# LOOKING FOR DOCUMENTARY WORK OPPORTUNITIES AS A FUNDRAIZING TOOL, TRACKING SUCCESSFUL STORIES, RAISING AWARENESS AS ELABORATED BELOW

***“Many NGOS are implementing extremely unique paramount projects but little or nothing is reported to the donors and to the other stakeholders”***

**1. FUNDRAISING VIDEOS/PHOTOS**

Generally, videos are one of the most powerful tools one can use to make an emotional connection with potential donors, heighten awareness of any cause, boost donations and make a fundraising campaign to stand out. These videos are usually three minutes or less, and the shorter you make them, the more attractive they are to the donors.

While a single picture is worth a thousand words, a video can touch the hearts of supporters and tell a particular story in a way an image simply can’t. Videos also give your crowdfunding fundraiser **a chance to go viral**, especially when **combined with a great social media strategy**. Their uniqueness can tell an honest and heartfelt story that resonates with donors and inspires them to contribute to the cause.

Through such short fundraising videos, the viewers will not only get to know the beneficiary and what makes them so special, but will also capture how donations will make a huge difference for the beneficiary. Therefore, combining compelling images with an inspiring video will result in fundraising success on a fundraiser page.

**2. VIDEO PRODUCTS TO CAPTURE SUCCESSFUL STORIES**

* **DOCUMENATRY**

A documentary film is a nonfictional motion picture based on facts, often consisting of interviews accompanied by narration. It usually covers aspect of reality, primarily for the purposes of instruction, education, or maintaining a historical record. Under this category we have mini documentaries or short form videos that may range from 2-25 minutes and we also have feature documentaries that may go up to an hour

* **TALK SHOW FORMATS**

A talk show is a television programming or radio-programming genre in which one person or group of people discuss various topics put forth by a talk show host. Usually, guests are learned people or those with great experience in relation to whatever issue is being discussed on the show for a particular episode.

To make it interactive, one may opt for a “call-in” show with live phone calls from callers listening at home, or from anywhere else. This option normally helps the producer assess his/her audiences and mileage of the program, including viewership or listenership. The length of the talk show depends on style and format and the nature of content to be used. However, radios normally stick to 15 minutes or more while in television, these shows may usually range from 30minutes to an hour or more.

* **RADIO /TV DRAMA**

These are a series of real-life situations, which are sometimes exaggerated but can easily be related to by the audiences, through the use of themes, settings issues and narrative. They are meant to entertain audiences but at the same time educate them on particular issues. The length is usually dictated by content

**3. AWARENESS RAISIZING VIDEOS**

* **PUBLIC SERVICE ANNOUNCEMENT (PSA)**

Public service announcements (PSAs) are primarily designed to inform and educate rather than sell a product or service. [PSAs](https://www.thebalancecareers.com/public-service-announcements-are-a-vital-part-of-media-2315189) are meant to change public opinion and raise awareness on important issues while disseminating information quickly and efficiently. They usually range from 0-30 seconds or may stretch up to a minute but the language should be simple and vivid.

* **SOCIAL MEDIA POSTS**

This is the newest trend easily used to market products and connects to current customers or fans in a more engaging way. The platform allows web-interaction with customers for feedback on a particular product. The products usually have a combination of text, graphics narratives, and videos/pictures. The cap length could be just about a minute but can go up to two minutes or a little longer depending on the content. Keeping it too long however may push away viewers.

* **INFOGRAPHICS /ANIMATION**

Nowadays, the race to catch viewers’ attention with more provocative and eye-catching visuals is more competitive than ever. This format of communication responds to insatiable appetite for increasingly stimulating and powerful touch of animated videos to inspire and educate viewers on a specific subject matter.

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