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**THE CHRONICLE OF PHILANTHROPY**

8 Steps For Stronger Nonprofit  
Video Production

** Define your purpose and audience.** Make sure you clearly define your goal in making a video and why you want to tell your story using the medium. Also, understsanding the video’s target audience is key to developing the message.

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** Set your budget.** Choosing how you want to produce your video depends on your budget, staffing, and familiarity with and acccess to the right equipment and computer software.

** Know your story.** All stories should have five essential elements: the characters, the setting, the plot, the conflict, and the resolution.

**Select strong characters.** Determine the subjects’ ability to articulate their story and their willingless to open their lives to others

** Cover your bases in pre-production.** While developing the content of the video, begin by creating a detailed storyboard to outline what the video will look like.

** Don’t ignore audio.** You can achieve high-quality audio by keeping microphones close to subjects’ mouths and making sure the space you use for interviews is quiet.

** Put it all together**. Editing is where you can finally tell the story and create the video’s look and feel. Make sure the images reflect what you really want to say.

** Distribute the finished product widely.** In order for your video to be seen, stay proactive in getting it to your audience.