


## Module 7:1 Tech tools

 Welcome to module number seven. Today, we are going to be talking about two different things. One is a whole bunch of different tools that you can use that will hopefully help you speed up your process. And the second one is marketing. We'll start with number one.

There is so much tech out there.

I mean there's an insane amount of apps, and now there's an insane amount of GPTs as well. Like different AI tools that you could use as well. It will help you get everything you need to get done in a shorter amount of time. So really I could sum up this entire module just in one sentence, which is if you're facing an issue and you find that you're spending 10 minutes or more on any one thing. Now, obviously some things really do take more than 10 minutes, but if it's something like you're designing something or you're trying to organize something or you're even just trying to brainstorm something and you're just feeling stuck and it's been 10 minutes, that's my kind of barometer for this 10 minutes, start Googling.

What is the best way to do X? Start Googling what are some tech tools I can use to design a roadmap or to organize a large document or to analyze data in a large Excel document or you know, Posts, create a viral video, like literally anything you're doing.

You're most likely not the first person to have done it. And people have created software or templates or AI tools to do it faster, better, maybe yes, maybe no, but at least to help you get started and to take that job and make it sometimes 10 times faster and shorter and more efficient. And then you'll have more time to be able to do other things. So don't get lost in rabbit holes. Here are some of the ones that I love.

They're really quite a variety here of just different tech tools that I've found that are helpful for nonprofits. This is by no means an exhaustive list. Definitely go ahead yourself and check out google, when you're getting stuck on things.

All right so I'm going to be doing a quick run through a whole bunch of different tools that you can use, and I'm going to be putting them the box here below. One is called Give Cloud. This is a very easy platform for you to be able to receive donations. You'll have to connect it with something called Stripe, which is also free.

Check that out. Very easy platform for you to be able to have a donate button on your website and people can easily donate. Number two, this isn't actually a software, but it's a really cool fundraising hack.

If you have an iPhone and you have someone's email, you can actually call them to their email. So emails are pretty easy to find online just do a little bit of digging, and let's say there's a donor that you are trying to get in touch with, a public donor, don't be a stalker for anybody, but let's say someone who is a more of a public donor and you want to call them, you think he or she would be interested in taking your call.

If you put their email in your phone, save it under their name, and then call them on FaceTime to that email. It will actually ring on their phone. Cool hack, although I've never actually used it at least as of recording this video. Next this is a tool called Fathom. I use it for every single zoom call

I have it's an AI recording device. It's free. It automatically joins to your zoom and it gives you a transcription of everything you've done. Summarized. It's a great tool. There are other zoom AI tools as well you can check out.

Next one is utilizing WhatsApp in a better way, depending on if your target audience uses Whatsapp.

Not everybody does. But there are, there are great tools online that integrate with WhatsApp. Some of them can download all phone numbers and names from a WhatsApp group. . And other tools allow you to send out individual messages to thousands of people at a time through WhatsApp. As opposed to having to set up a broadcast list. There are more tools with WhatsApp, Google them but they can be very helpful. The next one is called Descript, which is what I actually used to create these videos, which is an AI video recording tool and it transcribes everything.

It allows you to easily create YouTube shorts or highlights or clips. Again, there are other phenomenal AI tools to even just create videos and content. You don't have to break the budget when you're creating videos. We're going to talk about creating videos a little bit later. But if you're even just looking to create a simple 30 to 60nd video for your nonprofit, most likely AI can do it for you.

And at least good enough that you can then send it to an editor and you can, again, shave time and shave off expenses. Canva. If you don't already know what Canva is, it's the most likely the easiest way to design flyers. They also have AI integrated. Great tool Calendly. Calendly is a very easy scheduling tool.

Again, there are others. I use it for everything. we talked about work-life balance. And so Calendly integrates with your calendar and you send out that Calendly link to other people and

you say, I'd love to meet with you book a time or you can book a time here. Let's say it's a donor.

