

What video can do for Your Capital Campaign:

ECF Consortium of Consultants

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What video can do:

- 1- Dramatize the story
 - a. St. Mark's, Glenn Ellyn, IL: <http://www.youtube.com/watch?v=FeFmfbMdds>
- 2- Reach lightly-connected constituents
 - a. (See carrier email below) Embed video links in email/enews to send regular messages to those who aren't in church regularly to hear them.
 - b. Put your chief leadership in front of givers you may not be able to reach otherwise. Here 2 bishops address their dioceses about Haiti:
http://www.youtube.com/watch?v=LlcmWacHvDU&feature=player_embedded
http://www.youtube.com/watch?v=k8EyrHAIrss&feature=player_embedded
- 3- Raise the "fun quotient" <http://www.youtube.com/watch?v=nFQQRczrREY>
This is both a kick-off video (inspirational) and uses humor to address those tiresome issues of deferred maintenance: <http://www.allsaintsomaha.org/kickoff.html>
- 4- Move prospects from one level to the next through education.
 - a. WSJ video on Haiti <http://online.wsj.com/video/haitian-church-steps-in-during-wait-for-aid/147A5CEA-4AC2-4BA0-83E0-B24724B2D65A.html?mod=googlewsj>
- 5- Take your message to the Internet (where many younger supporters live & work)
 - a. St. E's video on FB.
http://www.youtube.com/watch?v=HOJ_9uiqHNU&feature=mfu_in_order&list=UL
 - b. Connects clients/former clients. (Look familiar?)
http://www.youtube.com/watch?v=LBwnDveGY1k&feature=player_profilepage
- 6- Expand involvement: These three videos' strength lies not in their cinematic virtues but in the way they invited such a large percentage of the congregation to articulate the way the campaign projects will enhance the parish's mission and ministry:
 - a. Universal accessible entrance:
<http://www.youtube.com/watch?v=gver9Ql22ao&feature=related>
 - b. Repair of flat roof :
http://www.youtube.com/watch?v=HDXLd2Y96gA&feature=youtube_gdata
 - c. Expanded kitchen & storage: http://www.youtube.com/watch?v=GSHhjHM_UZE
- 7- Say thank you/celebrate:
http://www.youtube.com/watch?v=R4HsURyJLvc&feature=mfu_in_order&list=UL

<http://www.youtube.com/watch?v=YejHpP6811E&feature=youtu.be>

The thank you video for St. Mark's, Glen Ellyn, above:

<http://www.youtube.com/watch?v=Fd8te4WVIQA>

Note: Video doesn't have to be expensive, hard, or even very well done.

1- They love it because they made it.

http://www.youtube.com/watch?v=pqlGBNni_zo&feature=mfu_in_order&list=UL

<http://www.youtube.com/watch?feature=endscreen&v=KSmqzIlukNY&NR=1>

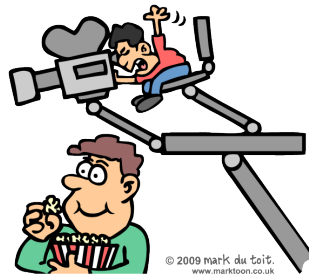
2- 1st video made w/ film school equipment, but all others you've seen made with Camtasia, flip cams, iPhones.

What video can't do:

1- Close the sale. For this, you need face-to-face relating.

Here's one congregation's approach to introducing video to their congregation:

Carrier email for St. Mark's, Glen Ellyn, IL showing "credits" before the video. This is helpful in situations where people aren't accustomed to video links in the e-news.



Don't Let It Happen Here!

A "shocking documentary" by the St. Mark's Sundance Company about life under continuing indebtedness. Written by Ellie & Calvin Dunham; produced by Ellie Dunham, Andrew Dorn, Javier Valdivia, Elizabeth Molitors, Calvin Dunham, and St. Mark's Episcopal Church.

See anybody you know? Is your name on "The List"? Click [here](#) to view, and don't let it happen here.

Don't Let It Happen Here

Directed, Filmed and Edited by: Calvin Dunham

Rector, Violinist, Host: Fr. George Smith

Bouncer Acolytes: Matthew Buchanan, Elliott Reed

Hostess: Julia Dorn

Mischievous Girl: Lina Benich

Jennifer Dorn: As Herself

Andrew Dorn: As Himself

Lane Reed: As Himself

Vestry Ladies: Adrian Buchanan, Joyce Fletcher

Pushy Usher: Joyce Fletcher

The Band: Trey Buchanan, David Fletcher, Chad Alcorn

Passersby: Duncan Buchanan, Lina Benich

Boom Operators: Douglas Buchanan, Ellie Dunham

Extras: The Lanzillos, the Reeds, the Dorns, the Buchanans, Lynn Wollstadt, Jocelyn Briones, and an entire congregation of parishioners!

Special thanks to the 109 members of St. Mark's who have already taken action and pledged.