



Non-Profit Impact Package

The **Non-Profit Impact Package** retainer is specially designed for non-profit organizations, charitable institutions, and social enterprises aiming to communicate their mission, showcase their impact, and engage with donors, volunteers, and the communities they serve through compelling video content. This package focuses on telling the stories of change, highlighting the human element behind the work, and illustrating the tangible benefits brought about by the organization's efforts. Ideal for fundraising campaigns, awareness drives, and volunteer recruitment, this package helps to amplify the organization's voice and mission.

Target Audience: Non-profit organizations, NGOs, charitable foundations, and social enterprises seeking to document their work, share success stories, and enhance their outreach and fundraising efforts through video storytelling.

Pricing: \$4,000 - \$7,000 per month

Deliverables:

- **Videos:** 3 storytelling videos per month, each 2-5 minutes long, focusing on different aspects of the organization's impact, including beneficiary stories, volunteer experiences, project highlights, and donor testimonials.
- **Story Discovery and Development:** Initial and ongoing consultation sessions to identify compelling stories within the organization, develop a narrative arc for each video, and plan the content calendar around key organizational milestones and campaigns.
- **Pre-Production Planning:** Storyboarding, scriptwriting (as needed), and logistical planning for shoots, including coordinating with subjects, scheduling

interviews, and selecting locations that reflect the organization's work.

- **Production:** On-location filming with a focus on capturing authentic, emotive content that conveys the impact of the organization's work. This includes interviews with beneficiaries, volunteers, staff, and community members, as well as footage of projects and initiatives in action.
- **Post-Production:** Editing to weave together interviews, on-site footage, and additional visuals (e.g., photos, archival footage) into a cohesive and impactful narrative. Includes color correction, audio mixing, addition of licensed music, and two rounds of revisions per video.
- **Engagement Strategy:** Assistance in developing a strategy for video distribution and engagement across various platforms, including social media, the organization's website, and email newsletters, to maximize reach and impact.
- **Impact Reporting:** Monthly meetings to review video performance, gather feedback, and assess how the content is contributing to the organization's goals, such as increased awareness, donor engagement, and community support.

Optional Add-Ons (For Additional Fees):

- **Additional Videos:** For organizations needing more than 3 videos per month, priced at \$1,300 - \$2,500 per additional video, depending on complexity and production requirements.
- **Extended Production:** Additional days of filming for comprehensive coverage of projects or events, priced at \$1,500 - \$3,000 per day.
- **Animated Explainers:** Creation of animated explainer videos to illustrate complex issues or the organization's impact, starting at \$2,000 per minute of animation.
- **Professional Voiceover:** Incorporation of professional voiceover narration to enhance the storytelling aspect, priced at \$250 - \$500 per video.
- **Expedited Delivery:** For quicker turnaround times on video production, an additional 20% of the monthly retainer fee.

