

Where to Start

- 1) What's the Purpose of the Video
 - Definition of your organization
 - Fundraising
 - Show an event (i.e. speaker or performance)
- 2) What's your message (be specific because one video can't do everything)?
 - Fundraising?
- 3) Generating a Creative Brief

What Goes Into a Production

- 1)Idea/Creative Brief
 - Project Overview
 - Purpose of the video and what should it accomplish?
 - Audience Profile
 - Who do you want to reach?
 - Perception/Tone
 - Fun or serious?
 - Competitive Positioning/Point of Difference
 - What makes you unique?
 - Targeted Messages
 - What do you hope people will FEEL?
 - What do you want people to DO?
 - How will we measure success?
 - Budget & Delivery Date (to be done with the filmmaker)
 - Distribution & Deliverables (to be done with the filmmaker)
 - Where will it be shown? Website, social media?
 - What final formats are needed.
- 2)Select a Filmmaker (some are on the CFF page)
 - Look at their website and reels to see their past work
 - Request a meeting (you can meet more than one)
- 3)Get a Bid from the filmmaker
- 4) Schedule and plan the entire job with the filmmaker
 - Tips: Length, captivating start, logo at end or in corner
- 5) Things to think about: music rights, releases, work-for hire