Video Checklist

You already know why video campaigns are so important. (Refresher: video campaign updates drive 3.2x more donations). Your supporters and donors will be more engaged, and more likely to feel more invested in your campaign progress.

Here’s a checklist of 4 tips to make sure you get the most out of your video campaign update.

1. **Keep it short and sweet**
   Give an informative but concise description of your progress until now, as well as any major milestones you need to address. Remember that people have short attention spans. After all, the brain is finite.

2. **Try to double stuff it**
   If you can, try to put in another message in there to support your update, like a stretch goal. They say no one likes an optimist, but in this case it’s forgivable to throw in a little added enthusiasm.

3. **Show us, don’t tell us**
   One of the best things about a video campaign update is you can show your donors what their support means in terms of tangible impact. This is your moment to put interesting things in front of the lens. Like maybe a bug. Hi buggy.

4. **Give thanks**
   Everyone appreciates a thank you, especially when it’s personal. Speak from the heart. Let your supporters know how important their donations have been to your campaign. Or how great their hair looks today. The more you make it about them, the more they’ll like it.

*If you want a poster of this checklist (that would be so cool), take it to a print shop and say, “please make this poster-sized.” Your friends will be so jealous.