



# COOKFILMS

## *How Nonprofits can Generate More Donations*

My heart goes out to helping nonprofits. Nonprofit organizations help their community by serving those who are in need. People who serve charities do so from the bottom of their heart. At times, nonprofits have a hard time raising money so that they can continue their soul serving work in their own community. If a nonprofit organization does not have the money which feeds its purpose, they really can't be as effective as they wish they could be.

There is a solution however, for those nonprofits that are looking for strategic ways to receive more donations, it's called the internet. We live in a social media society. A society that can be reached through the means of social networks such as Facebook, Instagram, and so on. Some may say it is easier now than it was 20 years ago to get your message out because of the internet. There is one problem though...there is a lot of people trying to stand out just like you are and with that comes NOISE. Everyone is trying to get others attention, but many are just creating NOISE. How do you stand out?

When people give donations, they usually like to see how their money or gift is being used. What better way to show people where their hard earn money is going than to showcase someone who benefits from the donations through a video highlighting their story? I strongly suggest you get the recipients approval. People relate to people, that is why stories have so much impact on us. Stories draw us in and create an emotional charge. The video production team needs to focus on the right person for the right reason. Build your story around one or two ideas, and make sure those ideas fit the person who benefits from your service. When you use people to tell stories you can build trust and it really takes a hold of peoples' hearts. People want to help it's in our nature. So, what better way than to create a story that shows this?

You can use these stories to promote your cause, which will create a buzz and it is these stories that will help separate you from the noise.

Personally, I would want to see and hear from someone who has benefited from donations and how their life has improved versus "Please donate." So yes, story is one very crucial and very effective way to increase donations and recurring donations from donors. Donors want to see progress.

If your organization is looking to promote a fundraiser or event you can also create a public service announcement. Television stations run a certain amount of public service announcements for free each day. Because they run the psa for free, they need to look and sound professional. Your organization should hire a professional video production company to help create the psa. This will give you a better chance for getting your information out on the air which in return will help with a better turn out for your fundraiser or event. The more people who turn out increases your chances of receiving more donations. You could also use the same psa on your website and social media platforms. Create a video campaign on Facebook to help promote your event.

In 2019 I want to help many nonprofits tell their story as well as those who they help. Remember, stories move people into action. If your nonprofit needs help telling their story or those, they help please contact me.

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