



THOUGHT-STARTER QUESTIONNAIRE

The ever increasing contribution of film to making positive change in society is exciting, but it does take some thoughtful planning to be effective.

It is important for you to understand the priorities of your video. The questions below are designed to help you think through your main objectives so that together you can create the most impactful video.

1. What problem does your organization address?

2. What would put you out of business?

3. Who is the community that you serve?

4. What is the primary goal for your video?

☐ Fundraising ☐ Volunteer Recruitment ☐ Community Awareness

5. What style are you going for? (check any that apply)

☐ Serious ☐ Funny ☐ Documentary ☐ Montage ☐ Interviews

6. Do you have any examples of videos you have seen that you like? They don't have to be related to the nonprofit or social enterprise world.

WHAT IMPACT SHOULD YOUR VIDEO HAVE?

☐ **CHANGING MINDS:** Are you looking to create increased awareness and understanding?

What attitudes or beliefs are you trying to change?

☐ **CHANGING BEHAVIORS:** Do you want to mobilize people? Whether it's to buy, boycott, donate?

What specific actions do you want to promote?

☐ **BUILDING COMMUNITY:** Are you creating a grassroots campaign encouraging people to come together?

What is this effort and what would be a positive outcome?

CALL TO ACTION

You have a captive audience for a very short time, what do you want to ask them to do to help?

ARE YOU READY TO DO THIS? WE WOULD LOVE TO HELP TELL YOUR STORY!

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