You might say, Hey, I would love to meet with you. Is there any time that works for you? We can find an hour. Or if it's easier, you can check out my Calendly here. This is when I'll be available. You can use your own judgment about wording, but that way it shows you and people who are trying to get your time when you're available and when you're not available.

MIRO and MIRO AI. Okay. So check that out. it's a phenomenal tool to kind of mind map everything that you're doing, especially when we talk about building funnels, right?

Someone comes into the organization here, they move on to the next step. Then they can either go here or here. It allows you to visualize things in a completely free form way. And there is AI integrated as well. Great for internal use for your team to visualize your organization both from a product perspective,

if it's education, if it's shopping for seniors, whatever it might be. And also from a fundraising perspective and there are others like this as well, such as MyMap.AI a great, great tool. Next one is it's called Icebreaker, it's an AI tool to create LinkedIn posts. Phenomenal. There are other tools out there as well, like I said about almost everything here that it can help you know, how to post on LinkedIn.

So if you're struggling with like, what should I be posting on social media that shouldn't stop you again like I said, in the beginning, anytime you find yourself struggling and you're like, I don't know how to do this, I don't know where to go. Just Google it and there is a lot of tools out there.

All right, this next one is called Streak.com.

I have not used it, but I've heard it's phenomenal. And it integrates with your email to follow up on your leads and to help you understand and track your pipeline of people. The next one is these are, these are two great tools. One is called Fiverr. One is called Upwork, and it's just platforms where you can really find anyone in the world to do things for you for typically very, very inexpensive.

Now you don't always know exactly who you're getting with Upwork. It's typically a little bit more professional. But you only pay, obviously after you get the product and you know, again, let's say, you're trying to design a Canva flyer and it's just not working out for you and your AI tools are not working.

And you're like, I don't have time for this. Go on Fiverr, go on Upwork. You're going to find someone for five or \$10 who will design it for you. I needed to one time create a 3d rendition of this product that someone was creating and a nonprofit and I have no idea how to do that.

And so I went on Fiverr found someone who does 3d rendering and created an the entire 45 second 3d video, it was phenomenal.

Okay. This next one is called Venture Kitt and it's in order to make a business roadmap really, really cool tool. The next one is called Texting A-Z, and this is a great free tool, at least last time I checked, which allows you to send mass text messages as if they're individual messages with people's names and you can customize them.

It's a really, really great tool. The next one is a website called Tech Soup. And if you are a registered nonprofit, you can get a lot of things for a highly, highly discounted rates. And that's a software office tools, et cetera.

Okay, next in your, if you use Gmail on the bottom right when you compose a letter, there's three dots there. You can create something called a template. If you are sending out lots of different emails to people and it's basically the same email or just kind of like a body of the email

that's basically the same and you're just going to customize, maybe at the beginning of the email, like specifically to the donor, somewhere in the middle of the email, maybe towards the end of the email to show that it's an individual email. You can create a template that you'll easily be able to just have a copy paste email, you click it, and it automatically populates the body of the email for you and will save you a lot of time. In general with emails

okay. If you're doing email campaigns, there's a ton of different out there to help you with this there's mail merge there's MailChimp

there is constant contact in our CRM, in the miracle CRM, you can do mass mailings and you can track all of them and it's obviously very beneficial because then you can see who's opening the emails who's not who you should follow up on. You know, what type of email campaigns did well, which didn't, there's a lot you can do there in general, but don't forget that

you probably also get a lot of mass emails and you probably don't open them. And so while mass emails are great for some things they're never going to be nearly as good as an individual text or WhatsApp or even phone call. Next type of software that's very powerful to use is QR codes.

Okay. If you're ever giving out any merchandise or any flyer to have a QR code that a person can easily scan is, is obviously very, very powerful and it lives on forever. Also by the way, have your website underneath that for people who struggle with scanning QR codes, let's say people who are not as familiar with technology.

All right. So that's it. There's so many more, but obviously we're not going to go through all of the internet. You can always reach out to your coach if you're struggling with something and he, or she will be able to help you out in trying to find the right software. Again, for a lot of things that you're doing, you really probably should not be spending more than 10 to 20 minutes because AI can create a lot of it for you.

