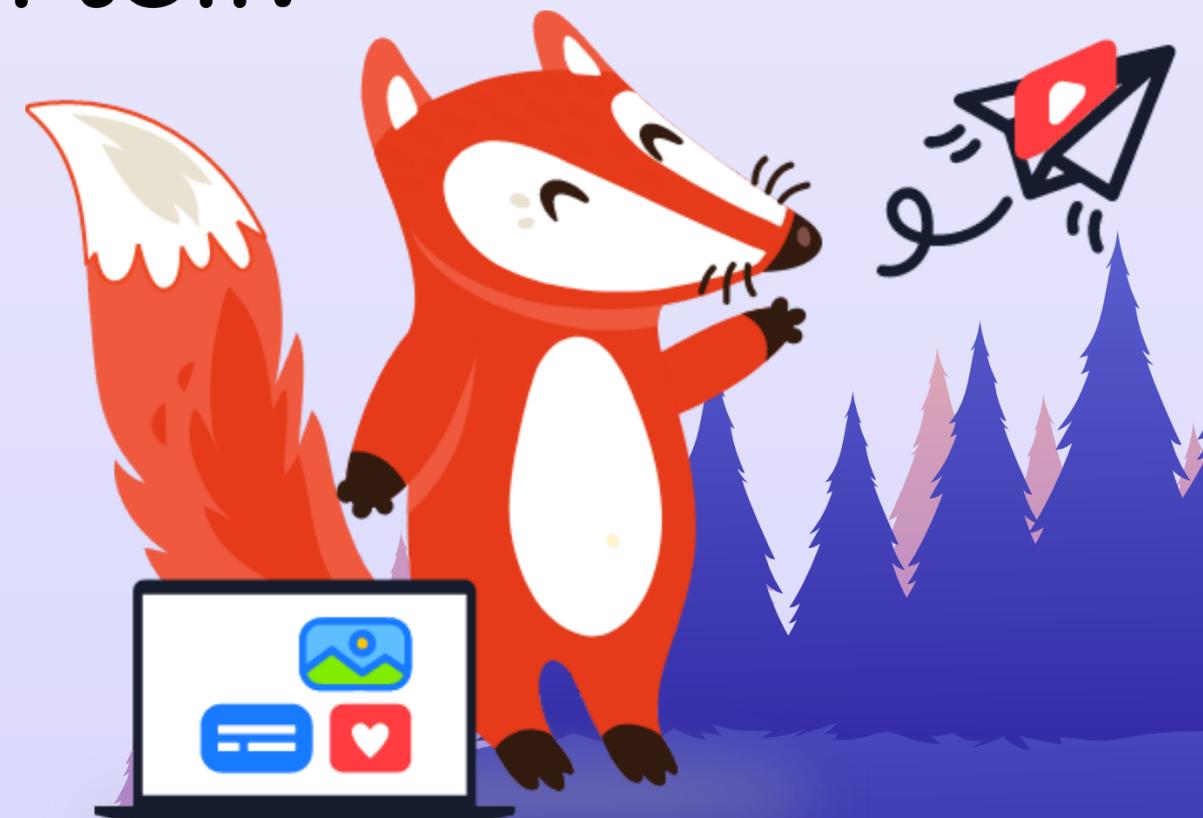
# Fire Starter



What's one thing you learned?



What's the next story you'll tell?





QUESTIONS

# Thank you for joining us!

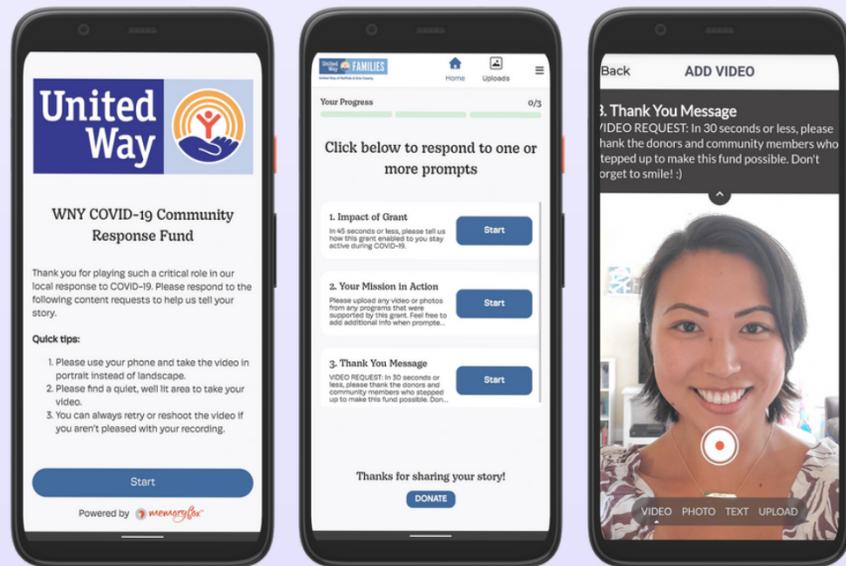


[memoryfox.io/goodie-bag/](https://memoryfox.io/goodie-bag/)

