

Classy

Video Marketing 101: How to Activate Supporters With Video Appeals

Meet Your Hosts



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Hi, we're Wistia.

Your friendly neighborhood
video platform.

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Agenda:

- The rise and importance of video marketing
- How video is changing traditional fundraising appeals
- Characteristics of an engaging video
- How to approach creating video

Video Marketing: The Rise and Importance

Why is video playing a bigger role within marketing and promotional campaigns?

Did you know...

- 90 percent of users find video helpful during the decision-making process
- 75 percent of people interact with video ads in any given month
- 80 percent of people remember a video ad they watched in the last 30 days
- 92 percent of mobile video consumers share videos with others
- One third of all online activity is spent watching video

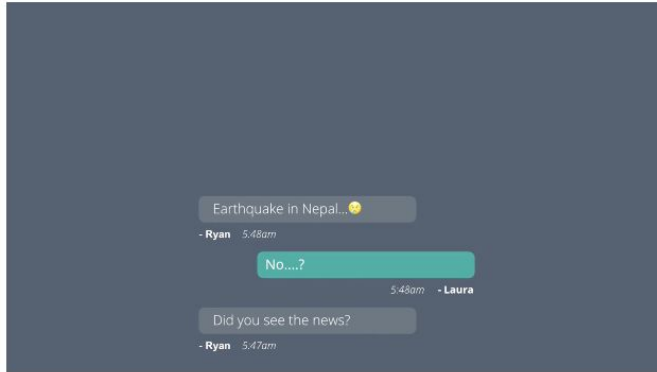
Why video needs to be in your marketing strategy?

- Allows viewers to make a personal human connection to your cause
- Video allows you to explain things in ways other mediums cannot
- The familiarity principle: Use it with with your cause
- Our eyes are drawn to motion
- People are visual learners

Make a Human Connection

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Design your movement with the #1 online fundraising platform



SCHEDULE A ONE-ON-ONE DEMO

Talk to a fundraising expert so we can learn about your unique goals

emcdonough@classy.org

Yes, subscribe me to the #1 nonprofit blog!

Submit

See how Classy makes the best fundraisers even better

Video is a the ultimate medium for explaining.



Installation Instructions
Double-Hung, Single-Hung,
Casement, Awning, Sliding,
Picture & Shapes

Non-Impact & Impact Resistant
Nailing Fin Windows



americancraftsmanwindows.com

Installing new construction andersen picture windows

4:59

Andersen 100 Window Best Practice Install Method
Matt Risinger
7 years ago • 301,749 views
<http://amzn.to/VuixBH> This is the Risinger Homes Best Practice method for installing & flashing a flanged window. We've been ...

10:13

Andersen New construction window install
Hy-Bar Windows & Doors
1 year ago • 1,596 views
Super Quick video of HyBar installers putting in an Andersen new construction custom mulled unit.

0:36

How To Install A Window (New Construction)
HouseImprovements
4 years ago • 637,726 views
Shannon from <http://www.house-improvements.com> shows you how to install a window in a new construction situation.

23:38

The “familiarity principle”

Mere-exposure effect

From Wikipedia, the free encyclopedia

The **mere-exposure effect** is a [psychological](#) phenomenon by which people tend to develop a preference for things merely because they are familiar with them. In [social psychology](#), this effect is sometimes called the **familiarity principle**. The effect has been demonstrated with many kinds of things, including words, [Chinese characters](#), paintings, pictures of faces, [geometric figures](#), and sounds.^[1] In studies of interpersonal attraction, the more often a person is seen by someone, the more pleasing and likeable that person appears to be.

