Meals On Wheels
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Creating Videos for the Web
February 19, 2013

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MOW Leadership Academy

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Membership & Communications

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Introduction

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

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Who participated in the web video session at the annual conference?
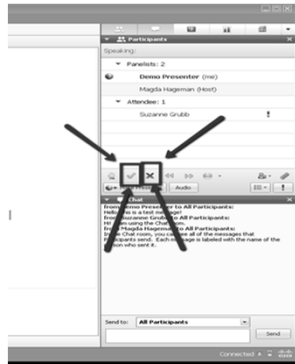
If YES:
Click the **Green Check**

If NO:
Click the **Red X**

(buttons are located on the right side of your screen)

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Click the Green Check if…

You have ever used a MOWAA PSA or other video clip?

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Click the Green Check if…

You have done your own video work?

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Focus for today

1. How to use video to achieve outreach and fundraising objectives

2. How to utilize existing MOW resources

3. Steps needed to create a web video

4. How to best distribute your videos and reach your audience(s)

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Defining web video

A short movie less than 10 minutes long that is distributed through an online channel and which supports higher level campaign objectives

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Types of web video

1. PSAs
2. Educational
3. Personal stories
4. Call-to-action
5. Promotional

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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 vs. Vimeo
6. DVD

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How to achieve your objectives

1. Define your objective up front
2. Apply baseline metrics and tracking mechanisms
3. Focus your message on key service or main point
4. Identify why your audience would care and their behaviors
5. Make your message personal and SIMPLE
6. Offer an incentive
7. Match your message, channel and distribution to your audience
8. Measure and celebrate success!

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Poll: Strengths and Weaknesses

1. Which items have you had the MOST success with?

a. Defining your objectives

b. Defining a strategy to achieve the objectives

c. Understanding your audience's demographics and preferences

d. Understanding your audience's communication practices

e. Identifying your key message(s)

2. Which items are the most challenging for you?

a. Identifying your call-to-action

b. Knowing when to "do it yourself" vs. Using outside resources

c. Defining what resources are needed to create a video

d. Taking advantage of existing resources (e.g., MOWAA media, volunteer staff, and/or in-kind donations)

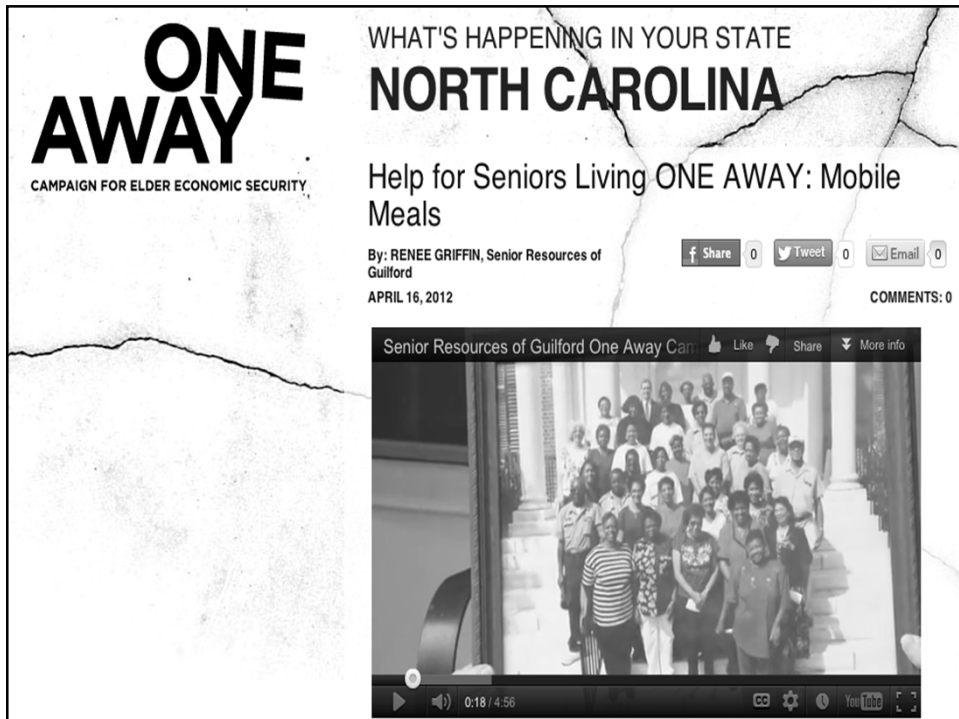e. Defining success

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No on Fast-Track Commission

OWLnational · 10 videos

1,833

✓ Subscribed

👍 9   👎 1

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Going inside 1st: MOWAA resources

1. 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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2/19/2013

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Defining the MOW audience

1. Clients
2. Individuals (not clients)
3. Private sector
4. Local businesses
5. United Way
6. Any others?

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MOW distribution channels

1. Direct mail campaigns

2. Special events

3. Where else?

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Going outside: tips for success

1. People needed
2. Equipment and software needed
3. Budget needed
4. Process from concept to distribution
5. Marketing and integration with other media
6. Distribute! Distribute! Distribute!
7. Track usage and success

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External resources

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Next steps and contact

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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