

Meals On Wheels
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Developing Videos for the Web

Heather Gwaltney

August 24, 2012, 10:45 a.m. - 12:15 p.m.
2012 MOWAA Annual Conference
Gaylord National Harbor Hotel

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agenda

1. Intro and what you want to achieve
2. Self-assessment of strengths and needs
3. The value of video
4. best practices examples
5. Tips and resources
6. Action plan exercise
7. Contact

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how many of you...

have used an MOWAA PSA or other video clip?

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have...

done your own video work?

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were...

in my previous E-strategy session?

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introduction

- ▣ Heather Gwaltney
- ▣ Over 15 years experience in marketing-communications and video industry
- ▣ Teach at George Mason University
- ▣ Undergrad Psych/Business; Grad OD
- ▣ Consulting focus is on human rights and environmental issues

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agenda

1. Introduction and what you want to achieve
2. Self-assessment of strengths and needs
3. The value of E-strategy and social networks
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my goal

Intention and goals for today	<ol style="list-style-type: none">1. Safe space to question, experiment and have some fun2. "Whatever is said in the room stays in the room"3. Integrate my own external knowledge with existing MOW knowledge
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what you need from today

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defining web video

A short movie less than 10 minutes long that is distributed through an online channel

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types of web video

1. PSA's
2. Educational
3. Personal stories
4. Call-to-action
5. Promotional

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self-assessment

Rate yourself/your program on a scale from 1 to 5 (1 being the lowest and 5 being the highest) on all of the items listed on your self-assessment

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self-assessment

1. Where were people getting 1's and 2's?
2. How about 4's and 5's?

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video objectives

1. Increase awareness
2. Drive traffic to your website
3. Build a following
4. Generate revenue
5. Incite people to act

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video distribution channels

1. Facebook and Twitter
2. Blogs
3. Electronic newsletters
4. Email
5. YouTube
6. Vimeo
7. DVD

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viral videos and campaigns

"Tivo gave us the joy of fast-forwarding through crappy 30-second spots, but YouTube gave us the ability to call up the spots we like" – **Nick Summers, Newsweek**



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why care? MOWAA survey results

Most contributions come from:

1. Clients = 95%
2. Individual donations (not clients) = 93%
3. Private grants = 82%
4. Special events = 79%
5. Local businesses = 77%
6. United Way funds = 61%
7. Donations, per direct mail campaigns = 55%

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MOWAA survey results –cont-

1. Over half of the programs say that direct mail campaigns are most effective for fundraising
2. A little under half said special events are

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getting started

1. Identify your need and objective
2. Identify your audience and how they communicate
3. Decide whether or not to use existing WOWAA PSA's and story
4. Use inside help, college interns or professionals
5. Integrate with other media
6. Distribute! Distribute! Distribute!
7. Track usage and success

ONE AWAY
CAMPAIGN FOR ELDER ECONOMIC SECURITY

WHAT'S HAPPENING IN YOUR STATE
NORTH CAROLINA

Help for Seniors Living ONE AWAY: Mobile Meals


By: RENE GRIFFIN, Senior Resources of Guilford

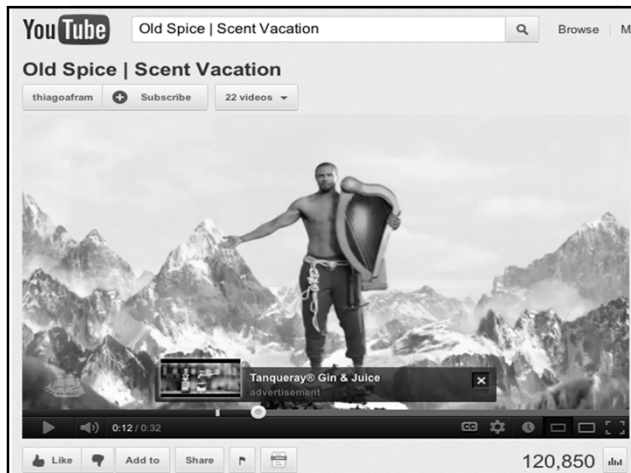
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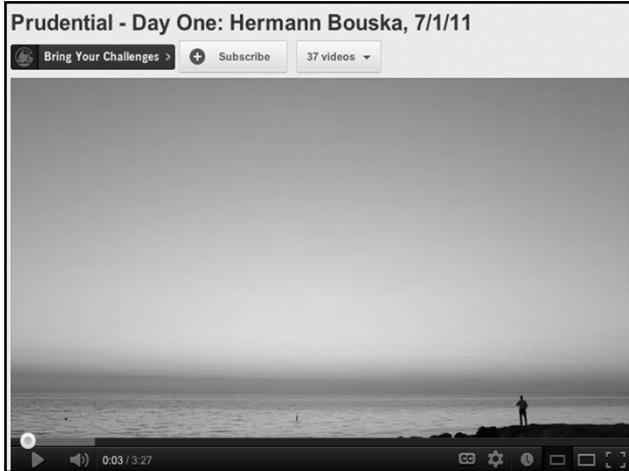
COMMENTS: 0

Senior Resources of Guilford One Away Co... Like Share More info









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why do you think these are effective?

1. list

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lessons learned

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MOWAA resources

1. A video and radio PSA
2. Photos
3. Logos
4. Campaign Q&A and language
5. Social Media Tips & Tricks
6. Media Outreach Guide

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external resources



The slide features four logos: the American Film Institute (AFI) logo, the Women in Film & Video (WIFV) logo with the text 'WASHINGTON, DC', the YouTube logo, and the Vimeo logo.

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action plan exercise

1. Select spokesperson
2. Form groups of 4 or 5 around your seats
3. Select one section on your action plan outline that you'd like help with
4. Each person get's two minutes for the group to help them with the one action plan item
5. Rotate until each person has received advice
6. Spokespersons report back key findings for groups

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stay connected

1. **MOWAA LinkedIn community group:**
linkedin.com/groups?gid=4304589
2. **Membership:** membership@mowaa.org
or call Emily Persson and Logan Goulett
at 703-548-5558
3. **Heather Gwaltney:**
<http://BullsEyeCommunications.TV>

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Q & A

Any questions?