

NONPROFIT FUNDRAISING VIDEO TIMELINE

CREATIVE PLANNING

Determine the goal for your video, the story you want to tell, who will appear in the video, and the locations where the video will be filmed.

2-4
WEEKS

KICK-OFF MEETING

Meet with your media production team to confirm your creative planning decisions and outline the schedule.

1
DAY

PRE-PRODUCTION

Schedule the people who will appear on camera and finalize the interview questions. Confirm the locations where the video will be filmed.

2
WEEKS

PRODUCTION

Film the video. Six total hours at two or three locations is appropriate for a fundraising appeal video.

2-3
DAYS

POST-PRODUCTION

Edit and revise the video. Reshoot any interviews if necessary. Prepare final file.

3
WEEKS

VIDEO PREMIERE

Debut the video at the annual event and post online. Include a link in email campaigns and use short clips on social media throughout the year.

