

**Raise**  
2021

# FEARLESS 2021

# Virtual Engagement 2.0

Easy Video Strategies

*That Work*

WED APRIL 14<sup>TH</sup>, 2021 | 1PM ET | 12PM CT | 11AM MT | 10AM PT

# Session Hosts



Jenna Jameson

Research & Corp Comms

OneCause



Nicholas Kristock

Founder & Executive Director | Fleece & Thank You

Chief Kindness Officer | KindKatch

# HOUSEKEEPING

- Q&A → Ask questions for the hosts. We'll leave 10-15 min at the end to answer questions.
- Chat → Engage with attendees and answer prompted questions from hosts. No soliciting please!
- Recording → Recording and slides will be sent via email.



# NEW NORMAL

- Drive virtual engagement
- Create mission connection
- Reaching donors where they are

# POLL

How many of you have sent out a video in the last 6 months?

- a. YES
- b. NO
- c. NO IDEA

BEST PRACTICES

# 5 Video Tips

1. WHO MAKES CONTENT?
2. WHAT DO WE SAY?
3. HOW DO WE GET MESSAGE OUT?
4. WHERE & WHEN DO WE CREATE?
5. WHY IS IT IMPORTANT?





CREATING  
COMPELLING  
VIDEOS

# WHO MAKES CONTENT

- Who created video?
- What audiences are you engaging?
- Where is our story happening?





WHAT DO  
WE SAY?





# HOW DO WE GET MESSAGE OUT

*Tips*

- Have a Hook
- Intro Yourself
- Close Strong
- Avoid the Ramble

# WHEN, WHERE FREQUENCY & CHANNEL

- When is the right time?
- How often should we do this?
- How do we reach out audience?



WHY THEY CARE  
PERSONALIZE



# QUESTIONS?



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