Our eyes are drawn to motion

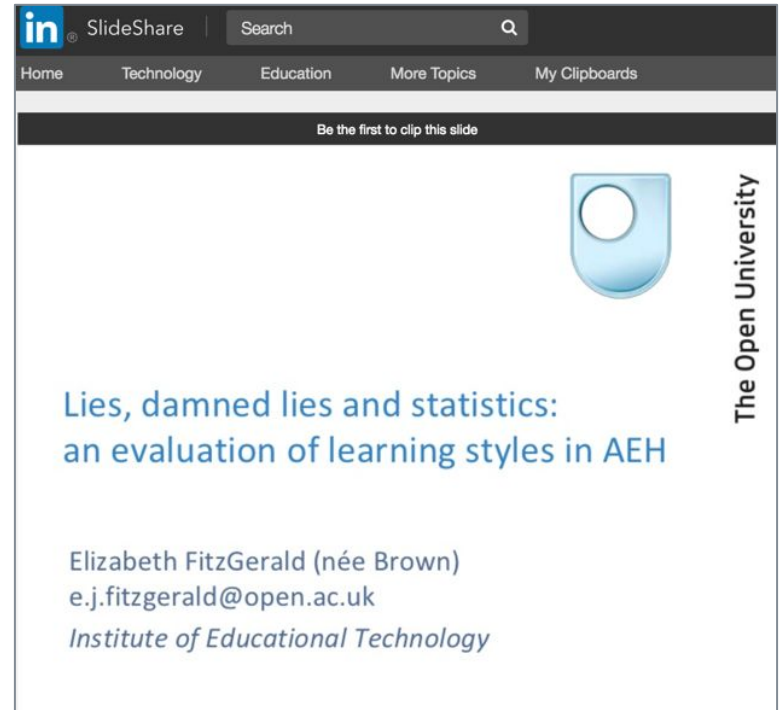


Our eyes are drawn to motion



People Are Visual Learners

- Out of 221 people studied ...
- 105 were visual learners
- 105 were bimodal, no preference
- 11 were verbal



The image shows a screenshot of a SlideShare presentation slide. At the top, there is a navigation bar with the SlideShare logo, a search bar, and links for Home, Technology, Education, More Topics, and My Clipboards. Below the navigation bar is a dark banner with the text "Be the first to clip this slide". The main content area features a blue circular icon with a white circle inside, representing a clip or bookmark. To the right of this icon is the text "The Open University" written vertically. The title of the slide is "Lies, damned lies and statistics: an evaluation of learning styles in AEH". Below the title, the author's name "Elizabeth FitzGerald (née Brown)", email address "e.j.fitzgerald@open.ac.uk", and affiliation "Institute of Educational Technology" are listed.

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The Open University

Lies, damned lies and statistics:
an evaluation of learning styles in AEH

Elizabeth FitzGerald (née Brown)
e.j.fitzgerald@open.ac.uk
Institute of Educational Technology

How is video changing traditional fundraising appeals?

Direct mail and text heavy email appeals are falling flat. In our every increasing digital world, nonprofits have to put their best foot forward to win the hearts of donors.

Videos Drive Action

- The word “**video**” in an email subject line boosts open rates by 19%
- 39% of donors reported that they looked up an organization within 24 hours of seeing a video ad
- Online video tops the chart as the most influential online advertisement in driving a donation defined by surveyed donors
- For two consecutive years, the volume of individual charitable donations given through direct-mail declined*

First Descents: Out Living It Project

Out Living It Project

PASSION

Now is the time to start Out Living It.

First Descents offers young adult cancer fighters and survivors a free outdoor adventure experience designed to empower them to climb, paddle and surf beyond their diagnosis, defy their cancer, reclaim their lives and connect with others doing the same.

Where do you come in? Grow a mustache, paint a picture, dance all day. Whatever you do, do it so that more cancer fighters can experience the magic of FD. Lightbulb not going off? Watch the video below for inspiration!



First Descents
19 September · 🌐

Have you made your Out Living Project yet? If not, it's easy! We made a video to help you through every step and give you the courage to start that project. Have a garage sale, run a marathon, have a huge dance party - we have over 7,000 projects set up with people doing ANYTHING and EVERYTHING to help raise money for First Descents! Think you won't be able to raise enough to make a difference? Already the FD community of Out Living It projects has made over \$4.5 million for us to use to send young adults impacted by cancer on their first FD program. So sign up today! #OutLivingIt

<http://firstdescents.org/out-living-it/>



735 Views

Characteristics of an Engaging Video

Why do some videos inspire action and others don't?

