

TELL YOUR STORY

Effective Video Content to Propel Non-Profits





BRENT LATIN

Born in Shreveport, LA

2007 Byrd Graduate

2011 Louisiana Tech Graduate in Accounting

2012-2014 - Committee Member (Young Professionals Initiative)

2015 - Class of 40 under 40 (Young Professionals Initiative)

2016-2018 - Board Member (Greater Shreveport Chamber of Commerce)

2019 - Small Business of the Year by the Greater Shreveport Chamber of Commerce

2019 - Red River Revel Board Member

2022 - Goodwill Industries of NWLA Board Member

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PHOTO: JESSICA L. HARRIS

WHY CHOOSE VIDEO TO TELL YOUR STORY?

ENGAGEMENT

- 80% of people prefer video over text
- 82% of online traffic is video streaming/downloads
- LinkedIn users are 20 times more likely to share
- Emails with video have a 30% higher click rate
- Youtube streams have increased 54% since 2020
- 92% of video marketers experience positive ROIs
- Improves SEO



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THE OLD ADAGE SAYS A PICTURE IS WORTH 1,000 WORDS, IN VIDEO WE RECORD 30 PICTURES PER SECOND...SO THAT'S 30,000 WORDS PER SECOND.

- BRENT LATIN

HOW CAN YOU TELL YOUR STORY?

Effective Video Content Ideas



Fundraising and Marketing...





Documentary/Film

Tell your organization's story in a creative and impactful way on the big screen!

Engagement

- Board
- Sponsors
- Community Support
- Premieres with other organizations and churches (nationally)
- Educational curriculum items
- Volunteers
- On-boarding

Additional Media

- Promo
- Testimonials
- Commercials

Distribution

- Schools and Universities
- Digital Platforms (Netflix, Hulu, etc.)

COMPANY PROFILE

This form of content highlights every aspect of the organization, displays key leadership, and showcases services. This is a great internal video for new hires, but an even better external video for investors, future clients, and other stakeholders.

Engagement

Board

Sponsors

Create relationships

Community

Staff

On-boarding for staff and volunteers

"Re"-emphasizes mission



Brent Latin
Brent Latin & Associates, LLC
www.brentlatin.com



Testimonial

Display your non-profit through the eyes of the people you serve and the people that serve.

Engagement

Board

Sponsors

Community

Influence

Clients (people you serve)

Staff

Commercial/Promo

Add great exposure to your brand

Q&A

Engage audience through answering frequently asked questions (FAQs)

Training

Internal videos to assist in the training process

Educational

Educate the viewing audience on how your non-profit serves the community

Live Videos

Engage key audiences through Facebook, Instagram, and Youtube Live!

Event Videos

Capture important events, seminars, and conferences to curate great content



Viral/Entertaining

Content following social trends

VLOG/Vodcast

Long-form content to showcase your non-profit or discuss it with other individuals

Silent Videos

Content created that conveys the message even without audio or with captions

Behind The Scenes

Engaging content highlighting BTS of creating content or preparation of providing services

Influencer

Leveraging the audience of a popular individual to tell your organization's story

Virtual Tour

This content allows your audience to view your facilities



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CONSUMER VIDEO

Affordable
Accessible

VS



PROFESSIONAL VIDEO

Value
Expertise

**LIVE
VIDEO**

Real-time Engagement
Organic Interactions

VS

**PRE-RECORDED
VIDEO**

Polished
Room for Error

A woman in an orange blazer stands in an office setting, speaking into a microphone. Behind her are framed certificates on the wall and a desk with various items. In the foreground, the back of a person wearing a grey hoodie and headphones is visible, looking towards the speaker. Professional lighting equipment is also present.

SHORT-FORM VIDEO

Social Media Friendly
Initial Engagement

VS

A man in a blue blazer sits in a chair, being interviewed. Behind him is a large blue banner with a map of Northwest Louisiana and the text 'Serving Northwest Louisiana'. To the right, a camera operator in a dark shirt and cap is visible, operating a professional video camera. A small table with promotional materials is also in the background.

LONG-FORM VIDEO

Informational
Perfect for Supporters



LANDSCAPE VIDEO

Some Social Media Sites
Long-Form Content

VS



PORTRAIT VIDEO (REEL)

Most Engaging
Perfect for Supporters



INTERNAL CONTENT

Training Material

(Board, Staff, Volunteers)

Mission Emphasis

VS



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EXTERNAL CONTENT

Community
Visibility

THE FUTURE OF VIDEO CONTENT

Virtual Reality (VR) | 360 Video



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PHOTOGRAPHY • VIDEO • DESIGN • DEVELOPMENT

VIDEO COMPLETION RATE

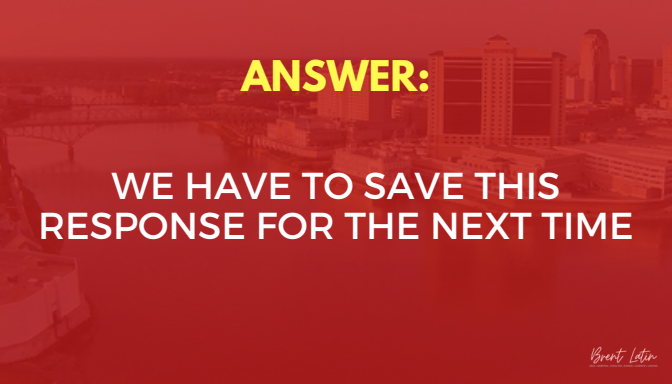
Traditional Video 60%
VR/360 Video 85%





**WHERE SHOULD I PUBLISH
AND ADVERTISE THIS
CONTENT?**

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ANSWER:

**WE HAVE TO SAVE THIS
RESPONSE FOR THE NEXT TIME**



QUESTIONS???

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THANK YOU!

BRENT LATIN

BRENT.LATIN@YOUNGPROSENT.COM

318.759.7767

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