And then it doesn't do all the work. Right. You have to look at it and say, okay, are there mistakes? You have to check it out. You have to then probably tweak it. But. I've coded full Excel sheets or full Google sheets using AI. It's very, very possible. So make sure you just keep it in the forefront of your mind when you're stuck with something or you want to take something to the next level, Google it, find what's out there and utilize it.

All right, let's go to the next segment.

## Module 7:2 Marketing

All right now, we're going to talk a little bit about marketing. Now, we're not going to make this too long. There are so much you can watch on YouTube or learn about online, about marketing and some of it's really, really great. So definitely, you know, if you're, if you're stuck with something, I'm sure you might have a friend who's into marketing, always utilize your network, but also look online. I find that you typically don't have to watch hour long videos, look for the videos that are more like five to 15 minutes and they are way more practical.

But you know, you do you, so first of all, let's think about your pipeline. We had talked about this earlier, there's your fundraising pipeline, right? Like where is your donor getting on this train?

That is your non-profit, but we're not talking about that right now. We're talking about the pipeline for your nonprofit.

So, where are you? When you think about that, you're trying to think about where are you, where do you want the person who benefits from your nonprofit to get you? What's your top product essentially, right? Let's say they come in, their first exposure to the two year nonprofit is a class. Where do you want them to go

from that class? Okay. Well from that class, I really want them to buy a book. Okay, great. If after they buy the book, where do you want them to get you? Well, if they're buying the book, I really want them to subscribe to my monthly newsletter. Great. And what's after that? Well, the biggest thing that I would really love them to do is to come on a weekend seminar, learning about whatever topic the nonprofit is.

Okay, great. So now you already started mapping that out and you can use Myro or any other tool, or you could just write it out on a piece of paper. And you start seeing all the different parts of your nonprofit and where you want people to direct with. And you go back to that vision statement of, what's like the best case scenario if a genie came and said, okay, magic wand, genies don't have ones, but you know, magic snap and said, okay, all of the people in the world are now benefiting from your nonprofit and the top level, what does that look like?

And what are the steps to get there? That's the pipeline for your nonprofit and you can start mapping that out. They're going to come to a class. You want them to go to the book? Okay. So maybe have the book at the class, right? You want them to go to the newsletter? Maybe there's a QR code on a little piece of paper tucked into that book.

Maybe you're giving it out at the actual class. That's for you to figure out, but you're always wanting to be thinking about how is everything I'm doing connected to the next piece. It's a chain, a chain is continuing to move on to that next piece and the nonprofit to keep moving them forward.

And eventually they're going to hit, whatever it is that the top aspect of interacting with your nonprofit, maybe that's a top subscription level, whatever that might be. So really map that out in terms of your marketing, it's going to be very, very helpful. And because it's going to be able to guide you when you're talking about your nonprofit, you don't want to just be sending an email that says, look what we do, and that's it. Be way more strategic about it. Better to send less but quality, than more and not quality. You want to be able to really be strategic about what you're sending and who you're sending it to, and don't get overwhelmed by this. It doesn't have to be perfect.

I would say many non-profits or all do not do this perfectly. It is something that requires time and you don't always have that to think about strategically. But it's worth it. It really will make all of the difference. Think about in your nonprofit as well. Where are your circles?

Very often, you're going to have your inner circle of people and these are the people who are like diehard all about your nonprofit, love everything you do and interact with every single aspect of that pipeline. You're going to have, obviously the middle circle with people who are a little bit less, and you're going to have the outer circle who are people who are just getting, you know, kind of in those lower two barrier entry aspects of your nonprofit.

And so that's another thing to map out now for your nonprofit is those circles. Middle circle. Who's interacting with everyone. Having a subscription, the newsletter, the book they come to all the classes right. That's the inner circle. Then you have the middle circle, people who are a little less, maybe they come to a class every like few months, they've subscribed to a lower level, a newsletter that's every once every year or whatever it might be.

