

Video Fundraising



Why What How

Why?

2005



Luca Bruno / AP

2013





Talk Write Bank Research Date Read TV Travel Shop Photos Share Recipes Fitness Parenting

DONATE





“Video will soon be 90%
of all Internet traffic.”

– Robert Kyncl, YouTube’s Vice President of Global Content

**A ONE MINUTE VIDEO
IS WORTH 1.8
MILLION WORDS**

FORRESTER RESEARCH



People spend on average 2.6x more time on pages with video than without (Wistia).

Companies using video enjoy 41% more web traffic from search than non-users (SmallBizTrends)

4x as many customer would rather watch a video about a product than read about it (Animoto). "Show not tell"

After watching a video, 64% of users are more likely to buy a product online (Source: Hubspot)

A whopping 80% of users recall a video ad they viewed in the past 30 days (Source: Hubspot)

Including a video on a landing page can increase conversion rates by 80% (Source: Unbounce)

Having a video on a landing page makes it 53% more likely to show up on page 1 of the SERP.

Video in an email leads to 200-300% increase in click-through rates
(Source: Hubspot)

Using the word 'video' in an email subject line boosts the open rates
by 19% (Syndacast).

48% of emails are opened on a smartphone so videos should be compatible
(Movable Ink).

People most commonly check their email while watching TV (70%), from
bed (52%), on vacation (50%), while on the phone (43%), from the
bathroom (42%), and even while driving (18%) (Adobe).

Social video generates 1200% more shares than text and images combined
(Responsive Bound Marketing).

What?

