**Donor Appeal Video Talking Points & Instructions**

Lights. Camera. Action! Now is your time to shine and be the face of your donor outreach campaign. Below are tips, tricks, and talking points to support you on your way to donor engagement success.

Reminder: Live social media videos are today’s telethons. It’s ok to repeat yourself, and we recommend that you do. Remind your audience of the nonprofit organization’s name, mission, and website frequently. If you have a specific action item you are listing, like donating to a campaign or purchasing an event ticket, repeat that often, too.

We recommend that live social media videos are between 10-15 minutes long. That will give your audience enough time to realize you have a live video playing, an opportunity to jump in and engage with you, and by repeating yourself a few times during, you’ll give viewers the pertinent information no matter when they jump in.

Pre-show Suggestions:

* Have a specific goal in mind. Decide what your action step will be and always circle back to that in your conversation. Are you directing them to a specific website? Do you want them to post in the comments? Know what you’re asking before you jump on live.
* Make sure you have access to go live on the page. Do you have admin rights?
* Prepare your space.
  + Choose a location that is bright, but not blinding.
  + If you’re inside, do you need to add additional lighting to brighten your space up?
  + Do you have a neutral backdrop that helps frame you?
  + Choose a location that has minimal background noise. If you’re outside, are you too close to a busy street that might wash out your audio?
  + Do you need to use an attached microphone or will your phone/computer audio pick you up well?
  + Make sure you’re holding your camera at the correct angle. If on a phone, keep it upright.
* Style yourself.
  + Choose an outfit that will look great on camera, but also compliments your background.
    - If you’re outside against a white wall and your shirt is white, will that wash you out?
    - Most of us know the angle of a Zoom call now and how much people actually see of you. Make sure your torso and up are looking professional and clean. We do recommend you wear pants, too, just in case.
    - For those that feel they look best with makeup on, do yourself a favor and give yourself some time to get “presentable.” You’ll be more comfortable and like your own reflection so much better if you have makeup on than if you skipped it that day.
    - Similarly, if you have a particular hairstyle you love on camera, do that. This applies to all hair lengths. Put in some product, style out that hair, and shine!
    - Don’t forget to accessorize. If you’re outside, maybe a cute hat is appropriate (one that doesn’t put your whole face in shadow). If it’s winter, add a cute scarf. Don’t be afraid to add some detail that shows off your personality and adds interest to your video.

Talking Bullet Points:

* Introduce yourself and the nonprofit you are representing.
  + “Hi everyone, my name is <insert your name & role> and I am so excited to be jumping on live today to talk to you about an incredible organization and mission that is so close to my heart, <insert nonprofit’s name>. <Insert nonprofit’s name> is a <insert description and mission information. What does the nonprofit actually do?>, located in <insert location>. You can learn more about the nonprofit by visiting our website at <insert web address>.”
* Insert the ask right up front briefly, then dig into the details.
  + “We are embarking on a campaign to <insert reason> and are hoping each of our followers will support <insert charity name> by clicking on the link in our comments and donating now. The link address is <say link address & any additional instructions they may need to know>.”
    - If you can have another staff member join the live to help with the chat portion that would be great. They can share the charity’s website and answer any questions as they are coming in.
* Talk about why you are passionate about the mission. This is not only an important piece about why you’re asking for support, it’s also a great filler that will allow followers to see that you’re on live and to jump into the feed.
  + “I wanted to take a few minutes to share with you why I got involved with <insert charity name> and why <insert mission> means so much to me. It started with, <insert your history with the organization or a personal reason why you chose to support them>.”
* Share the action request
  + “We at <insert charity name> are launching a new fundraising campaign (or event, capital campaign, etc.) entitled, <insert title>. Our goal is to <insert impact of the campaign’s success>. <Share some of the community impact your organization has with some stellar statistics or client stories>. We’re asking our followers to each donate today to support <reference the statistic or client story> so we can continue to provide those services to our <insert service area> community. You can donate now by clicking on the link in our comments or by visiting <insert web address & any additional instructions they may need to know>.”
* Continue to share impact stories. Adding additional statistics or client stories might give the viewer the push they need to donate now.
* Consider adding a link for viewers to sign up to receive your newsletter.
  + “We’re so grateful for your support. We’d really love to stay in touch. If you’d like to, please click on the link I’ll share in the comments to join our e-newsletter. This is a great way to stay up to date on how <insert charity name> is supporting our community and will provide additional opportunities for you to get involved. If you’re interested in learning more about our organization or looking to volunteer, please visit our website at <insert web address>.”
* Talk about the best way for the viewer to donate.
  + “Thank you so much for your support! We’re in the midst of our campaign entitled, <insert title>. We’re raising money to <insert mission>. If you’re ready and willing to support, please visit <insert link> and give today. This campaign is running through <insert end date> and our goal is <insert amount, if you want it public>. Thanks so much!

Post-Show Suggestions

* Share, Share, Share!
  + Once your live video is complete, share it onto your personal page, ask other staff members, friends and family, to share it onto their personal pages as well. Are there any local FB Groups that your organization is a part of that would be willing to share it on their network as well. The more shares/engagement you have the more visible your live video will be.
  + Consider embedding this video into an eblast to send to your donor base. It’s a unique way to engage with your donors.