And then you have people who are all the way on the outside, who just follow you. Follow your nonprofit and Instagram, so map that out as well.

📌 Now let's talk about creating content. You obviously want to create content that people want to read. If you don't create content that people want to read. They won't want to read it right? So creating valuable, relevant content that people are like, oh my gosh, that's interesting, that stop people from scrolling through their millions of emails or social media notifications. That's the type of content you want to create?

Not just here's what we did this past three months and I'm sure it's incredible, don't get me wrong, but you want to be able to have something that stops people and be like, whoa , I wonder what that was about. It might be a clickbait title. It might be. But it also should be something actually relevant to them that says I'm reading this,

this is relevant to me, obviously, if they're on your newsletter then they're hopefully going to be a little bit interested already, but try

creating content that is for your specific audience is key. And by the way, sometimes depending on how large your organization is and how organized you are, you might have specific newsletters or content that go to donors and separate ones that go to just individuals who are in your organization.

To the donors, it might start with, thank you so much, your investment dollars at work. Look what you've helped create, this couldn't have been done without you whereas to your regular audience. It just might be more about what's happening now. Don't forget in both of them

you want to have a CTA, a call to action. That might be a donate button. It might be somewhere further on your pipeline . And that's our update, by the way, we have an upcoming class click here to sign up and get the zoom link, something to that effect.

Finding that value your audience is looking for is key, stories are always a good one.

You'll never believe the story of this 85 year old woman. After she interacted with shopping for seniors, that's a clickbait title, but if you have a really good story, people are going to want to read that and make it relevant to them.

Meredith was super overwhelmed with her life and was never able to visit her kids.

But thanks to shopping for seniors, she's able to go weekly with her kids to six flags. I don't know. Probably not that she might not like roller coasters, but maybe she does. Who knows, don't judge Meredith. And then you continue that story.

Like you most likely know someone who's in your seniors who could benefit from this, connect them with us by clicking here, donate, help support more seniors by clicking here, make it relevant content.

📌 Now let's talk about traffic and distribution. Okay. Let's say all right. Sure. Great Akiva. I'm going to start posting on Facebook and Instagram three months later. No one looks at my stuff. You know, people are vying for people's attention all the time. For-profits and non-profits everybody wants your attention.

So how do you break into that? It's always great to post on social media, but to really break through that traffic, oftentimes you need to have a real strategy and sometimes even a part-time paid person or full-time paid person depending on your nonprofit. And that might not be the place that you want to start again, depending on where you are in your nonprofit.

And you can discuss that with your coach.

However, partnering with someone who already has traffic, that is oftentimes a good idea to get started. So that might be a podcast, right? Someone who already has a lot of listeners or a lot of viewers, that might be someone who has a large email distribution list.

And you can essentially advertise on their email distribution list. Although be warned, just cause, someone says I have 10,000 people or a hundred thousand people on my distribution list does not mean that people always look at that, ask them, what are your click rates? What are your open rates?

How many people actually view and scroll through the email? Ask for data about what the ad conversion rate is, just if you're putting something in a newspaper or whatever, ask probing questions because you might be surprised as to how effective it might actually be. Again, people who have a platform in the community, like a community leader who can talk about your organization, let's take shopping for seniors.

If I were to ask a council member who speaking at an event to mention it because it's helping out the community, even if it's small, even if it's just a few people at that point, it doesn't matter. Lead with confidence lead with surety, like we talked about. Or I could ask old age homes,



to be able to put flyers in their old age homes, following where the traffic is instead of trying to break into it is always a good idea.

Okay next, when you're sending out content. Please I have made this mistake too many times and I've seen this mistake been made too many times. Read it through twice. And the second time you're reading it through, read it out loud to yourself. You will catch many more mistakes happens to be with ChatGPT

nowadays, you can also copy paste it, throw it in ChatGPT and say, are there any spelling mistakes here? Any grammar mistakes here? You know, essentially proofread this for me. You can also just ask and say, you are a newsletter expert for nonprofits,

give me some advice on this newsletter. I'm a big fan of utilizing AI. If you haven't been able to tell by now and make sure also all of your links work. How many times have we gotten emails that say, you know, click here to donate or click here to watch the video and you'll click it and nothing happens.