Homepage

Campaign Landing Page

Social Media/Acquisition

Planned Giving

E-appeal

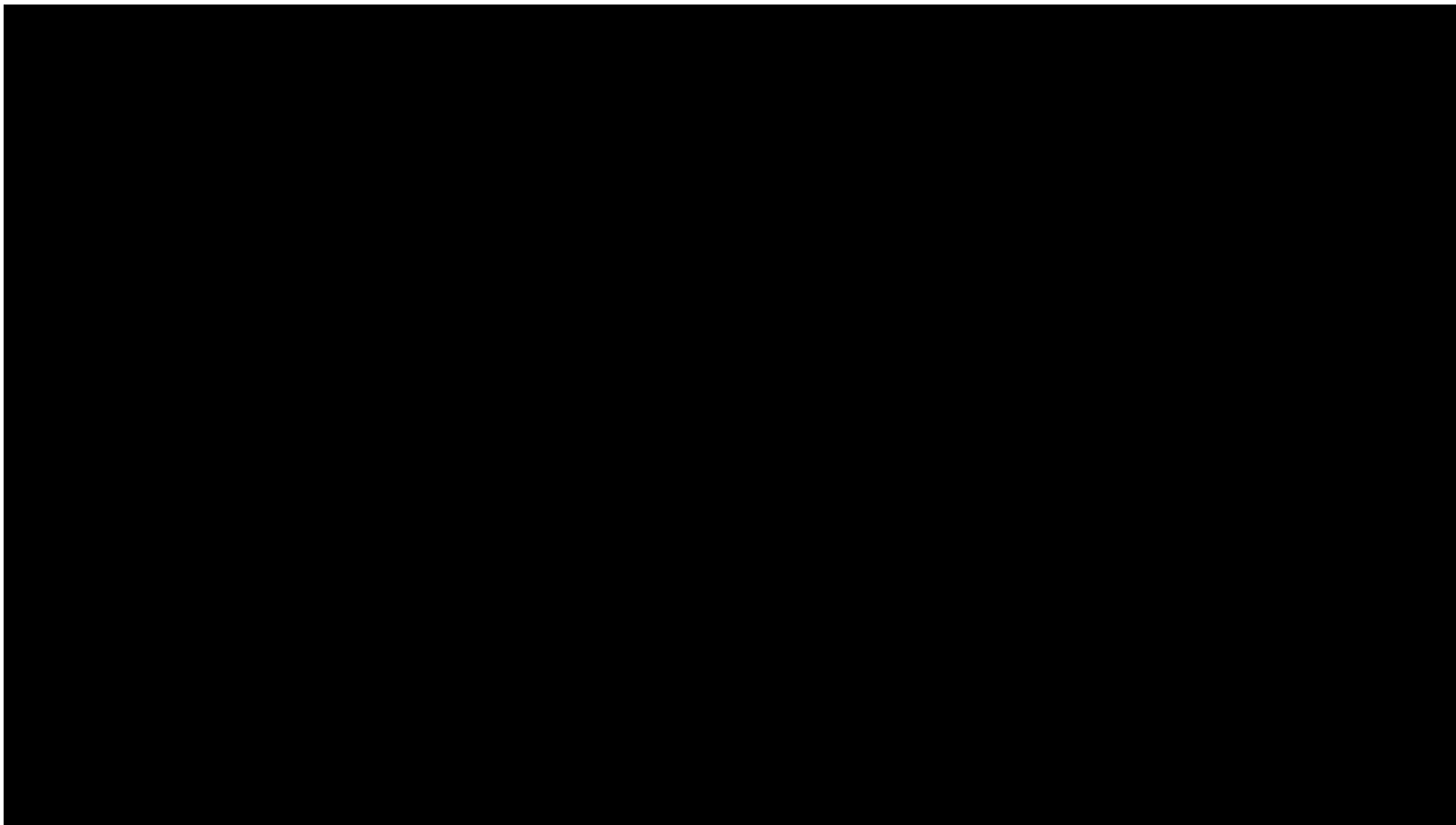
E-stewardship


High Value Giving

Events & Galas

DITV

Homepage






Heart&Stroke

[Watch video](#)

[The Breakthrough Fund](#)

[Your impact](#)



“Fund the breakthrough that could heal hearts and save lives.”

TAKE ACTION NOW

CHOOSE A MONTHLY AMOUNT


\$20

\$15

\$10


OTHER AMOUNT:

