

The LAFFE Project Presents:

The Benefits of Video

Why is video important for your program? It is the way people are now gathering information. It is sad to report that more and more people are using videos as their primary source of gathering information. While this is more true of the under 40 groups than the over 40's, that is quickly changing as we are given more and more choices to view than to read.

The biggest hurdle then becomes - how do I do this? Many programs are really suffering financially (one of the main reasons the LAFFE project was created!), and while it was true at one time that video was expensive, today it is not!

Cameras are now very inexpensive and the medium to get it online is free - with youtube.com being the primary carrier, though there are many more. The specifics on "how" to make and upload videos is not the focus of this article. Rather, here are a few ways for the non-technical person to bring video into their programs website and life!

The best and the brightest are often the youngest. The days of formal production companies as your only option are over! The question then becomes who do you know that is web savvy and creative?

Who can you ask for help?

- Local High Schools - is there a teacher who can make it a semester project for a grade?
- Colleges, Community and Four Year - same thing, is there a professor you can get to make this a semester project with a grade attached for accountability?
- Your current members or volunteers. Many people don't want to do the hands on stuff of animal caretaking, this may be a way they can support your program - so ask!
- Local Television/Cable Media - call and ask if they can feature your program. If there is a specific reason or event you will be more likely get coverage. There is always airtime to be filled and when the news is slow they need local stories!
- Ask on Craigslist.com or a local bulletin board for help. Just make sure you ask for references and make the expectations clear for both sides.
- Local production companies just starting out need to build their portfolios - so you can be free examples of what they can do.
- Local Churches. Ask if the congregation can be told of this need. Most people won't think about it, so ask!
- Just put the word out! More and more people are getting involved with making videos, as the technology is simpler and more available.
- Take a class and learn your self!

Video is a very important tool to add to your website. It gives people the ability to feel more connected to what they are financially supporting. In today's world more and more information is required for people to feel comfortable giving money, so video is one of the best ways you can share information. It is also how your future donors and customers relate to the world.