Double check that link, send yourself or someone on your team, a preview so they can click it and check it out when you're having a link in your newsletter, make sure it opens up in a new tab so it doesn't take over that tab and then you've lost your audience.

In general, when you're trying to break out there in the world and tell people your story of your nonprofit interestingly, especially in social media, people care more about who you are and why you're doing it before they care about the what and the how. Okay. So if you telling them in a newsletter on social media, here's what we do and here's how we do it.

That's great. And you're going to get maybe those inner circle people to read that and interact with that content. However, people are going to care more in those middle circles, in the infringed circles where the masses are. Who are you and why are you doing this? Because that's where the emotion lives that makes it real for them.

And then tell them hi, my name is Bob. I started shopping for seniors because my grandmother was struggling with shopping and she could never come over and one time she tripped and it was really, really hard for her.

And that's why I decided no one should have to go through this. And I created shopping for seniors. What we do is pair senior citizens with taxi cabs, how we do it is by clicking here in . And that's my small piece of helping to change the world into a better place. That minute of content will be much more effective than just telling people more about what you do and how you do it.

📌 So to sum up this part, we're looking for the word value. You want the people interacting with your content to perceive value in what your nonprofit is doing. The more you can convey to them that this is valuable and it's relevant to their lives and so therefore they're going to find it valuable.

The more they're going to want to interact with your content and be able to donate.

Now let's talk a little bit about how you get the word out. Again, Google this, is way more ways than I could ever even, you know comment on here in this video. Some of the classics, like we had said, social media, Instagram, WhatsApp status, facebook, et cetera. You don't have to do those in order to get the word out ,again

it also depends on your target market, right? And it also depends on your target audience. Shopping for seniors, 75 year olds might not use Instagram so much. Some of them probably do. And again, there's always email campaigns. Like we talked about earlier, it's hard to get people's attention , and so individual emails or tech tools that you that send out an email in individual emails are very helpful and by the way, you can send these out on a schedule.

You want something to go out next Sunday and you have time on Thursday to write it and you can write it up and have it scheduled to send out on Sunday. Always a great idea. Like I said to use WhatsApp in terms of their statuses, but you can also use WhatsApp broadcast tools or groups where it's admin posts only.

This might be a great way to update people and or update donors about what is going on.

In general when you're sending things out, I like to send out like a batch first and see how people respond or people if respond at all so you can send out again, depending on your numbers, let's say you're sending out to five or 10%. First you're kind of doing some testing. See what happens.

Some people might write back and say, I don't understand what's happening here. And so you know now, okay, I'm going to clarify this before I send this to everybody.

In terms of posting a social media, like we had talked about in terms of breaking through the traffic, it might be very difficult in the beginning, but it doesn't mean that you can't post.

You can still take pictures and flyers and post on social media for later in a year or two or three, when the nonprofit is bigger, you don't know where your nonprofit is going. And that way when people search for you to consider something there as opposed to nothing there.

So it certainly doesn't hurt and it doesn't say take so much time to keep your social media, you know, posting even weekly is definitely fine. If it's not a major part of your nonprofit.

There's also a lot of fun that you can do with social media or any type of campaigns. By keeping people at a cliffhanger, like creating a series of things and telling a story and ending that story in a cliffhanger and say check out our newsletter next week or a video next week to find out what happens.

You can do even do a three or four part series to keep people coming back for more. It's a great tool in general, how are you getting people to look at your content? You want to be able to utilize different strategies, not just here's what we did, here's how we did it and donate.

You want to be utilizing storytelling largely and showing them value in what you're doing.

All right, we're going to check out the next video here with my friend Yaacov Citron, from Citron films. To learn more about when to make a video for your nonprofit and how to do so.