♥ Donate

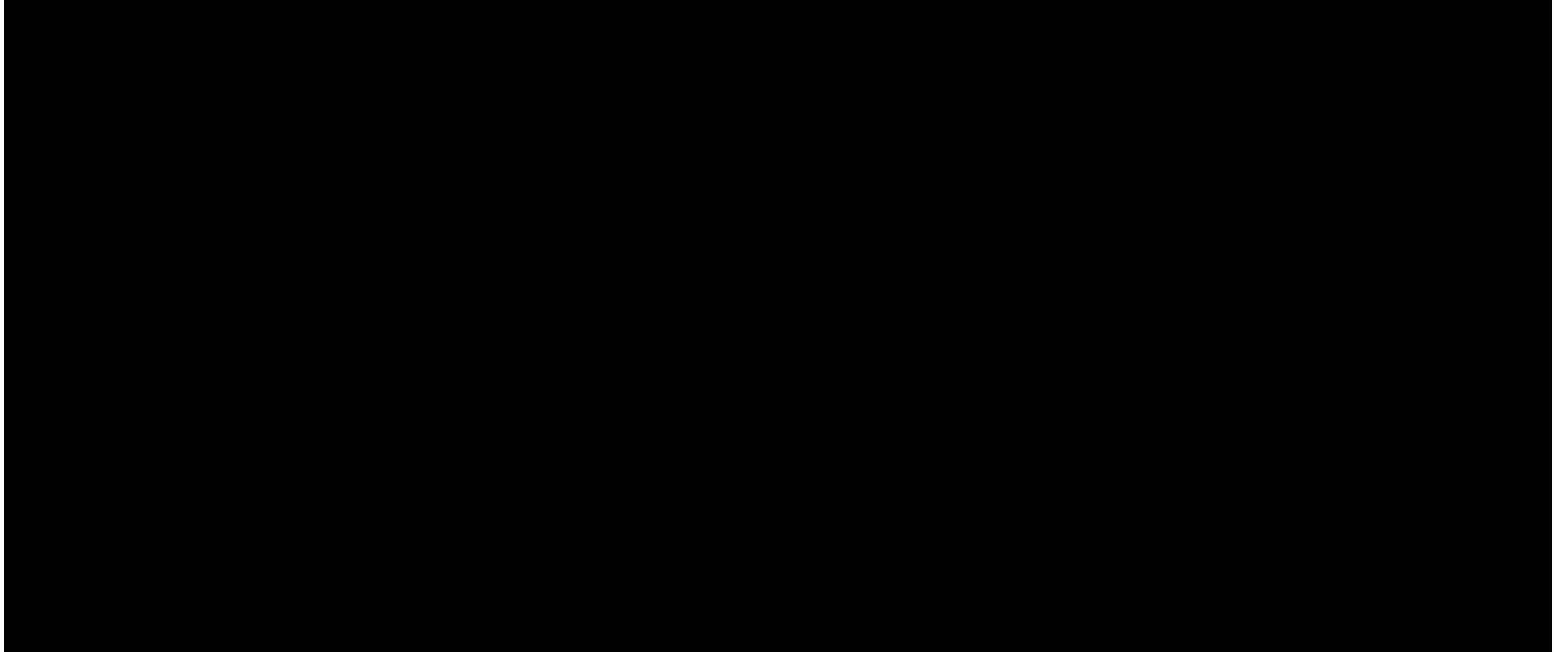
 Breakthrough Fund

Watch Kim's full story and learn more about research that will amaze you

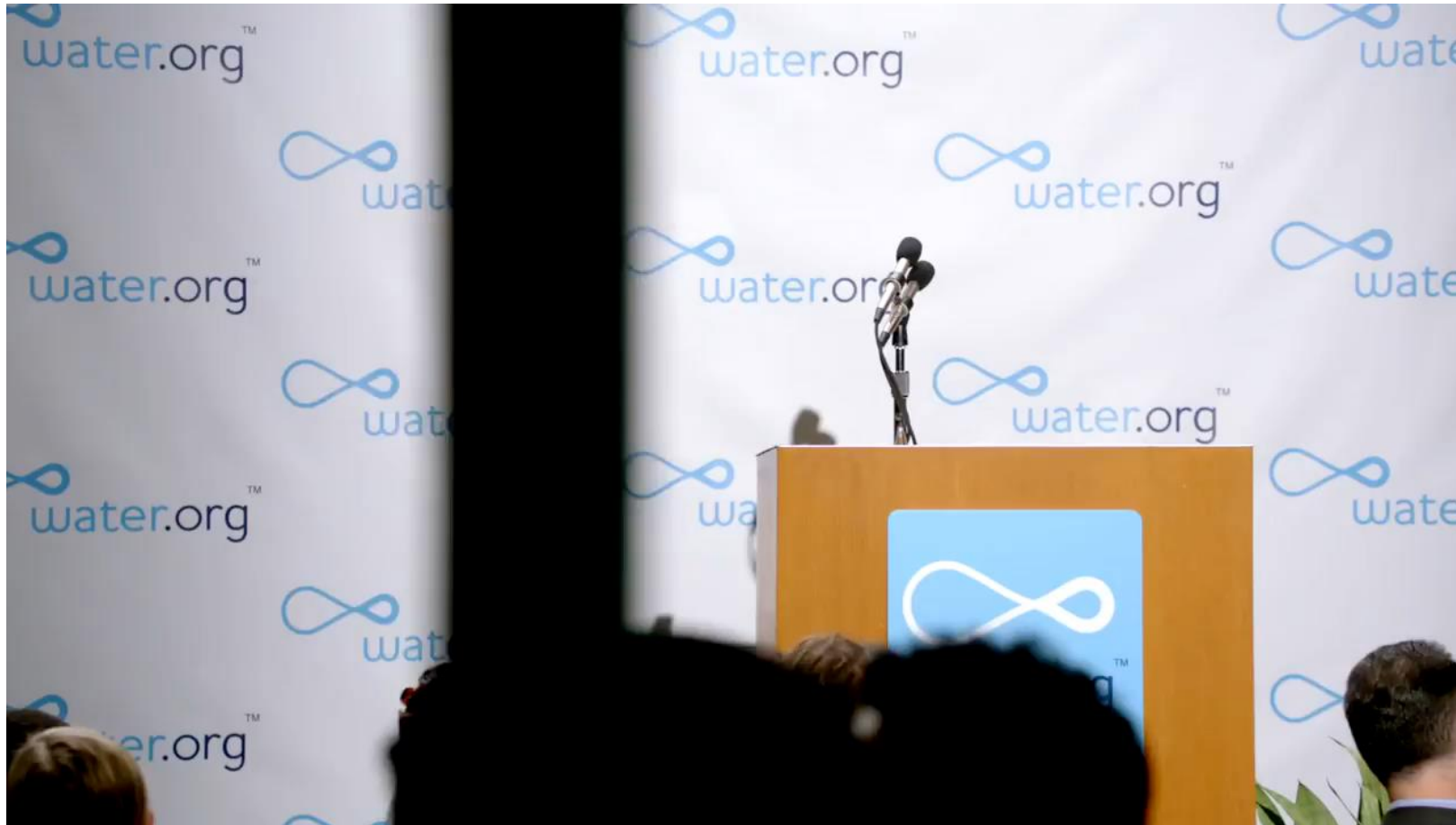
Kim's Story & Breakthrough Research



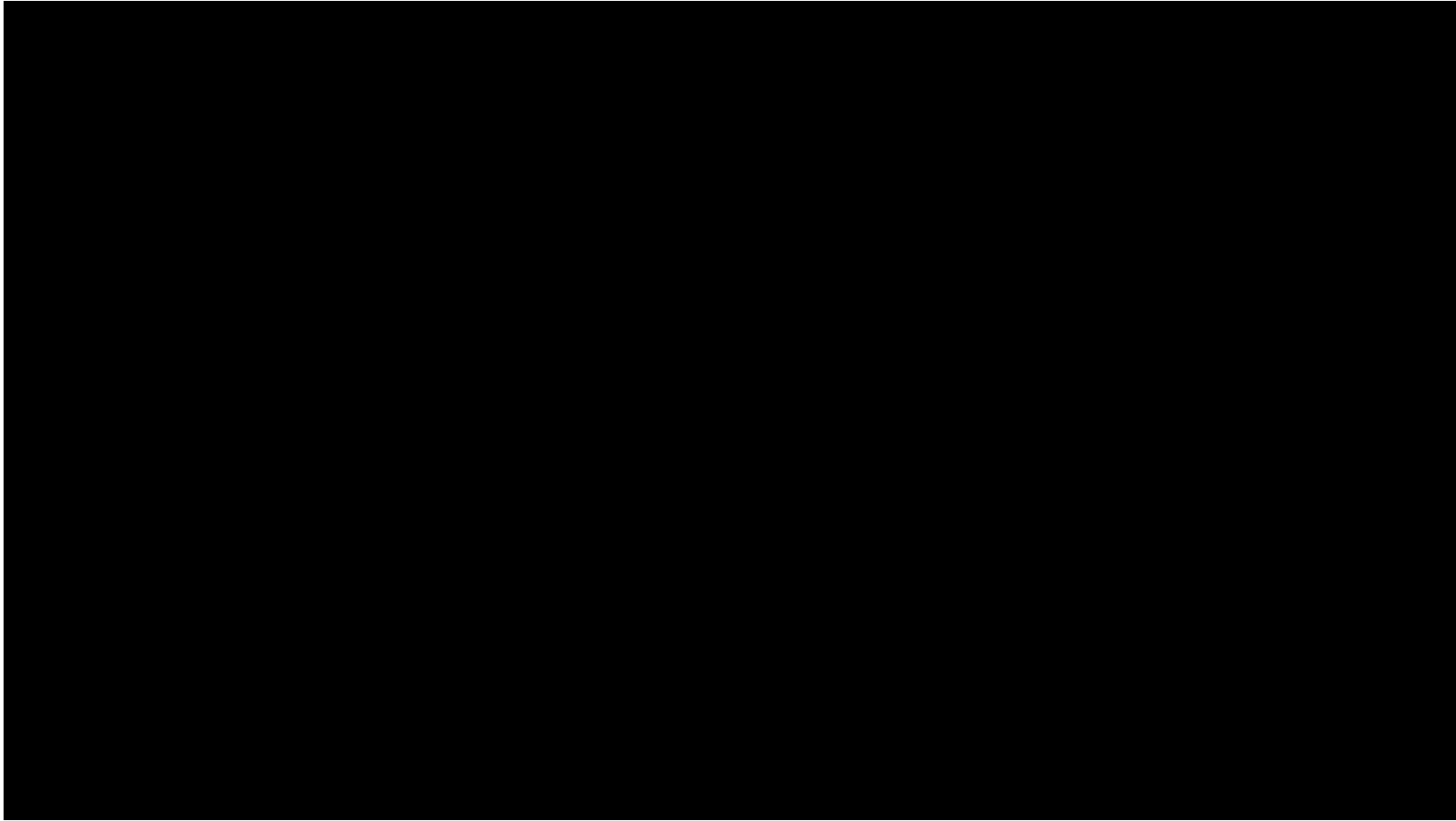
Campaign Landing Page



Social Media



