



# Effective Global Communications

## NON-PROFIT APPLICATIONS

### BACKGROUND

Based on the collective experience of our 'team' in political campaigns, fundraising, marketing, public relations and strategic planning, here are some specific applications of streaming media tools to consider. These include: Video E mail, Live Webcasting and LIVE Video Conferencing (IM).

- I. **FUND-RAISING:** All three streaming media tools are available to support fund raising, pay-per-view fund raising, setting meetings as well as thanking constituents, donors, contributors and investors. Excellent follow-up tool to ask for referrals and provide your fund raising team a cost effective and distinctive way to communicate your impact and the needs you are addressing. Using Video to clearly demonstrate the need and your capabilities to meet the need will lead to the best question from potential funders. How can I help?
  - **COMMUNICATE** directly with potential constituents, donors, contributors and investors in your mission, capital campaign or event.
    - ➔ Video E Mail to promote fund raising events
    - ➔ Use Video to demonstrate your IMPACT (not copy dense text)
    - ➔ Preview your solicitation points in advance of face-to-face meetings and by sending advance video e mails
    - ➔ Personalize quarterly updates with critical funders
    - ➔ Send Video "Thank You Notes" that summarize and review meeting outcomes and financial commitments
  - **BRAND** each V Mail with YOUR logo, messages, embedded video, and links to your website and link to any location on your website.
    - ➔ Make it Memorable! There are opportunities for 5 impressions per V Mail – we retain 80 % of what we hear, see, experience and read together! Only 20% of what we read is retained.
    - ➔ Embedded clips promoting event or calendar of events
    - ➔ Embedded link to PayPal to receive payment, donations/contributions
    - ➔ Obtain Sponsors into your Video Communications to help underwrite your fund raising campaigns and support your organization
    - ➔ Depending on the size of your list serve, there may be opportunities to generate earned income by providing advertising space to sponsors
  - **Save Money** (postage, stationary, envelopes) and **GO GREEN** by integrating streaming video as part of how your organization communicates.
    - ➔ PERSONALLY thanking contributors
    - ➔ In and Out-of-State Fund Raising

- ➔ Much more cost effective than Direct Mail and V Mails can be MEASURED for effectiveness with state of the art metrics telling you when your V Mails are opened, by whom and exactly when
  - ➔ Almost as effective as face-to-face
    - ⊛ Provide force multiplier especially when you encourage people to forward your v mail
  - ➔ Web Casting & Video E Mail translate into cost savings on travel
- Market virally across the country encouraging supporters to forward the link to their contacts and list serves so the archived messages spread while continuing to generate leads, interests and revenue.

II. **INTERNAL COMMUNICATIONS:** All three tools are available including: Video E mail, Live Webcasting, and Live Video Conferencing

- Communicating weekly from the CEO/Executive Director or Board President.
  - ➔ Everyone in your organization onto the exact same page
  - ➔ Create institutional memory with archived videos
- Training & Continuing Education
- Archiving permanent records
  - ➔ Available to staff 24/7
- Communicating among Senior Staff using both Video Conferencing and Video E Mail.
  - ➔ All could be accomplished without face-to-face meetings and lengthy/expensive conference calls
  - ➔ Result - Everyone on the exact same page
- Senior leadership using the tools would be an important “force multiplier” component by linking the team from remote locations in a more cost-effective way than telephones and conference calls.
  - ➔ Result – Leadership on the exact same page

III. **EXTERNAL COMMUNICATIONS:** Two tools would make a significant impact on the target markets – using Webcasting tools on a live and archived basis plus Video E Mail.

- Non-profit Television Station with TiVo and interactive functionality
  - ➔ Interactivity provides the opportunity for polling and honest feedback to the organization
  - ➔ Communicate to YOUR social network on a regular basis
  - ➔ Sponsored Broadcasts as a source of revenue
  - ➔ Archived broadcasts for anyone who missed the Live Broadcast and make available on-demand or password protected basis
- Personalized communication
  - ➔ With key Investors, Stake Holders and Boards
  - ➔ Put face and personality with the text
  - ➔ Program Updates
  - ➔ Embedded clips from recent programs
  - ➔ Live & Archived Broadcasts
  - ➔ Branding, Marketing & Development
  - ➔ Links to your website
  - ➔ Capture names on an opt-in basis