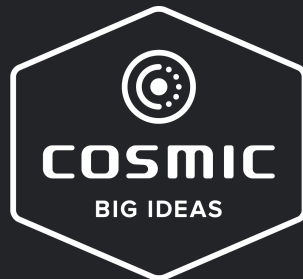


Video Treatment Template



A Social Impact Creative Agency

Overview

Use the following video treatment template to plan the details of any video you want to create for your nonprofit. This should be your first step whether you shoot the video yourself or hire a production, animation, or motion graphics company to do it for you.

Then, for inspiration, check out a completed video treatment prepared by us for Stanford's [Civic Online Reasoning](#) — and [the final video that resulted from it](#).

Video Title

At this stage, your video title can be a working title. Once you are close to the final production, you can select a final title. Be sure to consider how your video title will affect interest from your supporters and entice the right people to view the video.

Goals

Examples:

- Explain and illustrate your organization's **theory of change**.
- Share the history of your organization and what you stand for.
- Describe why engagement in your mission is important.
- Educate site visitors about a particular issue.
- Introduce a new campaign or way to engage.
- Motivate behavior change in one of your target audiences.
- Outline a challenge related to your issue and describe the possible solutions.
- Put a human story to a particular issue to raise awareness and increase engagement.

Length (in minutes or seconds)

Think about how you can take a longer video and cut it into shorter, 20-second pieces to use as promo in social channels.

Visual Format

- Animation
- Motion graphics
- Screencasts
- Existing footage
- Live event footage
- Interview footage
- Documentary footage
- Scripted footage
- Renders
- Still photography
- Subtitles/captions

Audio

- Voiceover
- On-screen scripted audio
- Captured documentary audio
- Foley (environmental sounds)
- Music

Style

Description of animation, visual footage, etc. Examples:

- Simple, minimalistic, 2D animation
- Cinema vérité-style documentary

Tone

Overall tone of the piece. This should relate to the subject matter as well as take into account the chosen target audience. Lastly, the overall brand guidelines for your organization should give direction as well.

- Example: Matter-of-fact with a light touch, speaking directly to the audience

Audience

Who do you most want to view the video? Examples:

- First-time visitors to your organization's website.
- A particular target audience or group of stakeholders.
- Individuals on social media who are sympathetic to your cause but haven't yet engaged with your organization directly or made a donation.

Talent

- Voiceover
- Actors
- Interviewees
- People at a documented event, etc.

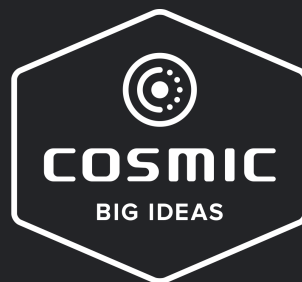
Concept

Outline the information you want to cover in your video. Be specific about the order in which information will be shared and how it will be represented. First-time visitors to your organization's website.

- Where will the titles be?
- What do you see first?
- How does it sound?
- What is animated vs live action?
- It may help to break your concept into three related columns on a spreadsheet: Time, Sound, Visuals.

Article Link:
Finding the Right Video Strategy for your Social Impact
Organization

For more insights like these, visit our insights at
designbycosmic.com/insights



A Social Impact Creative Agency
hello@designbycosmic.com