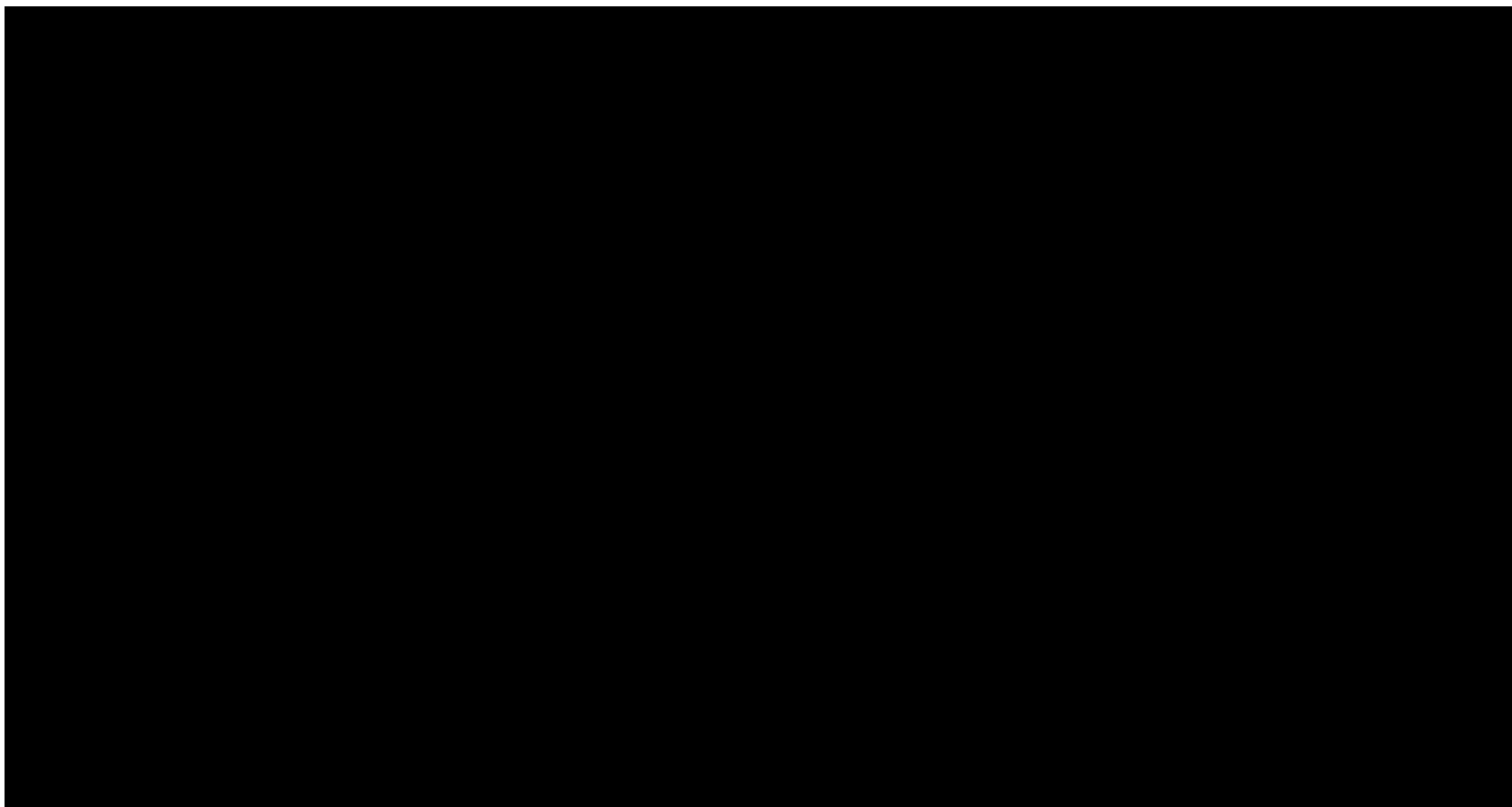
Planned Giving



E-Stewardship



High Value Giving



Web Key



Video Book



DITV





Help Save Wildlife and Their Habitats



***Your symbolic
adoption kit**
with a monthly donation of at least \$8

Symbolically Adopt a Snow Leopard

There are fewer than 6,500 snow leopards left in the wild. Please make a monthly commitment today to help us conserve the world's wildlife and their homes by symbolically adopting a snow leopard.

Monthly gifts provide WWF with the dependable stream of support we so critically need for our global conservation efforts.