Understanding of the Audience

- Are you appealing to new donors?
- Are you inviting your existing network to participate in a new campaign?
- Are you asking your audience to donate or start a fundraising campaign?
- What has this audience responded well to in the past?

Establishes an Emotional Connection

- What's your hook?
- Emotions are complex and simple. Don't try to be funny or sad. Be authentic to who you are and what your organization stands for.
- Are you a real person? What are your flaws? Acknowledging imperfections and mistakes allows our human sides to be exposed.
- If I am nervous about showing people an edit, it's because I'm worried about the rejection of me, not the actual video itself.

Strong Call to Action

If your goal is to use video to activate supporters, you need to have a strong call to action. Show viewers how they can get involved and start supporting your mission.



How to Get Started

How can you create video for your next fundraising campaign?

Set Specific Goals

- Increase viewership to raise awareness for your cause
- **Move viewers to take action and donate online**
- Create buzz for your organization's mission
- *PRO TIP:* Focus on your engagement rate, which allows you to understand what percentage of the video is being viewed.

67%	Average Engagement	On average, people watch 66.6% of the video.	66.6% engaged = $\frac{3.1 \text{ hours watched}}{\text{total plays} \times \text{video length}}$
880	Total Plays	This video was uploaded 25 days ago.	See daily plays on this video's trends graph .
84%	Play Rate	Out of 449 people who loaded this video on a webpage, 376 people played it.	83.7% play rate = $\frac{376 \text{ unique plays}}{449 \text{ unique page loads}}$

Conduct Research

Familiarize yourself with what others have done for inspiration. Allow yourself to be inspired and **define your limits**. Limits are also known as your **budget, experience, and time**.

That was then; this is now



Build a Storyboard

Define the narrative and direction of the video, which should tie back to your goal. It's always a good idea to **share with your team for approval.**



Here we see anna, hosting her own event, talking to her team and getting them fired up.



Focus on Audio

We all have access to amazing cameras. The real area of focus should be the audio. Use a **LAV or Shotgun mic**—or both—and record into an external recorder.



Deliver Your Video on the Right Channels

The real work begins when the video is finished. Upload first onto Youtube and then share across your top performing social channels. At the very minimum, share your video **Facebook**.

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Questions?

Check out the Wistia Library

The screenshot shows the Wistia Library website. At the top left is the Wistia logo. The navigation menu includes Product, Learn, About, Support, Pricing, Blog, Library, Community, and Webinars. On the right, there are links for My account and Logout. The main heading is "Welcome to the Wistia Library" with a sub-heading: "A catalog of resources on how to succeed with business video. For a start-to-finish guide, enroll in our Business Video Fundamentals email course!". Below this are three video cards. The first card is titled "Get Loose for the Camera" and features a man holding a sign that says "Keep it LIGHT". The second card is titled "Shooting for the Edit" and features a man with a large cyan star graphic behind him. The third card is titled "Choosing Music for Your Video" and features a woman sitting on a couch with a dog. Each card includes a "LIBRARY » PRODUCTION" breadcrumb and a play button icon on the video thumbnail.

WISTIA

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Welcome to the Wistia Library

A catalog of resources on how to succeed with business video.
For a start-to-finish guide, [enroll in our Business Video Fundamentals email course!](#)

Sort: **PRODUCTION**

Sort: **NEWEST**

Search

LIBRARY » **PRODUCTION**

Get Loose for the Camera

For non-actors, getting on camera can be tough! The key to a natural on-screen performance is to not take yourself too seriously.

LIBRARY » **PRODUCTION**

Shooting for the Edit

Techniques you can use while you're shooting your video to make editing more efficient (and pleasant).

LIBRARY » **PRODUCTION**

Choosing Music for Your Video

Background music plays a wicked important role in your video. It's a powerful way to drive the video forward and create emotion around your message.