

Raise[®]
2023

Video is NOT the Future.
It is the **NOW.**



How do you currently use video?





CHRIS MIANO
Founder & CEO,
MemoryFox

- Spent 8 years in the Army traveling the world learning about the power of storytelling.
- Started MemoryFox as a way to interview pre-dementia elderly & grew to support mission-driven orgs.
- Company has helped hundreds of nonprofits collect over 60,000 stories.



LORI L. JACOBWITH
Founder,
Ignited Fundraising

- Helping nonprofits raise \$500+ million from individual donors. And counting.
- Named one of America's Top Fundraising Experts
- Former Executive Director, CEO, Development Director, Board Member
- Speaker/Trainer – 950,000+ people & 7500+ organizations

Why Stories Matter & How Video Helps

Kasaliyah, Iraq (2009)





"Will you help us raise .5 million?"

No, we're going to raise 5 million.



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- **Your Peers are Doing It**

- 90% of the most successful campaigns included compelling videos on the campaign page. (Classy, 2014)

Where do you start?



Building a Video Campaign

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STEP 1: Outputs

- What goals am I trying to reach through storytelling?
- What do I want to create with my video content?

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STEP 3: Calls-to-Action (CTAs)

- What questions help me collect the stories I'm looking for?
- What prompts inspire my community tell their story?



STEP 1: Outputs

- **Videos to attach to grant applications to fund the FitKids 360 Program**
- **Social media posts to advertise the program and encourage attendance**

STEP 2: Inputs

- **Video testimonials from kids & parents enjoying the FitKids 360 program**

STEP 3: Calls-to-Action (CTAs)

- **What is the most important thing your family learned during FitKids360?**
- **Would you recommend FitKids360 to other families? If yes, please explain why.**

Great Stories = Great Results



Submitted as part of
successful grant
application!



It's Your Turn! Video Campaign Brainstorm



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STEP 2: Inputs

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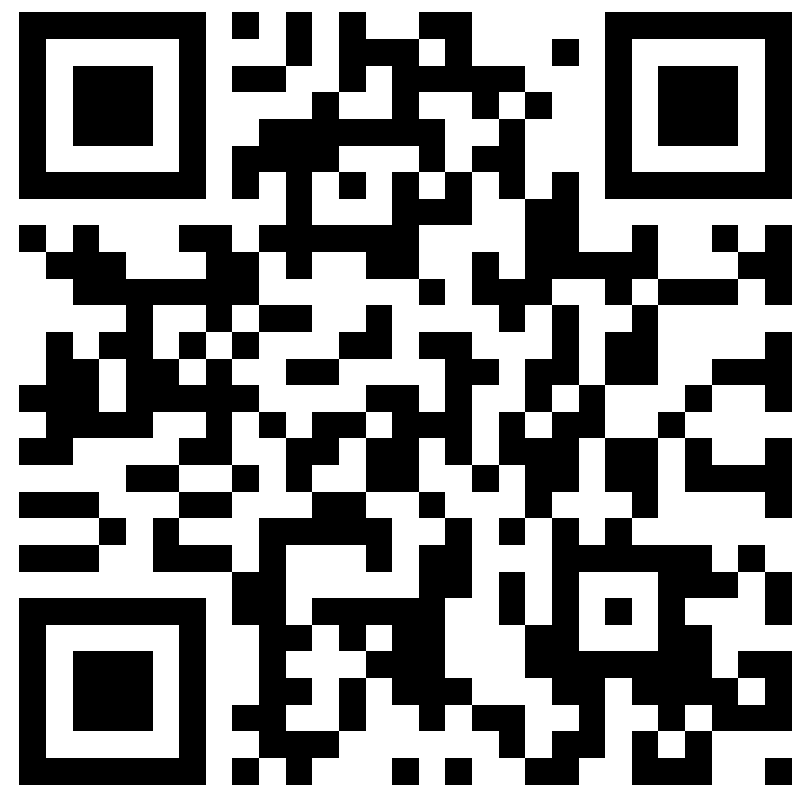


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Let's Celebrate

Get out your phones and record a "Happy Birthday" message



marketing.memfox.io/raise

Fire Starter



What's one thing you learned?



What's your next action?





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Let's **see** what
you created

GO TO STORY PAGE



Thank you for joining us!



Scan to enjoy your
MemoryFox Goodie Bag
of FREE resources to
jump-start your storytelling

memoryfox.io/raise-goodie-bag/