## Module 7:3 Video Creation

Hello everyone welcome. We are welcoming today Yakov Citron from Citron Films, coming to us live he lives in Israel, but he's in New York right this moment the beauty of Zoom. Yakov why don't you tell us a little bit about your company and then we'll dive into the questions Thank you.

Thank you, Rabbi Akiva. So we are a strategy first video production company. That means when we take on a client, we first look into what the goals are and figure out who you're talking to, how they sing, how they talk, how they walk their dog and how to get them to do the things you want them to do. So that's pretty much what we do.

And once we have a good picture of that, we script it out or we interview it out and then we make a video from there. Amazing, so many of the things we've been talking about in this course. If you don't put strategy into it beforehand, you could come up with a great product, but you have no idea where it's going.

So I love that. That's a really great that's a phenomenal approach. Question number one then for you, Yakov, is why would a nonprofit create a video? I've seen some nonprofits, I'll go to their website, I don't see any video. Some nonprofits, all I see is their one minute shorts online or are their longer video and they put out a lot of video content.

Walk us through some of the strategy there. Okay. So there's a lot of reasons why you might want to make a video. I'd say the most important video is in our language, we call it a minute promo, but it's basically a promotional video that says what you do in a short amount of time as possible, because when someone wants to learn what you do and why they should care about what you do, then it's just as easy as sending them a video or sending them to your website that has the video, sometimes you can run ads on a video so that people can find out more.

It really depends on the size and the mission of the organization. If you're looking for awareness or donations or both and what kind of budget you're playing with to get is a video that tells your organization's story in as short a time as possible.

That's number one. So, okay, we'll go to number two, but you're saying is short. People don't have a lot of attention span. That's what I'm hearing. This is my line, actually. When I launched this thing that I call minute promo it's when people were, when like three plus minute videos were still popular.

Now it's getting shorter and shorter. They're meeting the even playing field and I was like, if someone's going to watch only the first minute of your video, cause it's all the time they got, don't you want to put it all in the first minute? That's really good. I like that.

Okay, so that was point number one. Point number two. So video number two, that really starts to branch out into different, you know, types of organizations. If you're a bigger organization and you can afford this kind of production to be able to put out constant video so you can have a presence on social media and you can offer value.

I'd say nowadays 2024 or whenever you're watching this 2028. I don't know what's gonna be going on then, but probably still the more you can be prolific with giving value on social media, that's very big right now because you can gain an organic awareness, organic reach about your organization.

So that's a very big one, but that requires constantly making videos and that's very often sometimes something you can actually do on your own. If you're a DIYer, you're a bootstrapper. I think a lot of people are so that's good to know, you kind of give them that permission to bootstrap it themselves.

So I guess then that would lead me into when would an organization do this if an organization is around for three months or six months right. Is it better for them to continue building awareness before they spend time and money and resources on creating a video or do you think the video would help springboard that awareness. That's a great question. So on the scale of time and budget. Right. So sometimes you'll have more time, but less budget or more budget and less time. Some people like to spend the money up front and not have to work too much to create something.

If you have the means to do that, that's almost always the best. As long as you invest enough time in the research to make sure you're hiring the right people. And cause spending more doesn't necessarily mean getting more, but that's a separate topic.

If you're just starting out right now, awareness can be free, right? So if you're again, depending on who you're reaching, but I see a lot of organizations posting on LinkedIn and that's a platform where you reach business people. It's free. You don't need to get LinkedIn nav or any of that stuff.

It's free. So awareness is free. So there's no reason why you shouldn't be starting right away and just posting about what your organization is doing whether it's video or text. And I know I'm a video guy, but, I'm an advocate for any kind of posting. And that's just getting the message out there, building an audience so that when you do have a promotional video to show, you have more eyeballs to see it.

And by the way, this is a separate topic. I'm no LinkedIn expert, but you don't really know what post is going to go out there. So that is where, right? The video number two that I mentioned, that is where this content becomes so important because you don't know some posts that I think are going to go viral.

