

The background of the entire graphic is a photograph of two individuals, likely a man and a woman, sitting at a desk and working on a laptop. The man is on the left, gesturing with his hand while looking at the screen. The woman is on the right, also looking at the laptop. The laptop screen displays a website with a dark background and several red and white circular elements. A teal-colored overlay covers the bottom two-thirds of the image, providing a background for the text.

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DUNCAN
SCHIEB

JAN 23 | 1PM ET | 12PM CT | 10AM PT

Nonprofit Storytelling:

Power of Video



Agenda

- Welcome
- Nonprofit Storytelling 101
- Power of Video
- Professional Best Practices
- Q&A

Session Hosts



Kelly Velasquez-Hague
Content Marketing Director
OneCause



Duncan Schieb
Auctioneer,
Fundraising Consultant, Video Producer,
Nonprofit Storyteller

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POWERFUL FUNDRAISING SOLUTIONS



1.5 Billion Raised



1M Donors Engaged



15,000+ Events

A high-angle photograph of a man and a woman sitting on wooden steps, looking at a tablet together. The man is on the left, wearing a light blue shirt, and the woman is on the right, wearing a white cardigan. The image is overlaid with a teal gradient and a horizontal orange line. The text 'Nonprofit Storytelling 101' is written in white on the left side.

Nonprofit *Storytelling* 101

Rise of Social Giving



IMPORTANCE OF STORYTELLING



\$58 Million

Social Donors actively giving.
Why?

1. Power MISSIONS
2. Feel CONNECTED
3. Make an IMPACT

HUMANIZE FUNDRAISING



DIGITAL AGE

Americans spend over 11 hours per day interacting with media | 2 hours per day on social



GLOBAL MINDSET

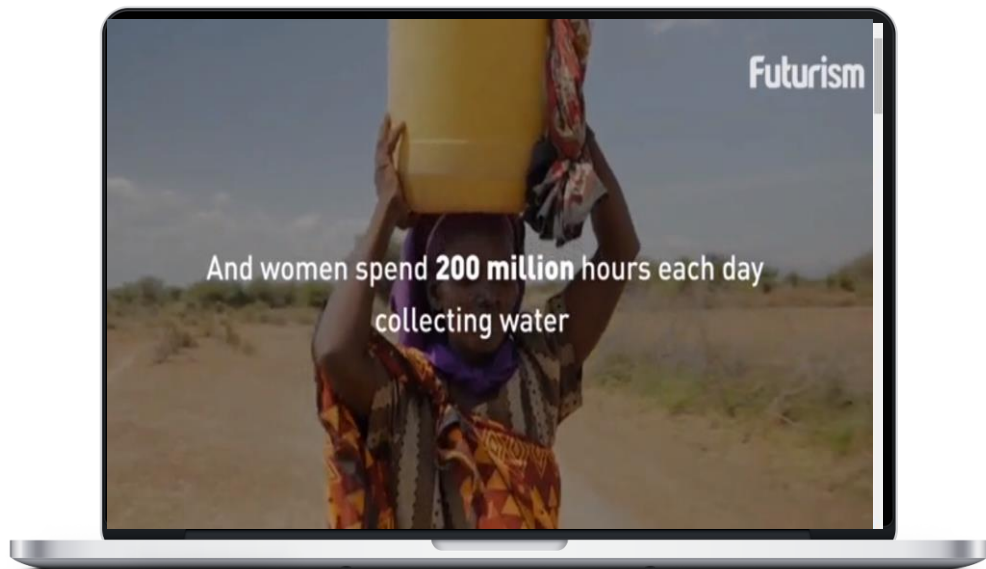
People are connected everywhere, not just local



PERSONALIZE CAUSES

Custom and personalized outreach 5X more likely to convert

wellaware



CONTENT & CREATION TIPS

LONG GAME

no silver bullet

KEEP IT SIMPLE

no silver bullet

PRO vs. DIY

you decide your needs



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TOP STORYTELLING TIPS

- 1 *Your Mission + Your Why*
- 2 *Emotional Bridge*
- 3 *Help & Urgency*
- 4 *Paint IMPACT*
- 5 *Personalize (Donor Adventures)*

A high-angle photograph of a man and a woman sitting on wooden steps, looking at a tablet together. The man is on the left, wearing a light blue shirt, and the woman is on the right, wearing a white cardigan. The image is overlaid with a semi-transparent blue gradient. A thin orange horizontal line is positioned above the text.

Power of Video *Success Tips*

CONTENT & VIDEO TIPS

- 1 KEEP IT SIMPLE
- 2 BE AUTHENTIC
- 3 SHOWCASE YOUR STRENGTHS
- 4 PRODUCE CONTENT REGULARLY
- 5 HAVE A DISTRIBUTION PLAN
- 6 START NOW
DIY COST AND INVESTMENT



OneCause – Who We Are

OneCause – What's Changed?





ASK DUNCAN

Live Q & A



Professional Hiring

- Find a production house that specializes in your needs
- Talk to previous clients
- Be active in working with the production team.
- Take the time to understand production costs
- Get Several Quotes

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POWERFUL FUNDRAISING SOLUTIONS

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MORE COOL TOOLS

BLOG: <https://onemarketmedia.com/2010/03/03/what-does-a-web-video-cost-25-factors-with-prices-that-affect-video-production-costs/>

FACEBOOK GROUP: <https://www.facebook.com/groups/372488316875497/>

VIDEOS:

- <http://bit.ly/charityeventvideo>
- <https://youtu.be/N1wpQBEGMJs>
- <https://youtu.be/kl1bKm22Upo>
- www.trueinspirations.com
- www.subliminalproductions.tv