

What Your Video Says About You



Step 1: Dial-In
 U.S.: 866.740.1260
 Access Code: 9492105

Step 2: Web Login
<https://www.readytalk.com>
 enter passcode 9492105

*6 to mute *7 to unmute

October 20, 2011

L o r i J a c o b w i t h
 where your research meets its match.

Dawn Mikkelsen



- Creating nonprofit video and award-winning documentary film for over 10 years.
- Dedicated to guiding clients on best utilization of video for its ability to make a lasting impression on the head and heart.
- Teacher of documentary film and 2010 McKnight Fellow.



Where we are headed



Feel it?



Best Practices

Emotion



Best Practices

What action do you want your audience to take?



What Your Video Says About You

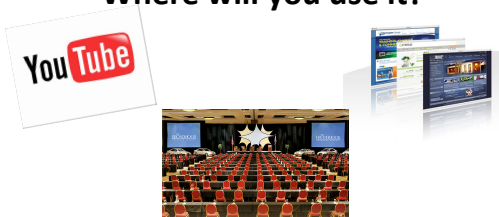
- Do you have an agency video?
- Do you *like* your video?
- Is it 7 minutes or shorter?
- Does it move people to *FEEL* something at least 3 times?

Feel it yet?



Best Practices

Where will you use it?



What do you feel now?



Best Practices

What is your deadline?



Best Practices



What is your budget?

When the message is clear.



Resources & Links

- **Visual Storytelling Checklist**
Social Brite blog post July 15, 2010
<http://www.socialbrite.org/2010/07/15/visual-storytelling-checklist/>
- **Digital storytelling from soup to nuts**
Social Brite Tutorial July 21, 2010
<http://www.socialbrite.org/2010/07/21/digital-storytelling-from-soup-to-nuts/>
- **Witness Video Advocacy Planning Toolkit** (Advocacy videos or films)
<http://videoplan.witness.org/>
- **Media That Connects – Blog Post April 2010**
<http://mediathatconnects.blogspot.com/>

Resources & Links

- **Providence St. Vincent Medical Center – Breast Cancer Awareness**
<http://youtu.be/OEdVfyt-mLw>
- **Plymouth Church Neighborhood Foundation 2010 Video**
<http://www.youtube.com/watch?v=rAPPZ5yDO6s>
- **Power Of Words** - <http://youtu.be/Hgzim5m7oU>
- **Emergence Pictures' YouTube Page**
<http://www.youtube.com/user/emergencegrl>

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Complimentary one hour consultation on video production for today's webinar participants. (If you book before the end of 2011.)

Join Me

Upcoming Minnesota Events:

The Art of Asking in Challenging Times – hosted by MCN

December 1, 2011

9 am to Noon

Staying Sane With Social Media – MN Gov. IT Symposium

December 6, 2011

1 to 4:30 pm

Sustainable Fundraising Strategies II

December 7, 2011

9 am to Noon

Sharing Your Funding Gap So People Take Action

December 7, 2011

1 to 4 pm

More Info and Registration on Events Page at: www.lorijacobwith.com

Upcoming Webinars

Unleash Your Inner Asker

Andrea Kihlstedt from Asking Matters

November 17, 2011

Q & A with Lori

Lori will answer one hour of coaching questions about any aspect of fund development.

December 15, 2011

50 Asks in 50 Weeks

Amy Eisenstein From Tri Point Fundraising

January 19, 2012

Check out the Webinars tab on Lori's website for more webinars for 2012!

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*Please answer short
survey about today's
webinar
and have a great day!*