

GOOD VIEWS

HELPING YOU CONNECT WITH YOUR KEY AUDIENCES

REPURPOSE YOUR EXISTING VIDEO CONTENT

Tips for Saving Money and Maintaining Quality

By Steven Wunderli



If only nonprofits had the budgets consumer goods companies have, video producers could look forward to regular video shoots and hard drives full of new content. But nonprofits have to be judicious with their budgets, while staying relevant to their donors and constituents.

Here are a few tips and tricks that will help you maximize your investment in video.

1. **Don't throw anything away.** You never know when you'll need video assets. There will always be a need for video including: fundraising events and social media campaigns - re-cutting existing footage for these uses saves a lot of money. You can also refresh your PSAs via a re-cut, new voice-over, and adding new music.
2. **Save raw footage.** This allows you to edit something new or combine different PSAs to create something fresh. Outtakes make for great internal videos. Screen grabs make for good print or social media.
3. **Log video carefully, shot by shot.** That way, if you are shooting something new, you might be able to go back to your library and fill in with a few shots you already have.
4. **Over-shoot when you are in production.** Once you have the cameras running, you are already paying for the footage. Create two shot lists: The ones you must have, and the one's you'd like to have if there is time. Think of this as a way to build your stock library.
5. **Consider re-distributing a campaign.** Running the same campaign a year or two later only reinforces the message. Just make sure your actors aren't too trendy looking. Trends are easy to spot, so being a little non-descript can add a few years to the usefulness of your videos

There is one last tip that I have learned creating PSAs. **Start with the budget not the concept.** It's much easier to make a concept fit a budget than to come up with a budget that delivers on the concept.

This requires a strong communications strategy so you can keep the messages simple and powerful. Just remember, it costs a lot less money to put ideas down on paper than it does to get them on video. So, spend the time necessary to create the right concept.

Stephen Wunderli has won numerous awards for his creative work focused on nonprofits—from ADDYs, CINES, and Tellys, to the Take Time for Peace honor awarded by the United Nations. He works closely with Goodwill Communications to create high-quality PSAs that get noticed. You can view more of his work at: goodwillcommunications.com/creative-services