

Before you start getting crazy making your crowdfunding campaign video, write an outline! You don't need to write a script, just organize what you want to say. Your video should be attention-grabbing, short (2-3 minutes) and to the point. It doesn't need to be fancy or professional.

ABOVE ALL - SHOW YOUR PASSION!

HERE ARE THE MOST IMPORTANT THINGS TO INCLUDE IN YOUR VIDEO

INTRODUCTION: Introduce yourself and your team. Introducing yourself might seem like a “duh,” but it gives viewers a chance to get a feel for who you are, and helps to establish your credibility.

YOUR NEED: Describe why you're fundraising.

TELL YOUR STORY:

1. **Social impact:** When you talk about the impact your fundraising efforts make on the world, you're directly connecting your potential donors to the impact they make by donating.
2. **How do you want viewers to feel?** Here's a hint: if you think about wanting your potential supporters to feel inspired, connected, and empowered, you're on the right track.
3. **Know your audience:** Your message will be quite different if you are raising funds to produce a new board game than if you're raising funds for a nonprofit that funds undeserved children.
4. **Grab attention:** Nobody wants to watch a boring video. That's good, because your story isn't boring! Use statistics, the strength of your story, personal experiences or relevant quotes to help hook your viewers.
5. **Be genuine:** Above all, be yourself. When you show your genuine passion for this campaign, it's infectious.

WHY NOW? Is there a new, pressing need for funds? Did you recently receive a promise of support that gives you a huge advantage? Connecting your potential supporters to the urgent nature of your campaign will increase their likelihood of donating the first time they visit.

3 WAYS YOU CAN SUPPORT US: Give your potential supporters more than one option to feel like they have supported you (even if it's not monetary.)

- Donate
- Share our story with your networks!
- Sponsor a reward

DRIVE IT HOME: End with a positive, strong statement. Tie it back to the attention grabber at the beginning, and don't forget to say thank you!

MAKE IT LEGAL! Be sure you have permission to use images, music and video. Using copyrighted material is almost always against the law and the easiest way to avoid copyright troubles is to create all the content yourself, or use content that is free for public use. A great resource for free music is [Creative Commons](#).

PRO TIP: WHEN FILMING A CLIP WITH YOUR PHONE, ALWAYS HOLD THE PHONE HORIZONTALLY. DOING SO WILL ENSURE THAT YOUR CLIP PROPERLY FILLS OUT THE FRAME OF YOUR VIDEO.