They don't and some things that I posted, I think are not that great. They actually do go. So you don't really know. So when you have a promotional video, the idea is you're really leading people to it. So it's a question I can't really answer because you want to have that available so that people can come to it.

But you also want to gain that following. So it's like a chicken and egg kind of answer to it. It's a circle, so you can jump on a circle at any point, but there's no wrong place to jump on. Well, what I do tell people is that most people will have some amount of budget, but not unlimited, as people say so they might want to do.

I say that a promotional video is evergreen content. It can last as long as your organization doesn't change. If you change people every year, then you might want to do it again, but for the most part, it's about your org. It's not changing every minute. Whereas the constant posting on social media, that is something that is more short lived.

So that's something that I recommend people do on their own, unless they're playing with an unlimited amount of money, which is most people don't. If you have the time to bootstrap, that's something you could do on your own, because if you mess up on one video, like I said, it doesn't matter because you don't even know if people are going to click on it anyway.

So, that's why I say, if you have some amount of budget, you put that into the promotional video because that's something you really want to get right. It's evergreen it's going to be explaining who you are it's your video business card and you want to just be able to hand to people and

know that this is you and your best life and again, if you have the means to do that that I believe is the best way because you have someone outside, I have a hard time making my own promotional videos because when you're in it, it's just so much harder but what you have someone outside the organization looking from like a outside perspective, other than the fact that they're professionals at making these kind of videos, that also adds an element which improves the video, the promotional content that you're making.

So that's what I would say. I would say that I think this might answer your question. And so what should you do first? I would say, hire a video company, if you have the means to, to get your promotional video, your main core video done, and then learn how to create video on your own, using your phone.

And I can recommend a mic that I recently purchased, which I think is great for anyone that wants to make content on their phone. I mean, absolutely. Of course, but if someone's watching this video in a year from now, you know, that's a good point. I would recommend. But whatever. I'm sure it'll be a great mic for a number of years.

And and so you can make this kind of content on your own with your phone. If you have a little bit more time, you can edit it with CapCut on your phone. And I try to actually educate my audience on how to make their own videos. Because until they're ready to use me, I want them to be able to get their exposure on their own.

While at the same time, you can be working with the video company to create your promotional video. Both simultaneously. Okay. Two last questions here. And by the way, just, on that note, like Yakov was saying, he likes to educate people who can follow Yakov online. He posts some great content on there that I know I see.

Don't forget to subscribe. Don't forget to subscribe. So I guess my last two questions, Yakov. Question number one is, I'm curious your thoughts on this, so we've been talking right now about a video for awareness, for marketing, for branding, you know, for being able to have that evergreen and maybe a little bit of that funnel, right, you meet someone, you're able to send them a video which enables to send them to your website which enables them to, you know, either be part of the program or donate or whatever.

What do you think about video content specifically for fundraising, like a video that you make either for your cause match page, right, your peer to peer fundraising campaign or just a video that is created entirely for fundraising. What are your thoughts on that?

We actually make videos for businesses and nonprofits and the difference between them, or when I say business, I mean, service businesses, the difference between them.

They're both servicing people. They're both helping people. The difference is with nonprofits. It's split. Right with businesses you're helping someone and that someone is paying you, in nonprofits you're helping someone and someone else is paying you. Right. The donors are paying you. So with a for profit business, you just need to please one person.

You need to explain to one person why you're there for them and why you're helping them and why you're changing their life and they need to pay you. And you're good. That's it. You're talking to one person, whereas with nonprofits, you're talking to two people, you're explaining why you're helping out

the people benefiting from organization, call them clients, right? How you're helping your nonprofits clients, and then how you're helping the donor, meaning why should they donate by giving them a reason to donate because anyone who has an email account is inundated

with opportunities to donate. So why should they care about your organization? So, anyone who makes a fundraising campaign and is not making a video for the campaign, is really just leaving money on the table.

