

SEVEN-MINUTE VIDEO

- Required element of the Ask Event; no video permitted at Point of Entry
- Purpose: evoke emotion—three cries
- Not generic or stand-alone or factual or informational
- Don't need a narrator or “talking heads”
- Boils your work down to the impact on lives of real people
- What to include:
 1. One overall theme that holds all of your programs: often it's your mission or the theme of the event
- Flow of video – Two options:
 1. Tell three stories—one complete story from each bucket area; each complete story contains three parts: before, intervention, after
 2. Introduce us to all three people up front (one from each bucket area), then tell us each of the three “before” stories, then each of the three “intervention” stories, and then each of the three “after” stories
- Questions to ask each person when filming the video:
 - What was life like before you came to our organization?
 - How did you hear about our organization?
 - What did we do for you? List at least three actions/services provided to you.
 - What is life like today? What do you want to say thank you to (organization) for?
- Consider the Emotional Hook for your organization, e.g. nostalgia or patriotism, and be sure to have each story zero in on that
- Can you identify at least three times where people will be moved and inspired by your video?