

Level: Intermediate

Optimising Fundraising Video Communication and Marketing

Video is a wonderful medium that can help people to understand, engage with and support your mission. The aim of this course is to develop your knowledge and understanding of video marketing strategy and give you the tools to develop your organisation's own video strategy

What you will learn

In this half-day course, you will gain an understanding of video and digital marketing trends, patterns, and strategy. You will learn to make key decisions regarding your organisation's video communication strategy, from differentiating between animation and video to digital platform optimisation.

At the end of this workshop, participants will:

- Be able to identify relative benefits of pure video vs. animation vs. hybrid video as options for your video project
- Optimising your tone of voice and your message to best engage your target audience
- Gain skills to enable you to better describe and pinpoint your target audience
- Be taken through a process to generate the outline of a specialised video strategy for your organisation
- Learn how to effectively slice and dice content to get the most out of your video projects
- Gain insight into the relative benefits and applications for different communication platforms

- Gain an understanding of digital strategy including optimisation of videos for various social media platforms (e.g. Instagram, YouTube, etc.)

Who is this course for?

- Fundraisers and marketers who want to gain a better understanding of video marketing strategy
- Small charities who would like to optimise their messaging with limited budgets
- Fundraisers looking to understand video marketing trends and patterns.
- Fundraising managers who make key decisions regarding their organisation's video and digital communication strategy.

Course Duration

- Half day interactive workshop

Course Schedule

9:30am	Session start
10:45am	10-minute break
12:30pm	Session finish

NB: Break times are indicative dependent on course activities throughout the morning



Full participation in **Optimising fundraising video communication and marketing** is applicable for **up to 3 continuing education points** in Category 1.B – Education of the CFRE International application for initial certification and/or recertification.