I mean, a video is what is going to connect people to your organization on a personal level. Brochures are nice. Graphics are gorgeous if done well, and the copy and text that you put in there is great too, and the people, the ambassadors of the organization sending out and saying please help me reach my goal is also amazing.

Nothing will connect people to the organization more than actually seeing the people involved and the people being helped, or however you're going to create the video depending on the org, depending on the non for profit. Actually seeing those people and actually feeling and understanding and being a part of what they do, familiarizing, getting clarity on what they do, there's no better medium than video to do that, at least today. And if you're not creating a video for your fundraising campaign, it's basically all the efforts that you're putting into and you're investing a lot of money and every campaign costs tons of money, right? So you're gonna invest 20, 30, 40, 50, 000 in the campaign and

you're not going to do a video or you're going to do a thousand dollar video. So if you think about the amount of that, the value multiplies, it takes all the money, all your investment, and it multiplies it by three. And by the way, I'll give you a stat. I would, I would actually double check this, but Facebook said that the ads with a good video see three times the amount return on investment.

Alright so video does something, it does something strong. And I didn't double check the stat. I just remember seeing it. So you're really an advocate for the video but it sounds like we should keep it short and it should be strategic about how we're creating it.

So I guess, Yakov, what would be the next step? Would someone be able to reach out to you? For video creation, you have various kinds of videos that you can create for them. How would that work? We customize our packages as much as possible. We also have our ways of doing things where we find success.

And so we usually encourage people to go in that path. We find our minute promo videos to be very successful. It's a strategy first, all our videos are strategy first, but it's scripted. And we find that scripting videos helps get the perfect message out. We put a lot of energy, a lot of thought into the script to make sure that every single word is on point.

We literally look at every word, is this adding or is this taking away? Because if the word is not adding, it's taking away, it's taking their time. So every single part of the process, we make sure that this is going to be selling and not distracting. Don't want to sound like I'm selling myself too much. Well, you should I mean, it's okay.

People are here to buy. I think the idea everyone watching this at nonprofit navigator You'll be able to get a special price with Citron films if you come through nonprofit navigator link is gonna be below obviously and I know Yakov for many years and I personally have used his production team for a film that I created and they're the best.

They're the best in the biz so I highly recommend them. So the main two videos that we typically do for organization is what we call our minute promo, which is the scripted version of the video. The we call traditional promo video, which is what anyone else would call a promotional video, and that is where we interview.

So we create an outline beforehand of what we want the video to sound like, what the message is, who we're speaking to, what we want to say, and then we ask questions to guide you, the org leaders to go ahead and actually say that from your heart. So it's more emotional and heartsy and less focused on the exact words, right?

We try to get as much as possible also on the scripting end of things, we try to get as natural as possible, but each side is what we're going to put the emphasis on the wording or versus putting the emphasis on the emotions. So it really depends on what kind of organization you are and how you want to deliver yourself.

And we're not necessarily limited to a minute. Sometimes, for example, an educational facility, like a college, they'll want to have a longer video because the people they're trying to attract is not necessarily the super ADD kind of folks, so we really start with audience first, like who are we trying to speak to, and how do we speak to them.

In most cases, I say your message does fit in a minute. Even though they're coming from an eight minute video. Right. By the way, you listen to these really long videos. If you listen to it a



couple of times, you'll hear there's a lot of extra stuff in there. What is extra, by the way? Extra means it doesn't sell the point.

You only say the things that are going to get them to do the thing you want them to do. Right, and we talked about that earlier in this course, we've talked about it a few times. What is the action item? What is the CTA, call to action? Over and over.

And also one call to action. One call to action. Just the one, and then K I S S. Keep it simple. Silly. It's really keep it simple, stupid. Keep it stupid, simple. I like it. That's so much better. Did you just make that up right now? Instead of keep it simple, stupid, keep it stupid, simple.

I mean I thought I was correcting you. No. No. Oh, unless I've just been wrong forever. I don't know. Okay. Yaakov, thank you so much for your time. This has been amazing. My pleasure.