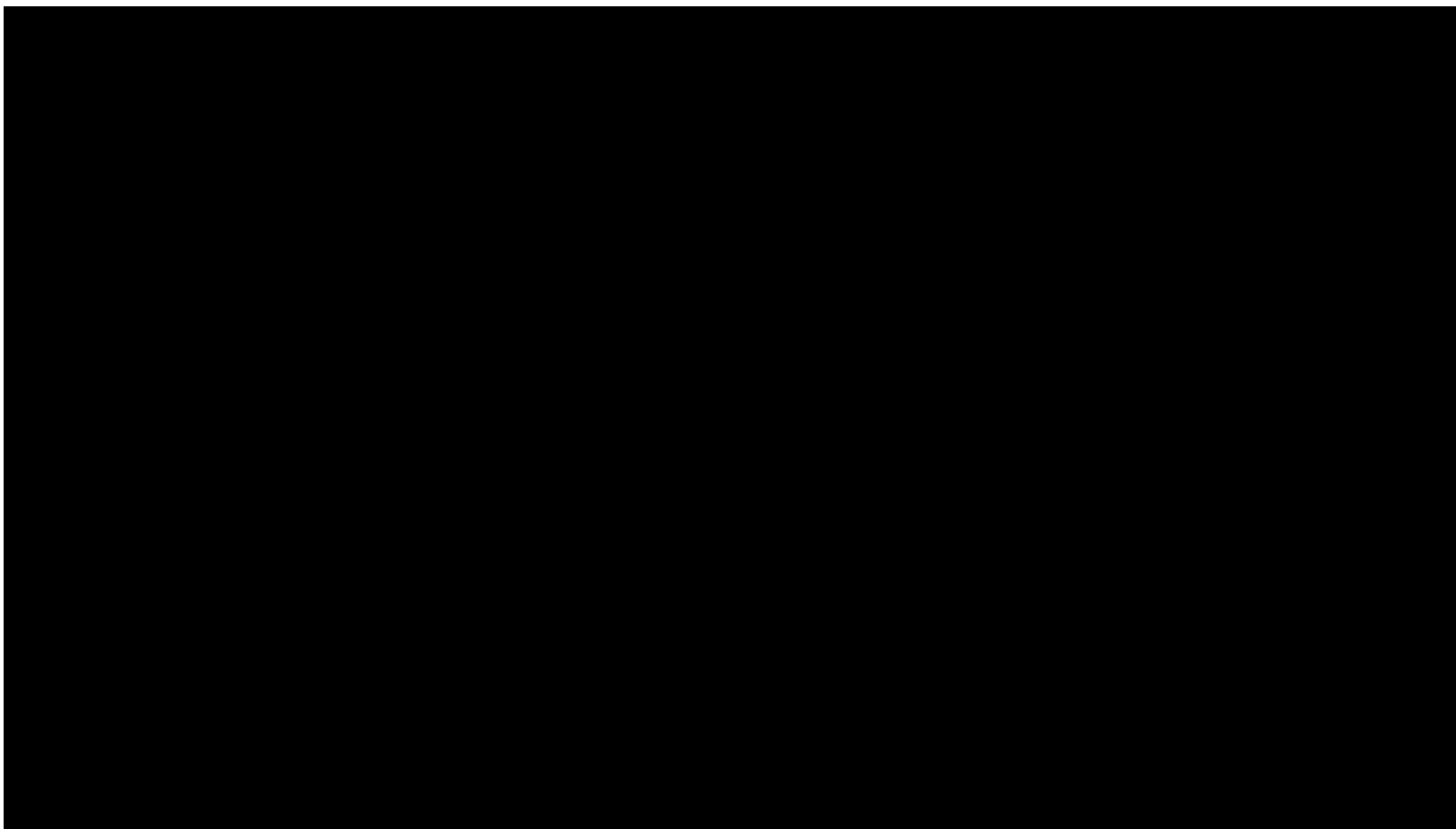
When you donate at least \$8, you can receive a



How?

51.9% OF MARKETING PROFESSIONALS
WORLDWIDE NAME VIDEO AS THE TYPE OF
CONTENT WITH THE BEST ROI (HUBSPOT)

Thoughtful Production



What is your fundraising goal?

What measurements will you track? (Watch time, CTR, Donation)

Who are you targeting?

How will you deliver it? What are the specs? And what is timing of CTA?

What devices are they most likely to use?

Where will happen after they view it?

Develop creative concept.

Produce.

This one is for you ...

