

Understanding the Video Production Process for Fundraising

Video is an effective tool to engage and relate to your audience on a human level. The aim of this course is to provide you with a thorough understanding of the various critical stages of a video project, with particular emphasis on the input that your organisation can have at these stages in order to create a more successful end product.

What you will learn

During this comprehensive half-day course, you will delve into the various stages and processes involved in both video and animation production for NFP marketing. It is an essential learning opportunity that will enable you to take your organisation's communication strategy to the next level. You will learn about the pre-production, production and post-production stages of the project and the impact of your key decisions in the production process.

At the end of this workshop, participants will:

- Have an in-depth understanding of each of the video production phases
- Develop insight into the decisions that need to be made by both the charity/NFP and production company
- Possess knowledge and tools to inform decision making
- Receive tips and templates on how to write an effective video brief

- Gain an understanding of the different processes involved in an animation project as opposed to a film project.

Who is this course for?

- Fundraisers and marketers who want to gain a better understanding of video and animation production processes
- Small charities who would like to understand what is possible with limited budgets
- Fundraisers looking to adapt or change their engagement with their donors and supporters.
- Fundraising managers who want to know what video and animation options they should to consider.

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