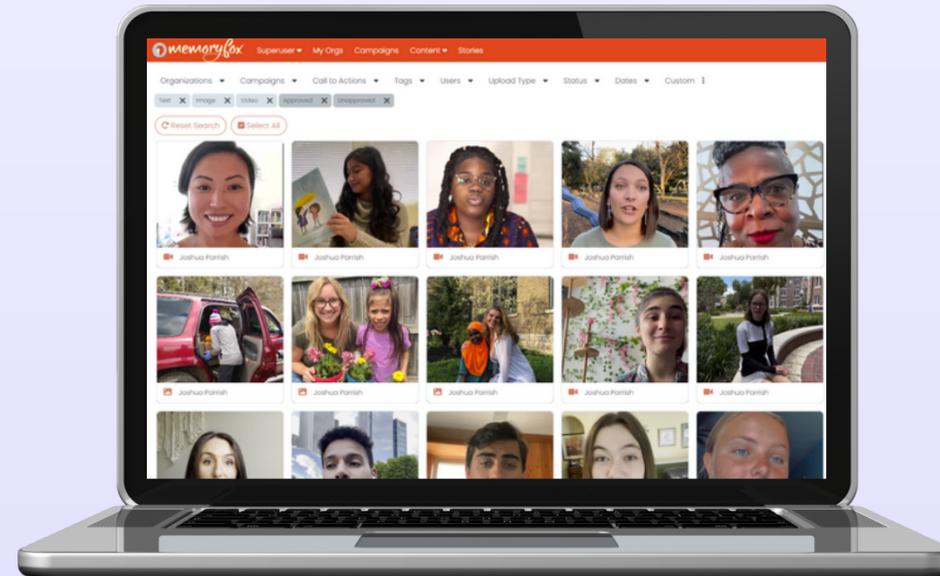
Scan to enjoy your  
**MemoryFox Goodie Bag**  
of FREE resources to  
jump-start your storytelling



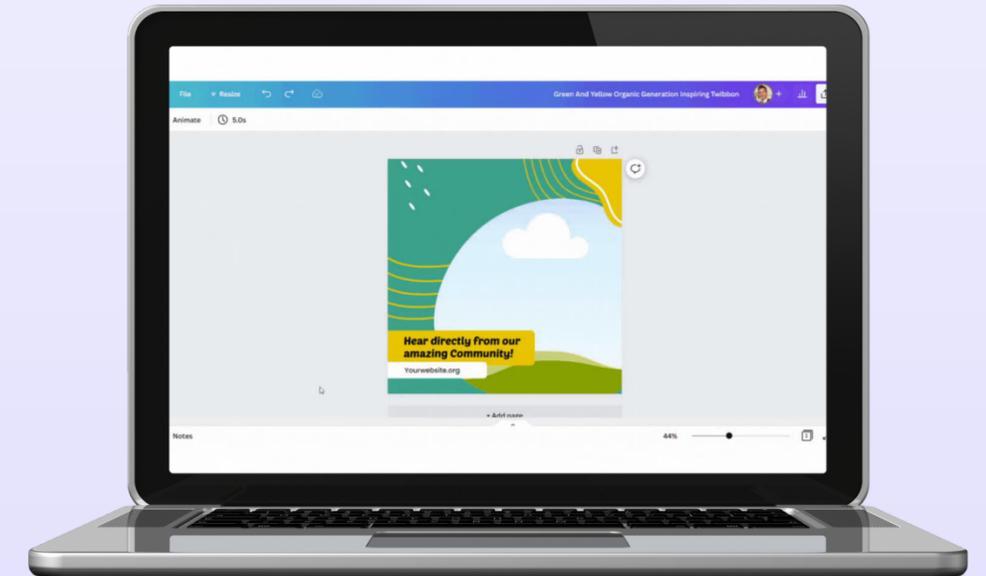
# Tell Great Stories with memoryfox<sup>®</sup>



## Step 1: Collect



## Step 2: Organize



## Step 3: Share