



## Content – Nonprofit Writing

One premier tool in a nonprofit's fundraising tool box is a video, sometimes several. Videos now play a crucial role in the successful marketing of an organization's passion of purpose. And, often headlines a fundraising campaign.

Because of the endless need for funding, most nonprofits must engage in an unending effort to raise money, find new sponsors and retain their loyal supporters. In the world of commerce, an investment of money hopes to yield a profit. In the nonprofit world, an investment of money hopes to fulfill an honorable mission. Those missions areas include: health, religion, museum, arts and the humanities, housing and economic development, education, environment, animals, foreign affairs, and public and societal.

Many in the nonprofit culture, like their for-profit counterparts, must attract investors, entice and retain employees, maintain quality control, and produce overall marketing efforts. But, with fewer funding resources, the already-driving need to raise money intensifies.

Fundraising involves convincing donors that your nonprofit has clear goals, an unwavering vision and concrete results. And, that you offer solid, strong leadership, and durable strategic thinking and planning. Donors need to know that their money will bring about excellent results and realize their own corporate mission. But, how to get the attention of the grant panel?

A large part of fundraising is grant writing. Carefully crafted documents stating objectives and methods must include measureable outcomes that could change the way we think. And, deduce predictions for future outcomes. A clear, concise, well-written grant proposal stands a better chance for success. And, if permitted as part of a grant proposal submission, a video could cut through a relatively complex grant-writing process. A two- to three-minute video clarifies your mission and monetary requests for the grant panel or program officers in a fraction of the time it takes to read the grant proposal. They will love you for it.

A compelling video offers a well-written, well-lit and well-filmed product with superior sound and response-driven narrative. And, convinces through persuasive interviews and powerful footage using actors or narrators to dramatize peoples, places and events. An advocacy video, like any video, can be reviewed over and over, to emphasis the passion of your belief and commitment to world change.