

WHAT THEY DID/HOW THEY DID IT

HELPING A GRANTEE'S CAPITAL CAMPAIGN WITH A VIDEO BLAST

To help grantees use video effectively, the Frieda C. Fox Family Foundation created VirtualSiteVisit.org, where organizations can find tools and advice for nonprofit mobile media. Dana Marcus, executive director of the foundation, described an early project to assist a transitional program for young people aging out of the foster care system whose capital campaign had stalled and was running out of time.

“With six weeks to go, Kim Golter, the director and founder of Jeremiah’s Promise, called to brainstorm how to raise the final \$90,000 of a \$500,000 challenge grant. I suggested sending out a short video by email, with a compelling plea and a ‘donate now’ button. I asked Rachel Fox, the foundation’s media expert, to edit JP’s existing video from 12 minutes to 3 minutes, incorporating new text and foster youth statistics that Kim provided. Within ten days, she had created a fundraising webpage with a ‘real-time’ fundraising thermometer, and had the e-blast ready to go. We also featured the JP challenge on our foundation’s own homepage, all a cost of under \$1,900 (including data monitoring for the month),” said Marcus. “Jeremiah’s Promise raised a little over \$90,000 by the deadline,” said Golter of the experience. “The video e-blast was a great tool, and the teamwork between the foundation and JP was amazing.”

“Most donations were correlated to the video blast. But some came in by mail or pledge and not through the donate now button,” Marcus pointed out, “so, I hesitate to say all were directly attributable. Noteworthy, though, we bought a \$200 Google ad using key words like ‘emancipating foster youth,’ ‘help,’ and ‘donate’ and used the video blast as a landing page. The ad brought in a single, unexpected donation of \$10,000 to the campaign. Pretty good investment.”

For Jeremiah’s Promise and other nonprofit video case studies, see VirtualSiteVisit.org. To learn more about how keywords work and a tool to help generate effective words, go to adwords.google.com.